

**NMSU GOVERNMENT CLASS
PROJECTS AND REPORTS**



Creating Public Partnerships

Institute for
Community
Engagement
and NMSU
Masters of Public
Administration
Program



What is Public Partnership?

- Not “Input”/ Not “Participation”
- Starts at Beginning, Not the End, of a Project
- Creative Outreach
- 2 Way Communication
- Meaningful



Why Public Partnership?

- Increases Trust and Community Investment
- Makes Efficient Use of Community Resources
- Improves Public Service
- Leads to Better Decisions



Current City Practices

- City Council Meetings
- Legal /Public Notices
- Public Information Office
- Committees & Boards
- Public Meetings
- Newsletters
- City Website
- Nixle Services

CLC-TV
Cable Channel 20



Suggestions

Strong Customer Service Orientation

- "Help Desk" Perspective
- Tracking Concerns
- Follow-up & Resolution
- Identify Problem Areas



Create Strong Network of Neighborhood Organizations

- All purpose vehicle for public partnership

Suggestions

Enhance Resident Partnership Tools

- Increase Social Networking Capacity
- Citizen Leadership Academies
- Provide Meaningful Summaries of Public Input

Robust Community Relations

Coordinator Position

- Driving Force of Public Partnership

Sources

- Betancourt, L (2009). 10 Rules for Increasing Community Engagement. Retrieved from—
<http://mashable.com/2009/12/16/community-engagement/>
- Birnback, L. (2009). Center for Advances in Public Engagement: Public Engagement and America's Growing Latino Population.
- Center for Advances in Public Engagement (2008). Essentials.
- City of Las Cruces.org/Public Engagement, Strategies and Best Practices.

Interviewees from the City of Las Cruces:

- Travis Brown-Fire Chief
- Pat Degman-Interim Finance Director
- Scott Mar-Interim IT Director
- Esther Martinez-City Clerk
- Andre Moquin-HR Director
- Udell Vigil-Public Information Officer
- David Wier-Community Development Director
- Richard William-Police Chief



Growing Neighborhood Organizations

Effective Communication

#1 Public Communication

City  Residents

#2 Public Consultation

City  Residents

#3 Public Partnership

City  Residents

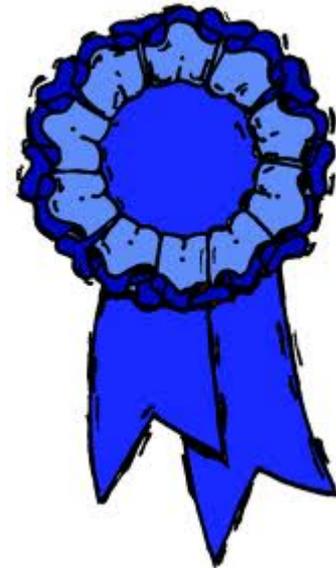
Three Types of Organizations

- Neighborhood Watch
- Homeowners Associations
- Neighborhood Associations



Cities w/ Model Neighborhood Organization Programs

- El Paso, TX
- Albuquerque, NM
- Chattanooga, TN
- Portland, OR



Common Elements of Neighborhood Organizations

- Preserve Character and Beauty
- Liaison Between Neighborhoods and City
- Full Continuum of Involvement
- Citizen Empowerment



Recommendations

- ◉ **Embed Neighborhood Organization program in city structure**
- ◉ **Delegated Support Structure (eg. Community Relations Coordinator)**
- ◉ **Community Leadership Academy**

Sources

Interviewees

- Lawrence Rael, former Chief Administrative Officer, Albuquerque
- Representatives of Las Cruces Homeowners Associations, Neighborhood Watch, and Neighborhood Associations
 - Linda Atwood—Miramar/Maricopa
 - Barbara & Tom Koller—Boulders on the Green
 - Paul Taulbee— Alameda Southridge Owners Association
 - Robin Hutchins—High Range
 - Alex Burr—Canyon Point II

Research:

- County of Sacramento (2008). How to form a neighborhood association, Department of Neighborhood Services.
- Neighborhood Association Startup Kit. Retrieved from: <http://www.iowalifechanging.com/community/neighborhood/default.aspx?id=1>
- Neighborhood Association Tool Kit, www.brmtneighbors.org
- The City of Las Cruces Website: <http://www.las-cruces.org/en/Departments/Community%20Development/Services/Planning%20and%20MPO/Neighborhood%20Associations/Contact%20Us.aspx>

Community Relations Coordinator

Establishing a
Robust CRC
position for the
City of Las
Cruces



Why a Robust Community Relations Coordinator (CRC)?

- Drive Public Partnership Program
- Ensure Effective Public Partnership Practices Citywide
- Guarantee Dynamic Customer Service



Elements of Most Successful CRC Positions

- Holds Dept Level Status in City
- Facilitates Public Partnership Activities Citywide
- Enables & Coordinates Neighborhood Organization Programs
- Establishes Community Leadership Academy

Recommendations from Most Successful CRC Positions

Establishes Structure for Dynamic Customer Service

- Service by Trained Operators (Help Desk)
- Tracks & Documents Concerns & their Resolution
- Analysis of Problem Areas to Inform Policy Decisions
- Integrates Website into Proactive Customer Service
- Resident Satisfaction Survey

Sources

Cities Consulted

- Tempe, AZ
- El Paso, TX
- Waxahachie, TX
- San Bernardino, CA



Interviews

- Shelley Hearn
- Robert Caldwell
- Bob Hearn
- Udell Vigil

Thank You!

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