



Speak Up Coconut Creek is an online portal designed to enhance community engagement. It's a moderated platform to encourage citizen ideas, gain feedback on City initiatives, and prioritize community interests.

RESPONSIBLE PARTY

The Community Relations Division will administer the Speak Up Coconut Creek program. Select City staff will address questions/ideas/discussions that are specific to their field of expertise. Elected officials should not directly address user concerns or questions.

GENERAL RULES OF ENGAGEMENT

- When a user signs up for Speak Up Coconut Creek, they will receive a welcome email and in that email there will be an overview of the system, how it works and what they can expect.
- As a City program, Speak Up Coconut Creek is subject to the Florida State Public Records Laws. User information and posts are subject to public disclosure.
- In order to sign up for Speak Up Coconut Creek a user must provide their first and last name and physical address or they will be removed from the system.
- Once an idea is posted, the user will receive an automated email stating that the idea has been received.
- In addition to the automatic email, the Community Relations Division administrator or appropriate staff will change the status of an idea to "Acknowledged" within 2 business days. A user must be logged into the system to view status changes, however if a comment is made on their idea, they will receive an email. (See status definitions below.)
- All major topics will be reported to the City Manager at a Manager's Meeting or in the Community Relations Division's monthly report.
- When the City posts a new Discussion Topic, Forum, Project, or Survey, users will be invited to participate, as will the broader community who may not yet be signed up for Speak Up Coconut Creek. Speak Up Coconut Creek will be one additional tool in our box when developing communication strategies.
- At the moment, upcoming Commission agenda items will not be included in Speak Up Coconut Creek unless specifically requested by the City Manager. However, users are not prevented from posting ideas regarding current agenda topics.

- Speak Up Coconut Creek is not meant to replace one on one correspondence between citizens and elected officials or City staff.
- Speak Up Coconut Creek is a mechanism for sharing ideas and building community. The City's "Contact Us"/CRM System is to be used for specific service requests and problem reporting.

FUNCTIONS

Ideas: This is where users should post their great idea(s) for Coconut Creek. Once an idea is posted, the user can share it with friends and encourage their support by using Facebook, Twitter, LinkedIn and Google+. Just select the appropriate icon below the idea, log into the site and share with the online community. A member of staff will review the idea and respond with one of the statuses listed below.

Forums: From time to time, the City will post a forum and ask users to give their feedback. Forums are places to collect ideas tailored around specific topics such as City programs, new policies, or planning initiatives. They are ideal for time sensitive idea collection, and good for collecting new ideas around public and community plans. For example, the City could create a forum called "New Neighborhood Park", and invite users to submit ideas about what they would want to see in a new neighborhood park. They can like, comment, and share ideas as they would for general ideas. The City reserves the right to close a forum at any time.

Discussions: Discussions are a series of open-ended topics with multiple questions posted by the City. Users can offer their views on a topic and respond to others. For example, the City might want to get feedback on how to build a new neighborhood park. The discussion could be called "New Neighborhood Park" and ask a series of questions related to it such as "Do you want to include a dog play area in the park?" or "What would you like to see in the park's playground?" Users can respond to each item, comment on responses and agree with other comments. The City has the right to close a discussion at any time.

STATUS DEFINITIONS

Created: This is a default status for all newly created ideas. The user will see that their idea has been posted, but not yet viewed by staff.

Acknowledged: This is a confirmation status that lets the user know that their idea has been received and read. The Acknowledged status will be used when it appears that all of the conversation on a topic has come to a halt. All posts will be acknowledged within two days.

Referred: This status indicates that the City is referring a post to the appropriate individual or department. Referred will be used at times instead of Acknowledged and will be accompanied by a brief online reply explaining to the user how their post is being handled.

Under Review: Under review means that the Town is currently evaluating the implementation possibility of an idea. Not all ideas will rise to the level of a review, but to increase the chances

of an idea being reviewed, its recommended ideas be shared through social networking sites to encourage support through Speak Up Coconut Creek. Ongoing community conversation and interest on a topic is important for an idea to be considered under review.

Planned: This status shows that an idea has gone through the review process and the City has plans for implementation. Ongoing updates on the project will be provided through Speak Up Coconut Creek to keep the community in the loop.

In Progress: If a deadline has been established for an idea that has made it to the Planned stage, the status will be changed to In Progress.

Not Planned: This status means that an idea cannot be implemented for one reason or the other. At this stage the user will be notified that an idea cannot move forward due to budget constraints, legal issues, or other similar circumstances.

Resolved: This status denotes an issue that can be fixed immediately and requires no planning. This will be used in place of, or just after Under Review.

Completed: This shows that an idea has made its way through the entire process and has been completed or implemented. The post will no longer be visible to public view, once completed.

WHAT HAPPENS WHEN AN IDEA IS POSTED?

When a user posts an idea on Speak Up Coconut Creek, the post will be seen by anyone visiting the site. Users can also share it with friends and colleagues through various social media options. After posting, the user will receive an email confirming receipt of the post; City staff will review the idea within two business days, and assign the post a status.

POSTING GUIDELINES

While Speak Up Coconut Creek is a discussion venue, it is also a family friendly one, so all comments and wall posts must be appropriate. The City reserves the right to delete the following types of posts:

- Contain vulgar language, personal attacks of any kind, or offensive comments that target or disparage based on race, color, religion, sex, age, national origin, political affiliation, sexual orientation or disability
- Are spam or include links to other sites
- Are clearly off topic or commercial in nature (offers to buy or sell goods or services)
- Advocate illegal activity
- Promote or oppose particular services, products, or political organizations and candidates

- Infringe on copyrights or trademarks

While visiting this site, users participate at their own risk and have full responsibility for their comments, username and any information provided. As part of registering, the user specifically agrees to hold the City of Coconut Creek, its employees and officials harmless from any liability associated with comments or posts.

Comments expressed by users on this site do not necessarily reflect the opinions and position of the City of Coconut Creek government or its officials and employees. Questions concerning the administration of Speak Up Coconut Creek should be addressed to the Community Relations Division by calling 954.973.6722 or emailing speakup@coconutcreek.net.

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