

Colorado Department of Local Affairs

How Colorado Is Building Credibility and Engaging Diverse Stakeholders

16,000

visits to a single
project page

1,500

people signed up

98

highly engaged
community members

81

questions submitted

OVERVIEW

Connecting with Colorado's geographically and culturally diverse population can be difficult. But using the right engagement tools to craft a consistent, unified message is building the trust and confidence needed to find common ground on important issues.

SITUATION | A MILE HIGH AND STATEWIDE

Colorado has a host of initiatives at any given time in need of public feedback. Having the reach to connect with every stakeholder is key; but any engagement effort is limited if those constituents don't trust the process or the communicator.

This is especially true when dealing with communities with diverse opinions and needs. Cory Nicholson, director of communications for the Colorado Department of Local Affairs, cited implementing the Proposition 123 project, which requires DOLA to increase affordable housing solutions by administering additional funding opportunities

SOLUTION | THE RIGHT TOOLS FOR SUCCESSFUL ENGAGEMENT

Working with Granicus, Nicholson's team created EngageDOLA.org and, within a year, had three projects in process with a fourth on the way. Nicholson plans to launch two more in short time, with the intention of ramping up to 10 engagement projects by early 2024.

For DOLA, successful engagement is about consistency and branding the message in a way that is recognizable and trustworthy.

RESULTS

The result has been more than 16,000 views to the Proposition 123 project page since it was stood up. That metric—while impressive for the effort—is something DOLA could get from standard website analytics. But with the EngagementHQ platform, Nicholson said his team can see deeper into the numbers to discover how many visitors are truly engaging with the content—and, in turn, engaging with the community.

MUST HAVE SOLUTION

EngagementHQ

Using EngagementHQ, DOLA is able to centralize its engagement under one umbrella with uniform messaging.”

Cory Nicholson, Director of Communications, Colorado Department of Local Affairs