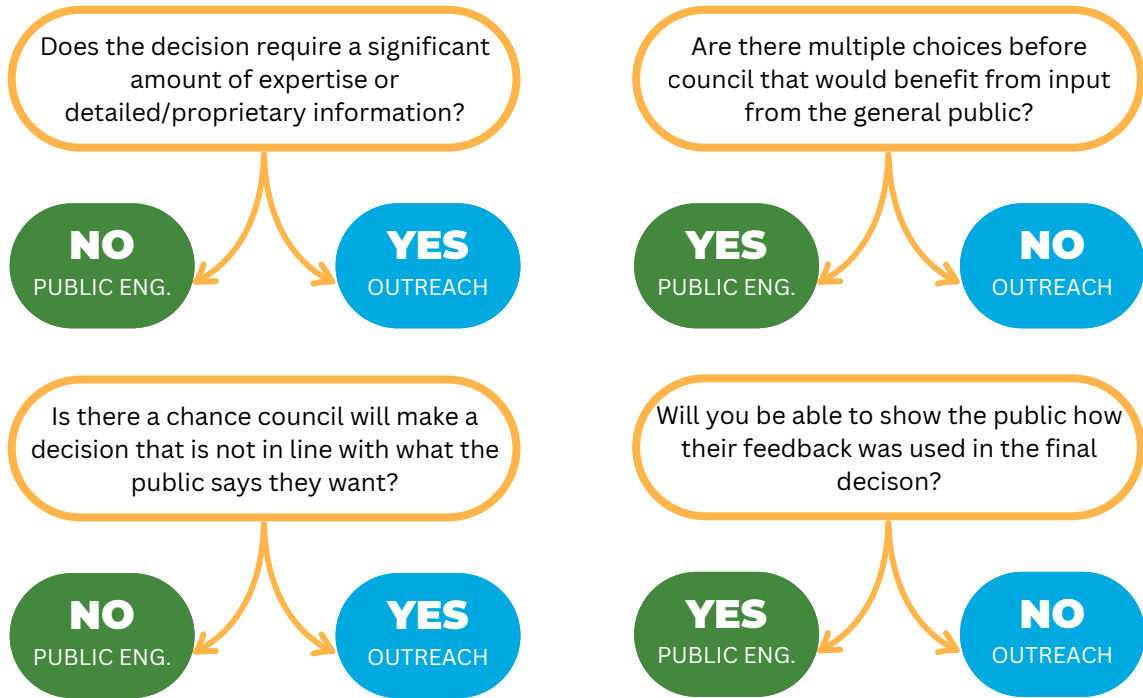


OUTREACH OR PUBLIC ENGAGEMENT?



Public Engagement

Two-way communication: Used to solicit meaningful feedback from the public you can and will use. You should be able to show what you heard and how it was used in the final decision.

vs.

Outreach

One-way communication: Used to inform residents about an upcoming decision. Use to build trust through transparency: Explain decision and prove you considered alternatives.

Notes for identifying & reaching your audiences

Targeted audiences

- Recommended for every project: Is there a group directly affected by it? Does success rely on a particular group's support or adoption?
- Identify how they meet, who their leaders are, and communicate.

General population

- What information do they need to provide **informed** feedback for your decision?
- What do you really need their input on? For public engagement, emphasize priorities to specific decisions.
- Plan for special interest groups overwhelming the feedback you receive.

SURVEY **DOS** AND **DON'TS**

DO

Focus on key information to inform the decision, rather than the decision itself.

Consider how you will use the feedback when forming the questions: If it's not actionable or helpful, restart.

Keep it short and readable.

DON'T

Ask people to vote/pick options if they don't have the expertise or influence.

Emphasize feedback that isn't statistically representative of your community.

FIVE MORE EFFECTIVE OPTIONS THAN A ONE-PROJECT TOWN HALL

Staff/consultants table at **existing community events** (i.e. festivals, parks programming, etc.): Make sure you bring desirable giveaways.

Pop up table in a high-traffic area (i.e. park, athletic game, etc.): Consider springing for free food (i.e. ice cream) or entertainment (i.e. face painter, juggler) to attract people.

Yard signs or information cards with a QR code distributed throughout town (i.e. related areas, high-traffic areas, businesses).

Neighborhood or organization meetings: Build relationships with community leaders and ask to speak at their meetings.

State of the City or Gather Round: If you have multiple public engagement or outreach projects at once, combine them into one event. Works best if you have a project with a lot of public interest that will bring folks out.

