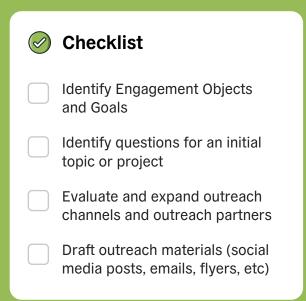


Step 1

Build a Plan

Determine engagement objectives (more participation, more informed participation, more balanced participation, etc.) and begin to align staff. Assess current efforts, resouces, and begin to improve on any shortcomings. Then identify an initial topic or project and starting engaging.



Step 2

Launch

Post your first questions and surveys, conduct initial outreach, and monitor response rates. The launch is a critical time period in any engagement strategy as it often sets the tone for future engagement opportunities. Letting residents know their input is needed and how it will be used can be key in sustaining engagement long term.

Checklist Post questions for the initial topic(s) or project Conduct outreach through social media, email, and other channels Notify outreach partners, including school districts, media, and others Monitor and evaluate response rates; adjust outreach

accordingly

Step 3

Keep Engaging

Online engagement can occur throughout the lifecycle of public policy, from general annual surveys through to specific policy proposals, and feedback to residents about how their input was used. Critical to a sustainable culture of engagement is conducting outreach throughout the process, so engaging consistently becomes a habit.

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Continuously

- Measure general sentiment and trends
- Identify success and problem areas
- (3) Crowdsource ideas and solutions
- Prioritize alternatives and initiatives
- **(5)** Collect input on policy proposals
- (6) Follow up and share outcomes

Topic Brainstorm Consider engaging 1-2 topics per	Outreach Channels and Audience Size	Metrics to Track
month	Facebook	Goal Actual
1	Nextdoor	Population
2	Instagram	Audienes (Ones)
3	Email List	Audience (3mo)
4	Twitter	Audience (1Yr)
5	City Website	Avg. Response
6	Snapchat	
7		
Engagement Objectives	Outreach Partners	Possible Topics
1	School Districts	Comp Plan, Public Safety, Parks Master Plan, Transportation, Roundabouts, Change of Waste Removal Service Provider, Housing Issues, Downtown Redevelopment, Bikes and Scooters, New Playground in Community Park, New Rental Inspection Program, Short Term Rentals
2	Chamber of Commerce	
3	Homeowners Assoc.	
4	Local Media	
5	Local Sports Leagues	
6	Other Government Units	
7	Local Employers	