

## 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, resources, and begin to improve on any shortcomings. Then identify an initial topic or project and starting engaging.

 **Checklist**

- Identify Engagement Objects and Goals
- Identify questions for an initial topic or project
- Evaluate and expand outreach channels and outreach partners
- Draft outreach materials (social media posts, emails, flyers, etc)

## 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.

 **Continuously**

- ① Measure general sentiment and trends
- ② Identify success and problem areas
- ③ Crowdfund ideas and solutions
- ④ Prioritize alternatives and initiatives
- ⑤ Collect input on policy proposals
- ⑥ Follow up and share outcomes

## Topic Brainstorm

Consider engaging 1-2 topics per month

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

## Engagement Objectives

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

## Outreach Channels and Audience Size

- Facebook \_\_\_\_\_
- Nextdoor \_\_\_\_\_
- Instagram \_\_\_\_\_
- Email List \_\_\_\_\_
- Twitter \_\_\_\_\_
- City Website \_\_\_\_\_
- Snapchat \_\_\_\_\_

## Outreach Partners

- School Districts
- Chamber of Commerce
- Homeowners Assoc.
- Local Media
- Local Sports Leagues
- Other Government Units
- Local Employers

## Metrics to Track

	Goal	Actual
Population		
Audience (3mo)		
Audience (1Yr)		
Avg. Response		

## Possible Topics

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