City-Led Engagement Toolkit

Prepared By: CASCADIA PARTNERS

ACTIVITY	WHAT THIS IS GOOD FOR?	DESCRIPTION / CONSIDERATION	LEVEL OF IMPACT / OUTCOME	STAFF TIME/ HOURS*	COST (0-$$$$)	POTENTIAL EXPENSES, MATERIALS, & TOOLS	SKILLS
LOW STAFF TIME COMMITMENT							
PRESENTATION AT AN EXISTING MEETING	Informing existing groups by attending their meetings, usually more to inform than consult	Staff attend an existing community/organization meeting (PTA, neighborhood group, chamber meeting, etc) to share project information and answer questions, catalog concerns/issues.	Inform	1-2 hours, including prep/travel 🕐	-	- None	- Public speaking - Language interpretation (if necessary)
PASSIVE POLLING	Gathering quick input from a range of residents	Something as simple as a bean poll that is set up in high traffic locations (i.e. coffee shop, library); staff of the establishment can be "trained" to encourage patrons to weigh in with their preference. Could also be a version of a "comment box" to collect anonymous input. Should typically limit to one or two key questions to solicit from residents.	Inform, Consult	1-3hrs of buy in from community establishment + periodic monitoring 🕐	0-$	- Little to none, depending on the polling method	- None
NEWSPAPER EDITORIAL	An inform strategy for communities with local paper/ online circulation & readership	An outreach strategy to inform the public about an upcoming event or prompt to visit a project website for more information.	Inform	~3-4hrs to draft editorial and coordination with media outlet 🕐	-	- None	- Writing
SCHOOL FLYERING	Passive inform strategy to increasing visability and awareness	Project information is sent home with students or shared during regular pick up/drop off periods	Inform	2-3hrs to get school buy-in to distribute flyers to students 🕐	$-$$	- Printing costs	- None
MEDIUM STAFF TIME COMMITMENT							
TABLING	Bringing information to the community through high traffic locations; the opportunity for brief, candid feedback; meet people where they are	Emphasis is on informing the public by distributing project information via highly visual project info, like posters, factsheets, etc. and potentially engaging people in a quick input gathering activity such as short intercept surveys or visual preference exercises. Best to choose a high traffic establishment (market, library, transit center, etc) for staff person to sit in front of during peak visiting hours.	Inform, Consult	Per tabling session: 3-4 hours tabling + 0.5-1hrs of set up/ breakdown/travel 🕐🕐	$$	- Cost for printing materials (fact sheets, posters, etc) - Tabling materials (table, tablecloth, chairs, incentives/swag, etc)	- Verbal communication skills - Language interpretation (if necessary)

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"OFFICE HOURS"	Bringing information to the community through high traffic locations; the opportunity for brief, candid feedback; good for relationship building	Emphasis is on engaging in dialogue with the community rather than asking specific (survey questions). Holding "office hours" could be either a regularly occuring or one-off, unstructured event where staff are available to talk to the public about project information & answer questions. Could take place in a high traffic establishment or community event.	Inform, Consult	Per "Office Hours" session: 1-3 hours, including prepping staff on project information + staffing the office hours	-	- None	- Verbal communication skills - Language interpretation (if necessary)
INTERCEPT SURVEY	An inform and consult strategy to gather "randomized" community input immediately	Staff attending an existing community event (farmers market, fair, etc) and inviting event attendees to participate in a brief survey. Surveys should take less than 5 minutes to complete.	Inform, Consult	2-3 hours, depending on event	$$	- Printing costs if using paper survey, pens/pencils, clipboards; iPads are also used frequently with intercept surveys	- Verbal communication skills - Language interpretation (if necessary)
PRE-RECORDED VIDEO PRESENTATION	A more automated method for sharing standard project information in a format that might be easier to consume in video format and saves staff resources/time	Any presentation/project overview content that project staff anticipate needing to present multiple times can be recorded either via PowerPoint or on most/all virtual meeting platforms (i.e. Zoom). Recordings could also be a novel way to share infomation on a project website.	Inform	2-3 hours, including time to edit video after recording	$	- None	- Public speaking - Language interpretation (if necessary) - Video editing (if necessary)
MAILER CAMPAIGN	Scalable strategy to inform residents (of upcoming event, survey, etc); has some advantages to an email campaign	A strategy for informing the broad public about an upcoming event or to solicit input via online survey. Mailers or advertisements can also be inserted into City utility bills for higher visibility.	Inform	Time for setting up campaign: ~4-6hrs (which includes designing mailer, proofing, determining campaign details)	$$$	- Printing & mailing costs	- Graphic design (to create mailer)
RADIO ADS	An inform strategy that can potentially reach a broader/ targeted audience via in-language radio	An outreach strategy to inform the public about an upcoming event or prompt to visit a project website for more information. This strategy has been most successful for outreach among Spanish and Russian speaking communities.	Inform	Time for setting up ads: ~4-6hrs (which includes drafting copy, editing/translation, determining radio ad details)	$$-$$$$	- Cost will range and typically depends on frequency and time of day the radio ad is played	- Writing - Translation (if necessary)

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NEWSPAPER ADS	An inform stategy for communities with local paper/ online circulation & readership	An outreach strategy to inform the public about an upcoming event or prompt to visit a project website for more information. Also consider ads in cultural or language-specific local newspapers if available.	Inform	Time for setting up ads: ~4-6hrs (which includes drafting copy, editing/translation, determining newspaper ad details) 🕐 🕐	$$-$$$	- Cost will range and typ- ically depends on size, placement, and duration of ad	- Writing - Translation (if necessary)
SOCIAL MEDIA CAMPAIGNS	An inform stategy that requires less expenses beyond personnel time	A outreach stategy that can potentially initiate an informal online forum and could also include a call-to-action (i.e. take survey, attend open house).	Inform	~4-5hrs to draft social media content across City-managed platforms and/or coordination with partner organizations to share posts 🕐 🕐	0-$$	- None, but paid ads can be an option	- Writing - Social media strategy
FLYERING / POSTERING	Passive inform strategy to increasing visability and awareness of project. Only requires upfront time and costs.	Postering/flyering in common public spaces i.e. transit stops, coffee shops, markets, etc or can be focused in areas for targeted outreach communities.	Inform	2-4hrs to distribute flyers, posters around community 🕐 🕐	$-$$	- Printing costs	- None
1-ON-1 INTERVIEWS	Nuanced, qualitative, data through individual perspectives	Virtual/phone/in-person interivews are best for community members/stakeholders who might be more informed about topic area	Inform, Consult	Per 1-on-1 interview: .75-1hr of interview + 1-2hrs of prep and debrief 🕐 🕐	$-$$$	- Incentives/stipends for inter- view participants - Light refreshments (if in person)	- Interview & notetaking
ENGAGEMENT POP-UP INSTALLATION	An eye-catching, playful engagement method to draw people in & provide quick input; builds awareness as a discussion piece	A strategy with the purpose to cultivate more awareness and attention to the project or topic, rather than a data collection strategy. The installation should include obvious ways for people to learn more information (i.e. on project webpage) and other engagment opportunities. The installation could also be used as a way to display project updates/progress, similar to a fundraising thermometer.	Inform	4-8+ hrs to develop engagement installation + periodic montoring 🕐 🕐 🕐	$$-$$$$	- Materials (and maintenance) cost	- Creativity, visual communication

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HIGH STAFF TIME COMMITMENT							
COMMUNITY LEADER MODEL	A capacity-building strategy with the potential for informing & consulting harder to reach populations	Training staff from partner organizations, volunteer groups, civic leaders, or community members on project information and employing their gatekeeping & network to reach target populations with information and typically a call to action (i.e. take survey, attend open house). Staff can co-design engagement and communications strategies, events and activities. May require relationship-building with partner organizations and community members up front. Important best practice to provide compensation to community leaders for their work. Group charters can be developed to set clear goals, expectations, decision-making structure, and responsibilities.	Inform, Consult, Involve, Collaborate	4-12+ hrs of capacity building sessions/ workshops and follow up support	$$-$$$	- Incentives/stipends for community leaders - Light refreshments (if hosting in-person trainings) - Printing costs for outreach & educational materials	- Training/ education - Facilitation
FOCUS GROUPS	Nuanced, qualitative data through individual perspectives	A facilitated, 1-1.5hr discussion of generally no more than 6-8 people revolving around key project questions. This can be done virtually/in-person but requires a skilled facilitator. Good tool for consensus building and listening to diverse perspectives.	Inform, Consult	Per focus group session: 1.5-2hrs of focus group + 1-2hrs of prep and debrief	$-$$$	- Incentives/stipends for focus group participants - Light refreshments	- Facilitation & notetaking
OPEN HOUSE STYLE MEETING	A potentially more interactive forum to inform and consult community members; opportunity for relationship building & facetime between staff and residents	An in-person, interactive event that the public can attend to learn more about the project, get their questions & concerns addressed directly by project staff, and provide input. The open house format can be self-directed or be more structured with a formal presentation or facilitated conversation. Important best practice is to provide incentives (gift cards, raffle prizes, etc.), light refreshments, and childcare.	Inform, Consult	Per OH event: 3-4 hours of event + 1-1.5hrs of set up/breakdown/ travel	$$$$	- Printing costs for fact sheets, posters - Display stands, if needed - Light refreshments - Tablecloths, incentives/swag, etc - Childcare costs or activities for young children to play with - Venue cost, if necessary	- Verbal communication skills - Presentation skills - Language interpretation (if necessary) - Graphic design skills (to create open house visuals, posters, etc)
VIRTUAL OPEN HOUSE AND/OR SURVEY	A digital version of an in-person open house using a tool like ArcGIS StoryMaps	An online supplement or alternative to in-person open house; effective for visual storytelling of complex information and reaching a wider audience; can be combined with an embedded online survey to gather feedback; important to consider barriers to digital access and literacy and translation	Inform, Consult	Time for setting up virtual open house: ~4-6 weeks (which includes generating content and 1-2 rounds of drafts before launch)	$$$	- Subscription cost to access ArcGIS StoryMaps tool	- Writing - Graphic design (to create open house visuals, posters, etc) - Language interpretation skills (if necessary)