“Any Town” Outreach Plan DRAFT v1.1

Overview

With less than five weeks until the first community conversation, it’s essential that the City and Home for All develop a shared sense of the strategies that will enable the inclusive, constructive, trust-building dialogue articulated in the City’s kick-off meeting. Outreach activities will help to:

* Raise awareness of the City’s upcoming community engagement efforts among current and “new” audiences
* Identify community partners (individuals and organizations that can assist with announcements and invitations)
* Deepen understanding of community motivations and potential barriers to participation
* Monitor RSVP’s and adjust strategy, as needed, to get needed mix of attendees
* Inform the meeting design and background information for first community meeting

Outreach Strategies

To reach “new” and familiar residents through a mix of strategies, including: Emails, phone calls, one-on-one meetings, small-group meetings (bringing together 2-4 community members, such as business owners or renters), pop-ups (setting up a table or display in a high-traffic location) and intercepts (quick surveys or interviews done on location in the community).

DRAFT Outreach Timeline (To be revised by team)

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| **Week** | **EXAMPLE of Outreach Activities & Sequence** | **Person Responsible** |
| **Week #1**Feb. 17 – Feb.23  | * One-on-one conversations with:
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| **Week #2**Feb. 24 – March 2 | * Use input gained above to draft/finalize text for invitation, Eventbrite page, press release and webpage
* Continue one-on-one conversations, as needed
* Attend meetings of existing groups
* Hold small-group conversations:
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| **Week #3**March 3 – March 9 | * Send out targeted announcements, invitations and reminders through Council, other City leads and community partners
* Circle back with potential partners to coordinate roles with:
* Inviting and recruiting community members
* Co-Hosting Conversation #1
* Providing childcare
* Reviewing meeting materials
* Distribute flyers to communication partners
* Make formal announcements through City and partner newsletters
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| **Week #4**March 10 – March 16 | * Track RSVP’s so far; update targets
* Pop-Ups/Intercepts in High-Traffic locations
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| **Week #5 – Week of Convening**March 17 – March 23 | * Final push on invitations, as appropriate
* Emails, newsletters
* Personalized phone calls or texts
* Continue to coordinate roles and responsibilities with community partners
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| **Week #6**March 24 – March 30 | * Debrief with community partners and key community members
* What went well? What could be improved?
* What did you hear in the room?
* What did we learn about community needs?
* Possible next steps
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Communication Channels (To be revised by team)

Announcements and invitations will be distributed through:

* Internal Channels
	+ City Newsletter
	+ Email Lists
* Partner Channels

Communication Materials (To be revised by team)

* Initial message to individuals and community groups (date)
* Project logo/identity (date)
* Formal announcement via City website/newsletter/email (date)
* Flyer for first Community Conversation (date)
* Personalized outreach & pop-ups (date)
* Follow-up emails/phone calls to individuals and community groups (date)
* Reminder announcement email via City website/newsletter/email (date)
* Last call invitations/phone calls (date)