“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: |  |
| **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: |  |
| **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 |  |
| **Week #4**  March 10 – March 16 | * Track RSVP’s so far; update targets * Pop-Ups/Intercepts in High-Traffic locations |  |
| **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 |  |
| **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 |  |

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)