Connecting with Communities:
Outreach strategies for your project

Community Engagement

Project Requirements

Many projects require community outreach and engagement as part of the process.

Why is community engagement important?

- Inclusion/buy in

- Sustainability
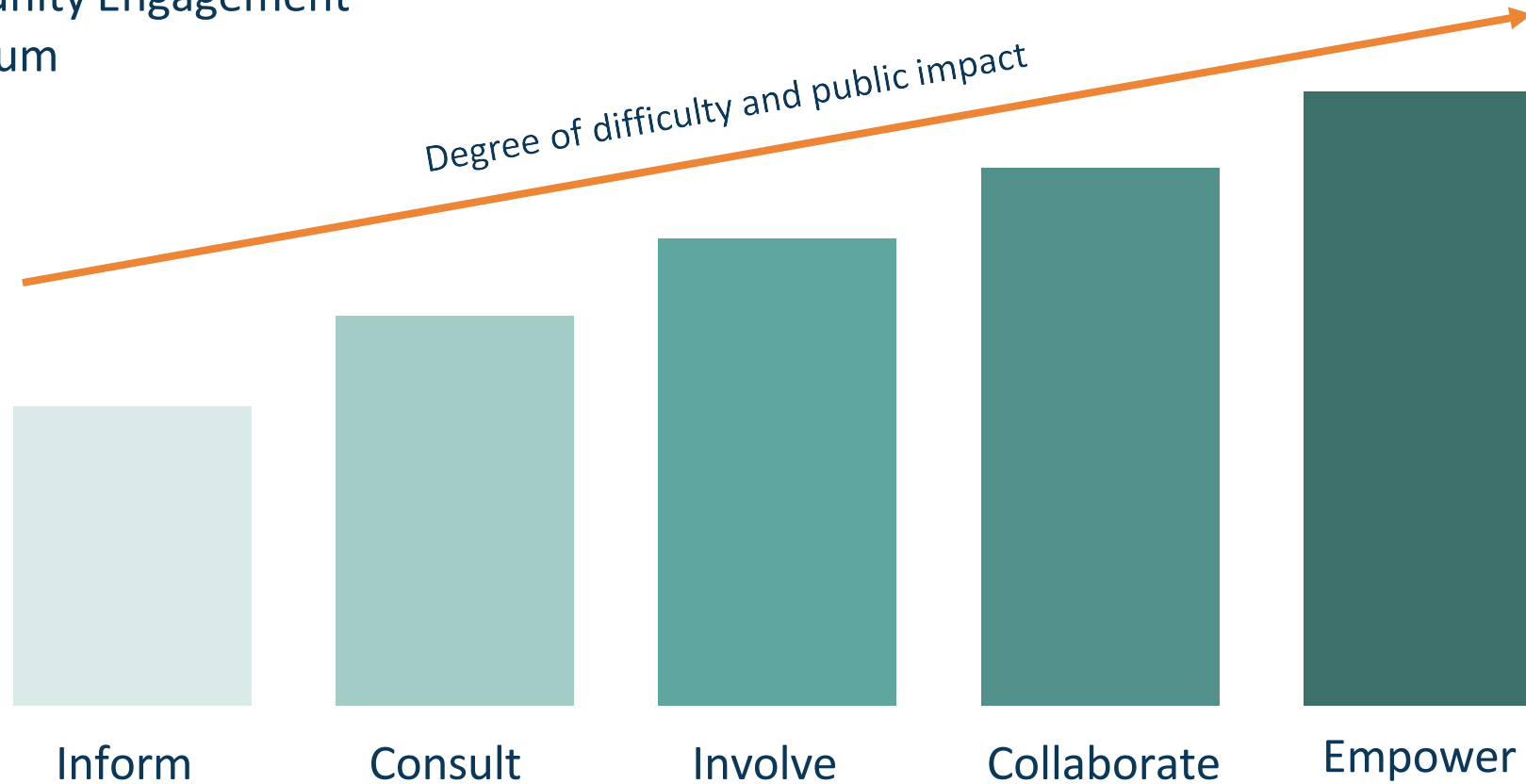
- Trust & Relationships

Where do you start?

Community Engagement Steps

- Determine level of engagement

- Audiences and stakeholders

- Tools and methods

- Monitor for success

Level of Engagement

Active Community Engagement
(ACE) Continuum

Degree of difficulty and public impact

Inform   Consult   Involve   Collaborate   Empower

Source: International Association of Public Participation

Audience & Stakeholders

- Identify stakeholders and community groups

- Determine interests and influence

- Prioritize

- Understand stakeholder needs

- Communication and feedback

Example Stakeholders:

- Community members

- Government agencies

- Businesses

- Small business owners

- Nonprofits

- Universities

Tools & Methods

Public Dialogue and Consultation
- Town Hall meetings
- Public forums
- Surveys

Education and Outreach
- Community outreach
  - Letters
  - Doorhangers
  - Postcards

Research and Data Collection
- Focus Groups
- Community-based research
- Surveys and Questionnaires
- Interviews

Digital and Online Engagement
- Websites
- Social media campaigns
- Virtual town halls
- Eblasts
- Newsletters

Successful Outreach Indicators

How do I know if my outreach is successful?

- Attendance and participation

- Digital engagement

- Changes in attitude

- Goals have been achieved

Project Communication

Project Websites

Benefits

- "Front-door" for information

- Easily accessible information

- Outlet for feedback

- Ability to control the narrative

- Branded to your community

- Tailored to the needs of your project

Project Websites

Components

- Specific project details

- Context

- FAQ

- Process and progress updates

- Project photos

- Contact form

Communicating the Site

- QR codes

- Doorhangers

- Public meetings

- Community events

- Flyers
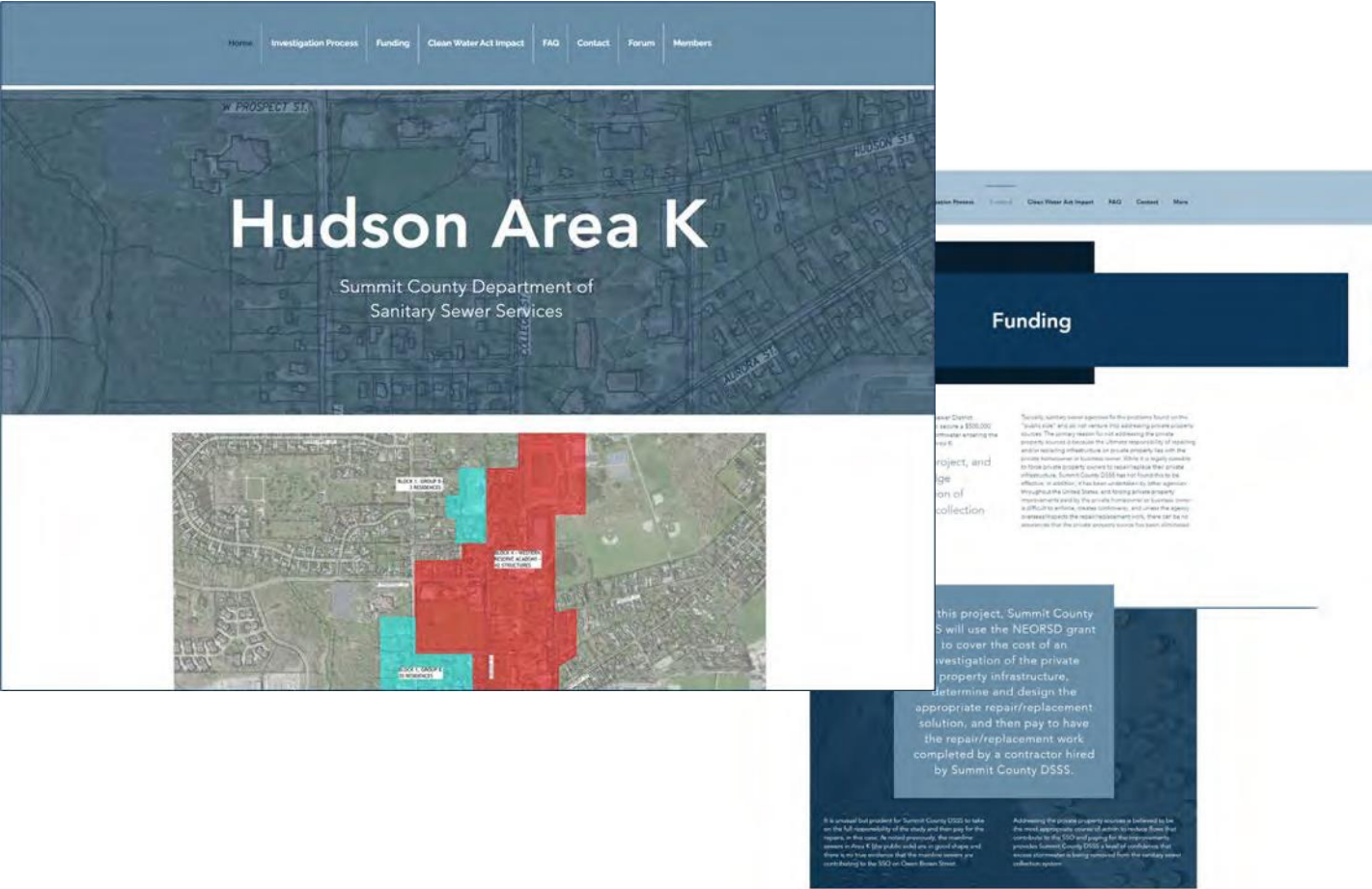
- Letters

- Social media

Project Examples

Hudson Area K Project Website

Combining All Aspects

- History

- Investigation Process

- Funding

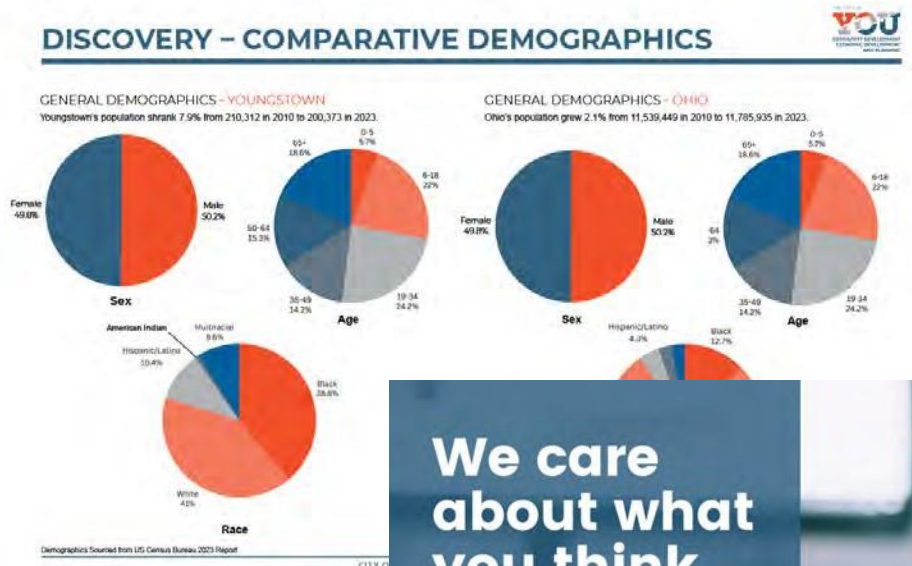- Clean Water Act Impact

- FAQs

- Forum

- Custom URL

Hudson Area K Project Website

Impact

- Open house vs website

🖥️ **1,000+ website visits in 30 days**

Youngstown Public Outreach

Engagement Strategy

- Public survey

- Stakeholder focus group

- Key stakeholder interviews

- Community-based research

- Final report

Youngstown Public Outreach

Impact

250+ responses

15+ attendees

30-minute interviews

Final Thoughts

- Keys to success

  - Open line of communication

  - Feedback loop

- Follow the steps and tailor your strategy to the needs of your project

- Requirement vs ongoing practice to implement in your approach

Steps Review:

- Determine level of engagement

- Audiences and stakeholders

- Tools and methods

- Monitor for success

Our Services

content creation

Drone and Ground Photography/ Videography

Branding

Graphic Design

Digital Media

Print Collateral

Proposal Template Creation & Coordination

Website Design and Development

engagement

Digital Media Management

Event Coordination, Management, & Promotion

Project Engagement & Communication

Community Outreach

Campaign Management

GIS Mapping

strategy

Strategic Planning

Grant Writing

Website, Branding, & Social Media Auditing

Market Research

Content Strategy

Measurement & Analytics

Thank you

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