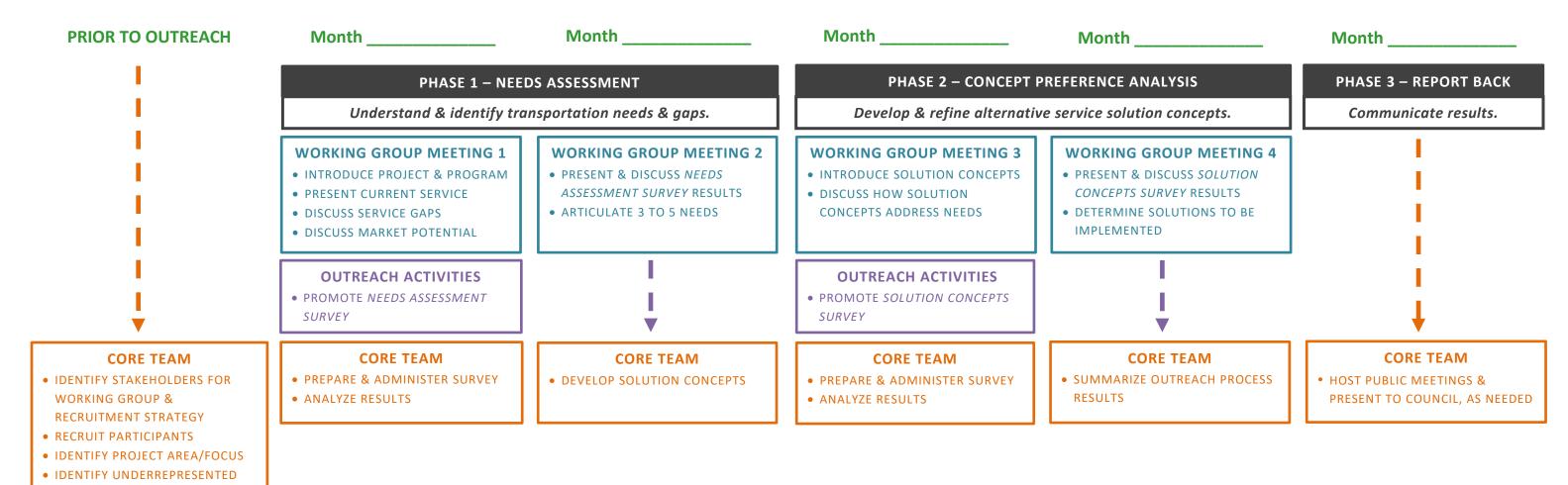
# SAMPLE COMMUNITY CONNECTIONS OUTREACH SCHEDULE



# **GOALS, AUDIENCES, TOOLS**

**COMMUNITIES & METHODS OF** 

**ENGAGEMENT** 

### **Engagement Goals**

- Enable affected populations to shape the outcome.
- Promote and foster trust with public.
- Empower people to play an active role in shaping services.
- Support community-based solutions.
- Be responsible and accountable to the public.
- Provide understandable, accurate and transparent information.
- Build relationships with potential partners who will share ownership in the outcome of the process and provide resources (in-kind, operating, or other support) to ensure success.

### **Determine Target Audience(s)**

- Residents
- Organizations/agencies that serve residents
- Employees

#### **Potential Tools & Products**

- Project webpage (online engagement, project updates, solutions promotion)
- Social media (website, Facebook, Metro Matters blog, Twitter)
- Notifications (handout, mailing, news release)
- Surveys (print, online, in-person, interviews)
- Limited English Proficiency translation
- Media briefings