





Effective Outreach and Communication

OBSERVATIONS FROM THE FIELD

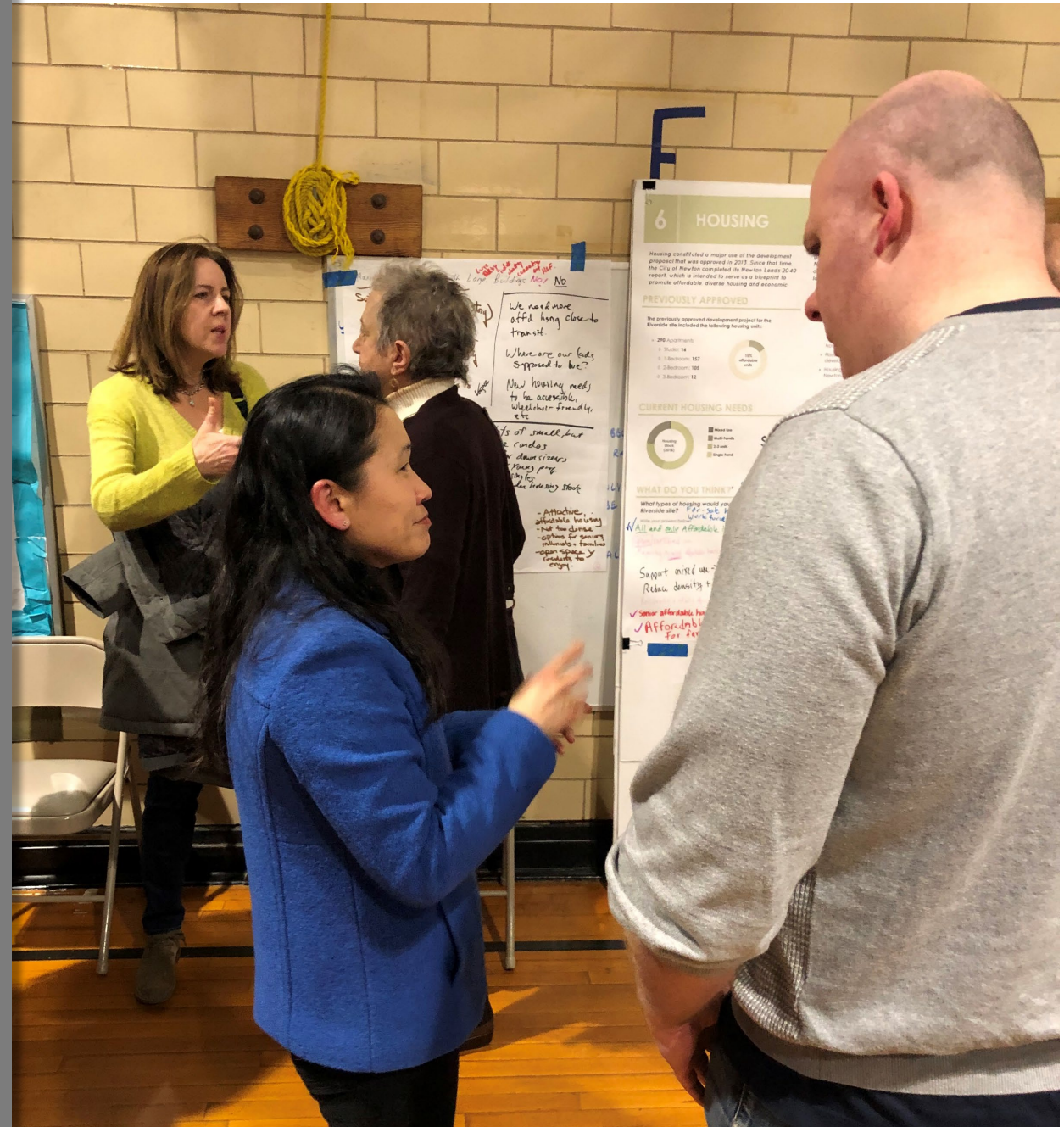
Susan Silberberg, Principal

CivicMoxie, LLC

18 September 2019

CIVICMOXIE PHILOSOPHY

Our work is distinguished by our belief that **HOW** we plan affects the end result, and working with people across disciplines, goals and values can achieve remarkable results for all.



THE BREADTH OF OUTREACH MATTERS

- Broad “ownership” of the plan
- Momentum and excitement toward implementation
- Clear political paths forward
- Better funding opportunities



A New England Tradition... the town meeting

1. A “given” on any project.
2. Tradition of town meeting/direct representation. Matter of pride.
3. Exclusive format, times, expectations. Average attendance is 40-70 people.
4. CivicMoxie meeting evaluations reveal average ages at master planning meetings to be 55 and above, few if any families, mostly homeowners, mostly involved and knowledgeable “players.”
5. Set-up to favor the status quo, hear familiar voices.

The Cost

- Meetings are one of the most expensive tasks in the scope – a typical meeting for a master plan takes over 100 hours of planning from finding meeting dates, to gathering materials, to advertising, to creating content, reviewing with clients, revising, facilitating, summarizing feedback.

The Cost

- Planning for, and facilitating meetings can cost 20% of a master plan budget.
- 100 hours of professional time to reach 40-70 people.
- In a town of 20,000 residents, that is 20% of the budget to reach .0035% of the population.

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time and money to ensure many
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**MEET THE
COMMUNITY WHERE
THEY ARE**



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2. Lack of reporting on previous planning progress creates disincentives for future participation.
3. Conducting outreach without strong partners limits impact.
4. Your advisory/steering committee should mirror reflect your target stakeholders.
5. Set goals first for outreach, then for each and every outreach strategy. Match the method to the goal.

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9. Embrace technology.

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7. Think the Chicago Plan...Daniel Burnham had the right idea.
8. The more specific the planning, the greater the turnout...think pilot projects and early action.
9. Embrace technology.
10. Be courageous...shift resources from the meeting to other methods.

STRATEGIES + TOOLS

SHARE YOUR IDEAS
FOR THE MILLYARD+
DOWNTOWN 5.24.16



MANCHESTER
C O N N E C T S

Tuesday, May 24 from 5:30-7 pm
at UNH Manchester, 88 Commercial St (2nd floor)
Pizza + Drinks... Kids Welcome!



MANCHESTER
C O N N E C T S

LOGO DIAGRAM



1. THE "M"

Container, Armature, Vessel:
The "M" holds the aspirations and ever changing spirit of the City of Manchester. It is designed to be flexible but solid. The letter is firmly on the ground and provides an unadorned foundation from which to build.

We encourage the "M" to be filled with a range of alternatives from local seasonal photographs to patterns and animations.

The downtown map fill should be used as the default.

2. "MANCHESTER"

Simple, Modernist, American Sans Serif typeface in all caps. The sturdiness and straightforwardness of the letter forms echo the manufacturing roots of the city. The word should always be black or white depending on the background.

3. "CONNECTS"

Born from the same type family, the word is tracked out to provide tension between the characters. This tension creates the illusion of motion and energy. The word can be any color as long as it maintains a value range of +/- 50% contrast. We recommend matching colors in photographs that meet the value/contrast requirements.

BRAND THE EFFORT



facebook [Sign Up](#) Email or Phone Password [Log In](#)
[Forgot account?](#)

Manchester Connects
Public group

About
Discussion
Members
Events
Videos
Photos
Files

Search this group


M
MANCHESTER
CONNECTS

#MHTConnects
manchesterconnects.org

GREAT PLACES DON'T JUST HAPPEN
THEY'RE MADE

[+ Join Group](#) [More](#) Join this group to post and comment.

RECENT ACTIVITY

 **Bill Stelling** shared a link.
September 3 at 12:39 PM

English (US) · Español · Português (Brasil) · Français (France) · Deutsch [+](#)

USE SOCIAL MEDIA (if appropriate)



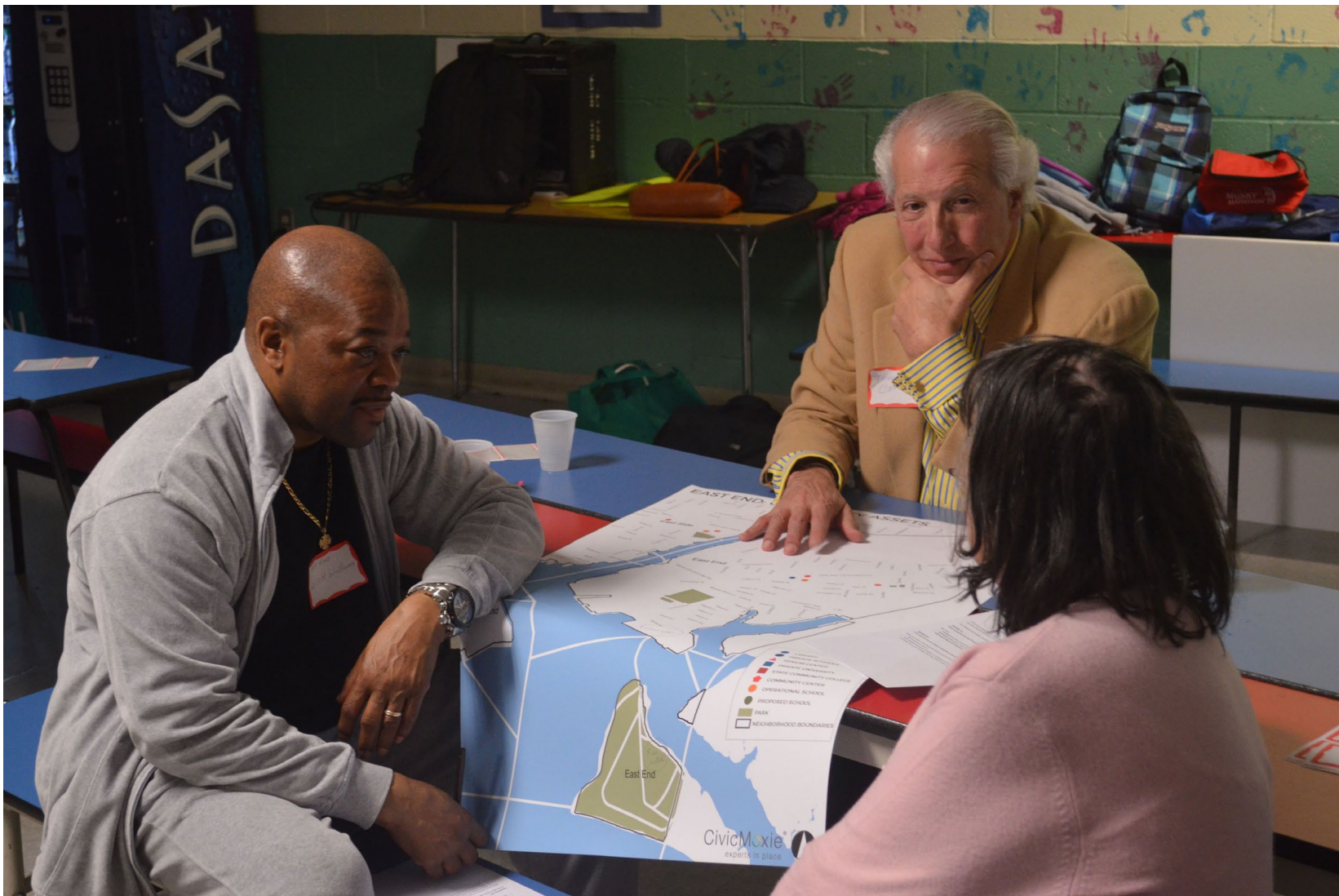
#WaterfrontBPT
Bridgeport Comprehensive Waterfront Plan

What would make you want to visit the waterfront?

 Text your answer to **(203)666-2762!**
Learn more about the plan at www.courb.co/bpt.

City of Bridgeport, OPED
Planning Department 

USE SOCIAL MEDIA (if appropriate)



ENGAGE and EMBRACE CIVIC LEADERS



TARGET STAKEHOLDER GROUPS



MEET THE COMMUNITY WHERE THEY ARE

DIY MEETING KIT

How to host your own meeting and participate in the planning process



CONTENTS:

1: Getting Started 2: Sign in Sheet 3: Discussion Questions 4: Map for Discussion 5: Return Instructions

Date: _____
Meeting Leader: _____
Email: _____

CivicMoxie®
experts in place



About this Planning Effort:

Bridgeport has 24 miles of coastline. That's a lot of waterfront!

What could the future bring? How can the City of Bridgeport plan and act to create a vibrant, accessible waterfront that offers recreation, housing, and jobs? What can we do now to plan for the future, and what simple steps can we take to see change sooner rather than later?

These are three key questions of the comprehensive Waterfront Plan. The Planning Department of the City of Bridgeport's Office of Planning and Economic Development selected CivicMoxie®, a Boston-based urban planning team that focuses on moving from thinking to doing, to lead the planning project along with a host of local professionals, including Groundwork Bridgeport's very own Green Team.

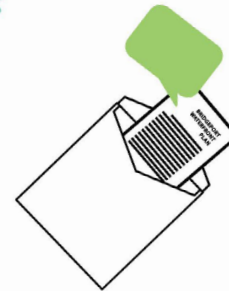
* We are a mix of Northeast and local professionals including AMS Consulting, Weston and Sampson, Groundworks Bridgeport, and others.

What is a DIY Meeting?

CivicMoxie has designed this DIY (Do-It-Yourself) Meeting Kit as a tool to gather community input to revitalize Bridgeport's waterfront. DIY meetings are great way to share and receive information from a wide range of people and also gain feedback on ideas for the waterfront's future. In this kit, we provide meeting materials, step-by-step tips on how to lead your own meeting, and instructions on returning this kit so we can get your responses back. Anyone in Bridgeport can use the DIY Meeting Kit—all you need is this kit, a place to meet, and at least 5 other people! If you return all your materials (with at least 6 people on the sign-in list), you'll get a Dunkin' Donuts gift card!

DIY Meeting Contents:

1. Getting Started
2. Meeting Materials
3. Maps for Discussion
4. Return Instructions



CivicMoxie®
experts in place

1 - GETTING STARTED

☒ FIND A LOCATION

It's a good idea to hold the meeting in a neutral location, like a library or community center, but a church or living room can work too! The meeting location should be easily accessible and big enough for everyone to be comfortable. If you have to reserve the space (like in a library), you should also ask how many chairs and tables there are and how long you can use the space.

☐ INVITE

Send out invitations by mail or email, or call or text people (ideally a week in advance). You can invite your neighbors, friends, co-workers, classmates, members of your local organization, or anyone you think would be interested in participating. In the invitation, be sure to provide a name and number someone can call if they need more information (see the sample invitation at right)—and don't forget the time and location!

☐ REMIND

Kindly remind everyone you invited to the meeting 3 days before and again the day before the meeting is supposed to take place. You should probably text or call (or use Facebook) to remind people. This will increase the chance that you'll get good attendance at the meeting.

☐ PREPARE

Look through this whole kit and familiarize yourself with the day-of checklist, handout questions, and maps; visit www.courbanize.com/waterfrontBPT if you want to learn more about the Waterfront Plan and see others' ideas for the waterfront. If you wish, plan an agenda and have copies available for everyone who attends. When you set up for the meeting, make sure you have enough seats, pens, and paper. Having a few simple refreshments and name tags for folks is a nice but optional touch. Don't forget to put out the sign-in sheet included in this kit.

☐ LEAD

As the meeting leader it is your job to help keep the meeting on topic, write down answers to the handout questions as well as important notes (or get a volunteer "scribe" to do that!), and make sure everyone has a chance to speak. (Remember, you are a participant as well, and you can share your own opinions!) Try to keep the meeting enjoyable and relaxed for everyone, creating a comfortable atmosphere for discussion; one way to do that is to spend some time at the beginning where participants introduce themselves and explain why they are interested in Bridgeport's waterfront revitalization. Also, since people's time is valuable to them, it's good to make sure the meeting starts and ends on time.

☐ RETURN

Collect all the meeting materials, including the sign-in sheet and any meeting notes, at the end of the meeting. The information from the meeting is very important to shaping the plan for Bridgeport's waterfront and building consensus for revitalization, so we don't want to miss any of it! Please place all of the collected materials back in the envelope and take the envelope to your local post office or box. Postage is already paid!

DISTRIBUTE DIY MEETING KITS



TRY TABLING



PUBLIC ART VISUAL PREFERENCE SURVEY

From the examples below, please select **three (3) forms of art** that you would prefer to see in and around Truman Waterfront Park. Below are some visual examples of how different formats of public artwork have been integrated into public spaces.



USE INTERCEPT (AND OTHER) SURVEYS



SUPPORT CIVIC DINNERS

THE VALUE OF CIVICS EDUCATION GOES FAR BEYOND POLITICS

We know that high-quality civics education has positive future benefits for students, who will be more likely to:



Vote and discuss politics at home



Volunteer and work on community issues



Speak publicly and communicate with elected representatives

It also develops skills that help students in other academic areas:



Critical thinking



Civil debate



Classroom confidence

Civics education improves school climate.

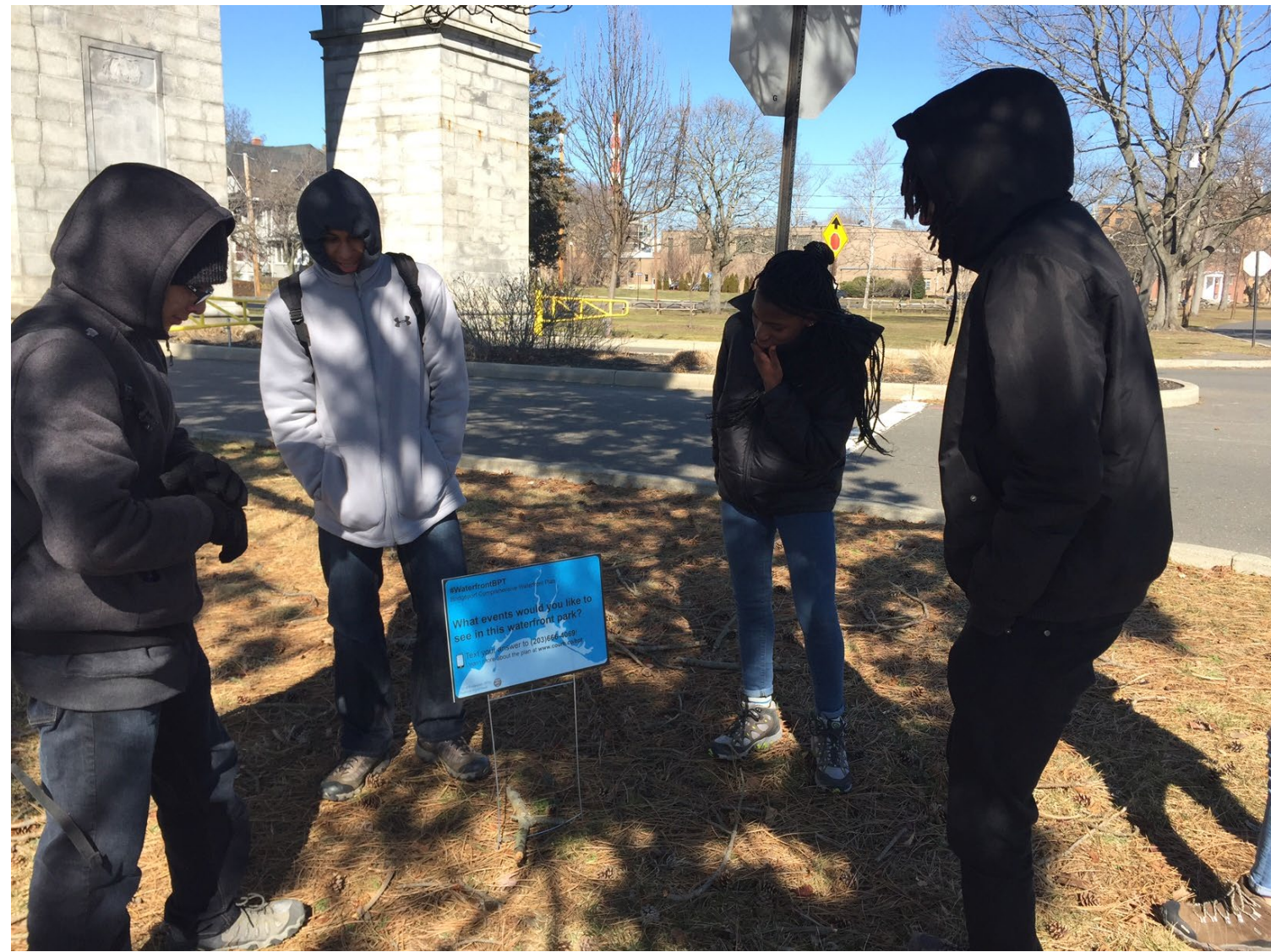
A school with a positive climate is one that promotes norms, values, and expectations that bolster students' social, emotional, and physical safety; supports a sense of unity and cohesion in the school as a community; promotes a culture of respect; and encourages students to consider themselves stakeholders in the school's success. The proven practices for civics closely relate to a positive school climate: A randomized study of one civic learning program found positive effects on a "safe, inclusive, and respectful climate" at participating schools.

Civics can help lower the dropout rate.

Research demonstrates that civic learning beginning in elementary and middle school, with a focus on civic responsibility, is directly tied to a student's propensity to drop out of high school.



ALIGN WITH SCHOOL-BASED INITIATIVES



PUT LOCAL NONPROFITS ON THE TEAM

Dashboard

Live Activity All Time | Last 30 Days | Last 7 Days

visits

17 Jun '19 24 Jun '19 1 Jul '19 8 Jul '19 15 Jul '19

Hi API

Start a conversation with us below! We're ready to answer your questions and help you get the most out of EngagementIQ.

Start a conversation
⌕ Back to homepage

Find an answer yourself
Search for articles... ➔

Monthly Training: Setting up a project
Register for a monthly Project Admin training session on setting up a new project.

43
Responses

Sign In Register



An urban forest is a forest or a collection of trees that grow within a city, town or a suburb. In a wider sense it may include any kind of woody plant vegetation growing in and around human settlements. In a narrower sense (also called forest park) it describes areas whose ecosystems are inherited from wilderness leftovers or remnants. Care and management of urban forests is called urban forestry.

[Go to discussion](#)

Quick Reply

EMBRACE ONLINE ENGAGEMENT PLATFORMS



The rate of smartphone ownership in US is:

- 94% of people ages 18-29
- 89% of those ages 30-49
- 73% of those ages 50-64



USE DIGITAL “VOTER” ENGAGEMENT



DEPLOY OUTREACH PARTNERS



COLLABORATION ROAD MAP

WHAT DO WE WANT TO ACHIEVE?

FOR A BIG GOAL
BREAK INTO SMALLER GOALS
(THE SMALLER THE BETTER!)

1
2
3
4
5

DO THIS FOR TOP 5!

DO THIS FOR TOP 5 "HOW TO ACHIEVE"
THEN ASK:

WHERE?

WHO?

WHY?

PICK TOP 5 WAYS TO ACHIEVE THESE GOALS

1
2
3
4
5
6

TAKE ONE GOAL. LIST ALL
THE WAYS YOU CAN ACHIEVE IT.
(THE MORE INPUT AND BRAINSTORMING
THE BETTER!)

IDENTIFY EARLY ACTION/PILOT PROJECTS



SAVE THE DATE

Friday, November 21– Saturday, November 22

JOIN US FOR A

SOUTH END CRAWL!

A CELEBRATION + EXPLORATION OF
WHAT MAKES THIS NEIGHBORHOOD TICK

Visit South End artists' studios

See how stuff gets made

Share your South End Story

Celebrate the South End
(Food! Drinks!)

More information coming
soon at:

[www.burlingtonvt.org/
planBTV/SE](http://www.burlingtonvt.org/planBTV/SE)



plan **BTV**
South End

OFFER PUB/INDUSTRY CRAWLS + TOURS

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COMMUNITY WHERE
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