Effective Outreach and Communication

OBSERVATIONS FROM THE FIELD

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18 September 2019
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.
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.
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.
Is there a better investment of time and money to ensure many voices contribute to planning decisions?
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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.
TEN OBSERVATIONS FROM THE FIELD

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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.
TEN OBSERVATIONS FROM THE FIELD

6. Set outreach targets at the beginning of the plan and be vocal. Report on progress (or not).
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8. The more specific the planning, the greater the turnout...consider pilot projects and early action.
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10. Be courageous...shift resources from the meeting to other methods.
STRATEGIES + TOOLS
SHARE YOUR IDEAS FOR THE MILLYARD + DOWNTOWN 5.24.16

BRAND THE EFFORT

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 stubbyness 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 +/- 10% contrast.
   We recommend matching colors in photographs that meet the value/contrast requirements.

Tuesday, May 24 from 5:30 to 7 pm
at Unit Manchester, 28 Congress St (2nd floor)
Free to all; RSVP now
USE SOCIAL MEDIA (if appropriate)
USE SOCIAL MEDIA (if appropriate)
ENGAGE and EMBRACE CIVIC LEADERS
TARGET STAKEHOLDER GROUPS
MEET THE COMMUNITY WHERE THEY ARE
DISTRIBUTE DIY MEETING KITS

About this Planning Effort:

Imagine Sharon is a collaborative project that has a lot of potential!

What could the future bring? How can the City of Bridgeport plan and act to create a vibrant, accessible and equitable community? What can we do to plan for the future and what simple steps can we take to create change rather than resist?

There are three key questions of the comprehensive Waterfront Plan. The Urban Infrastructure plan is focused on the condition and function of the waterfront. The Economic Development plan is focused on the economic development and growth of the waterfront. The Growth and Development plan is focused on the development of the waterfront. The Urban Infrastructure plan is focused on the maintenance and development of the waterfront. The Economic Development plan is focused on the economic development of the waterfront. The Growth and Development plan is focused on the development of the waterfront.

What is a DIY Meeting?

CivicMoxie has designed this DIY Kit. It includes a meeting kit and a tool kit to gather community input. The kit includes a meeting kit and a tool kit to gather community input. The meeting kit includes a meeting guide, a discussion guide, and a toolkit to gather community input. The tool kit includes a toolkit to gather community input.

DIY Meeting Contents:

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

DIY Meeting Instructions:

1. Get the kit.
2. Meet in a group.
3. Discuss the meeting materials.
4. Make sure everyone has a chance to speak.
5. Return the kit.

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 library 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 to local leaders (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 so 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 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 chances that you’ll get good attendance at the meeting.

Prepare

Look through this whole kit and familiarize yourself with the steps of developing an action plan that will lead you to the Waterfront Plan. If you want to learn more about the Waterfront Plan and see other 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. Have 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 too.) 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, it’s good to make sure the meeting starts 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!
TRY TABLING
USE INTERCEPT (AND OTHER) SURVEYS

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 artworks have been integrated into public spaces.
JOIN US AT THE TABLE
Bringing new voices to the regional planning table

Arts and Culture
A conversation exploring how we enjoy and support arts and culture—and how arts and culture can improve our community.

The Atlanta region is home to theaters, museums, symphonies, and dance groups. Public art is growing up on walls, in public art installations, and beyond. Georgia is the most popular filming location in the U.S. and Atlanta is a world center for hip-hop. By supporting the arts and applying the creative skills of the arts community to ward facing our region, we can ensure metro Atlanta remains successful and celebrates the people and culture that make it unique.

HOW IT WORKS
HOST 6-10 DIVERSE GUESTS 3 BIG QUESTIONS EQUAL TIME TO SHARE ONE VOICE AT A TIME

TO HOST OR ATTEND: www.civicdinners.com/ARC-arts

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
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
DEPLOY OUTREACH PARTNERS
IDENTIFY EARLY ACTION/PILOT PROJECTS
MEET THE COMMUNITY WHERE THEY ARE