

## 10. Develop an ongoing program

In partnership with residents and community organizations to build meaningful engagement and facilitate resident problem solving in the work of local government.



## 1. Identify current initiatives

Take stock of what you are already doing, distinguishing between exchange and engagement efforts.



## 2. Determine receptiveness

Assess how receptive your organization is to initiatives from community groups and to what extent your organizational culture supports civic engagement.



## 9. Identify goals, outcomes and how to measure success

Design engagement initiatives to move from talk to action by identifying tangible goals and desired outcomes; then, measure your success.



## 3. Work with your elected officials

Convene a community conversation on engagement to hear from residents how they wish to be involved in shaping community life and how local government could contribute to meeting their aspirations.



# BUILDING AN EFFECTIVE COMMUNITY ENGAGEMENT STRATEGY

## 8. Engage

Seek to combine both online and face-to-face engagement opportunities and venues.



## 4. Identify potential issues

Look at issues that need resident engagement and involvement, including new ways staff could interact with residents in the day-to-day delivery of services.



## 7. Provide a forum for discussions

Participants should have multiple opportunities to compare values and interests and articulate self-interests, and include opportunities in both large forums and small-group discussions.



## 6. Actively recruit

Look for diverse stakeholder groups beyond the “usual suspects” who always participate.



## 5. Plan an engagement event

Match the purpose and intended outcomes with the appropriate technique and activity.

