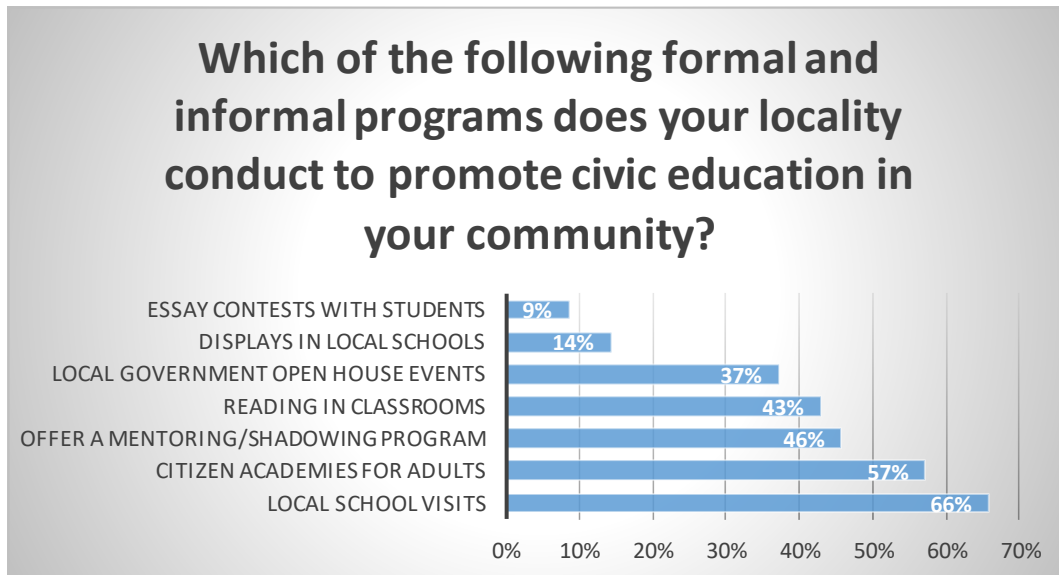
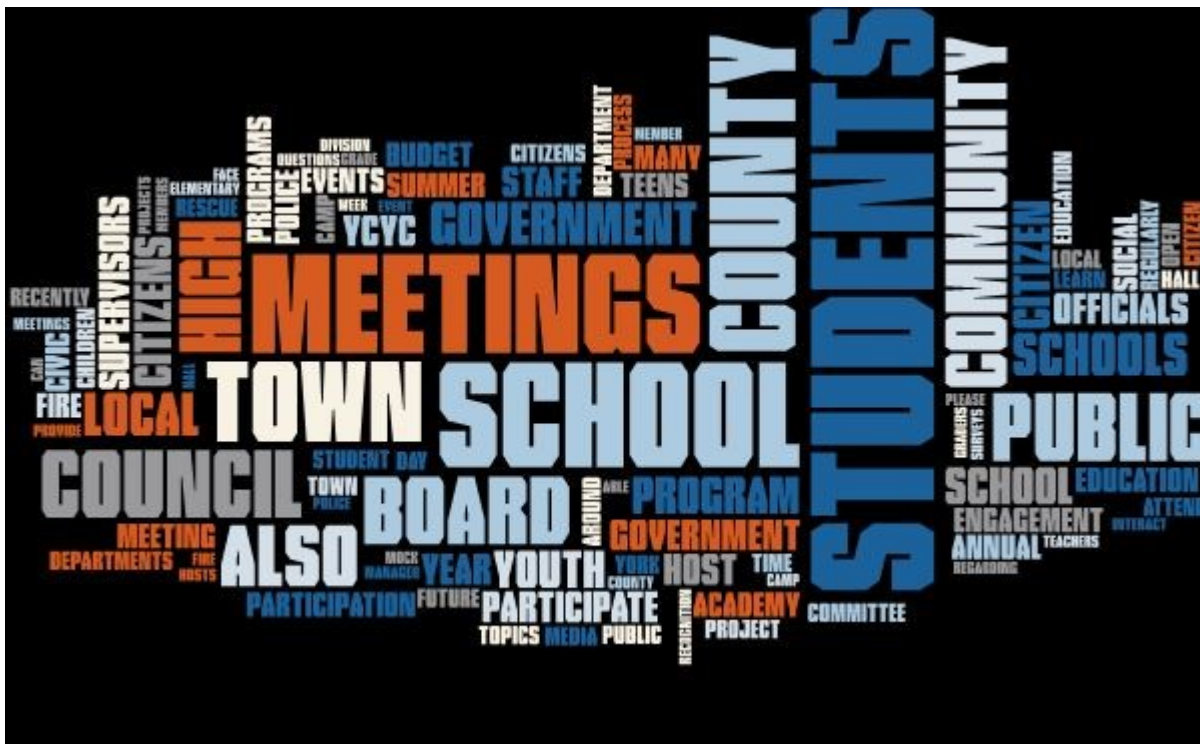


# 2017 Civic Engagement Survey Results are in! Survey Says.....



A word cloud of survey responses (below) shows the prominence that student engagement has in overall community civic engagement.



Survey respondents identified ICMA, VLGMA and internal staff as great resources for civic education

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## Innovative Ways to Inform the Public

- Reverse 911 for elections, filing deadlines, meetings, and public hearings
  - Virtual Town Hall
- Social media (Facebook Live, YouTube page, Twitter, Interactive Webpage, Blog)
  - Project Open Houses
- eNews/ quarterly newsletters
- Joint Neighborhood Watch meetings
- Using venues other than Town Hall for public input sessions

## Performance Metrics for Evaluating Civic Engagement

- Citizen surveys
- Attendance at planning events
- Number of persons engaged
- Amount of participation by citizens
  - Number of applications received for various programs
  - Pre and post surveys
  - Variety of demographic participation and perspectives

“We're always looking for more ways to engage with our citizens, and our work is never done. We've gotten stronger in the past year and have started to prioritize our outreach, but we still have a long way to go. Social media is a great way to evaluate how many people you're reaching, and we're still attempting to grow our following.” ~Melissa Powell, Public Relations Director, Town of Christiansburg

## Civic Engagement Directed at Teens & Children

- Internship Program open to teens
  - Career Day at high school
- Local Government 101 for Boy/ Girl Scouts
  - Youth Commission/ Youth Task Force
- Local Government Education Week

Citizen Academies were the number one response regarding programs with the objective of citizen training

For complete survey results, please visit <https://icma.org/vlgma>. Thank you to all of the survey respondents for their insightful survey responses.

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