

COMMUNITY ENGAGEMENT FRIDAYS

In researching civic engagement topics this time around for my article, I began thinking of the various strategies we often use to reach our citizens at the local level. After doing some research on the matter, I came across an article from the March 2018 Edition of Public Management magazine titled “Community Engagement Friday.” The article discusses the City of Salisbury, North Carolina’s civic engagement initiative aimed at reaching residents directly in their neighborhoods.

This initiative first started with City staff visiting residents at their homes to update citizens on City programs and events. Staff also thought this “door knocking” could help address communication and relationship-building issues that had been identified at previous meetings. This “door knocking” eventually turned into “Community Engagement Fridays” whereby staff meets with residents in different neighborhoods of the City on Fridays. The large group of employees walks the Salisbury streets to meet with residents in their respective neighborhood. The City notes there is no expense associated with implementing this program other than printing flyers.

My reason for sharing this article is to highlight the fact that civic engagement does not have to involve complex processes or require extensive financial resources. Civic engagement can be as easy as walking down the street and talking with residents. I encourage you to develop your own low cost and simple civic engagement strategies.

The referenced article can be found here in the [PM Archives on the ICMA website](#).

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