

# Community Engagement



# Discussion

- Engagement types
- Engagement tools
- Engagement stats
- Engagement discussion



# Engagement Types

- Involving community members in decisions/activities that affect their lives.
  - Committees/Commissions
  - Focus groups
  - Open comment periods
  - Public hearings
  - Surveys
- Informing community members about decisions/activities that affect their lives.
  - Announcements
  - Alerts
  - News
  - Notices
  - Education

# Engagement Tools



Facebook



Instagram



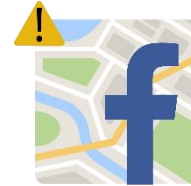
Website



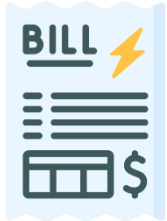
E-newsletters



Digital Utility Bills



Facebook Alerts



Physical Utility Bills



Letters



Flyers



Postcards



Paid Ads



Emergency Alerts



News



Website blog



School Advertising



YouTube



Marquee Signs



LinkedIn





Partner Outreach


19 active tools,  
2 archived ones (not shown)



# Engagement Stats

 **5** Facebook posts

 **3** Facebook stories

 **3** Instagram posts

 **2** Instagram stories

Total last week

**88.8K** 

 Facebook reach 

Total last week

**64.0K** 

 Instagram reach 

Each requires its own unique design/formatting.

- Website last month:
  - 20.5K visitors



- Everbridge:
  - 5,500 texts



- Xpress Bill Pay (digital):
  - 5,100 emails



- MailChimp:
  - 8,000 opens



- Postcards
  - 10,000 homes







# Engagement Discussion

- Are you satisfied with the city's engagement with residents?
- Are there types of engagement you want to discuss?  
(Involving/Informing)
- How would you like to see the city engage with residents?

