## Public Input

**General Community Engagement Approach**

Our team will utilize an approach to community involvement that creates opportunities for all interested and affected parties to provide feedback. Throughout the project, feedback on [issues affecting, tangent to the project] will be sought from these parties, and individual outreach strategies will be customized to align with the unique characteristics of your targeted audiences.

**Community Engagement Plan**

[COMPANY] will put together a multi-prong approach to community engagement, which will include both online and offline efforts. To do this we will utilize PubicInput.com: the most popular community engagement platform in North America. This tool will allow us to build a campaign of community outreach: surveys, webpages, emails, text messaging, and more. All input collected from these methods - including those manually uploaded from physical surveys or field notes - will be stored in one place where they will be analyzed for reporting.

The components of this strategy can involve, but are not limited to:

• Project Website - Which can stand alone or be integrated into [AGENCY]’s website (containing key project elements – maps, documents, interactive survey link, social media link, schedule, etc.)

• Public Meetings Support - With live polling, commenting, and digital sign-in, as well as physical surveys and manual sign-in

• Social Media Outreach - Which can be targeted to desired, hard-to-reach areas

• Questionnaire/Surveys - Which can be answered via web or text message

• Interactive Feedback Links in local online news articles (coordinated by the project team)

PublicInput.com’s software is designed to centralize all conversations that occur across these channels, and if the [AGENCY] chooses, staff can be granted administrative access to the Engagement Dashboard to continue outreach after the project is complete.

**Community Engagement Process**

The strategy that [COMPANY] will use follows the steps of a vetted community engagement process:

* Identify existing networks in the community to distribute information
* Reach beyond the usual self-selectors to bring more voices to the table
* Lower the barrier to participation by providing accessible formats
* Capture and analyze input - however it is collected - to view the complete picture
* Close the feedback loop by following up with residents so they feel heard
* Build trust with the community - and provide benchmarked metrics

**Initial Outreach**

The engagement process will begin by reaching [desired residents, locations, etc.] through social media targeting (harnessing Facebook’s ad platform). Posts can also be translated into multiple languages. For ease, efficiency, and cost savings, the PublicInput.com platform allows comments to be collected from Facebook and automatically quantified based on key words and phrases - measuring frequency, and also to what degree feedback is positive or negative.

**Smart Surveys**

[COMPANY] will develop surveys distributed through PublicInput.com in order to:

* Lower barrier to participation (e.g. access) by being mobile-friendly and easily translated into multiple languages
* Instantly capture responses - whether the survey is fully completed or not
* Include images as well as interactive elements such as mapping and location pinning (if desired)

**Offline Meetings**

[COMPANY] will facilitate (X) public meetings where residents will be offered physical surveys or opt to participate digitally with live polling and commenting. Whether attendees sign in manually or digitally, all contact information will be uploaded to the Citizen Relationship Management System, which can then be used to follow up with participants via provided contact information (e.g. email, text or phone call).

**Email CRM and Follow Up**

Contact information can be optional or mandatory when a resident completes a survey/questionnaire. Those who do provide contact information will populate a Citizen Relationship Manager platform, creating a house of participant information, ready for use on future projects. This can be organized in a number of email lists to best follow up with residents (e.g. zip code, physical neighborhood, primary interests/concerns, etc.).

**Results & Presentation**

[COMPANY] will provide all results of public feedback as a digital or physical (or both) deliverable. These results may come in the form of visual survey results, noun clouds, charts and graphs. PublicInput.com utilizes a function, “Mayor Mode”, which creates a digital one-pager of key takeaways which can be shared easily with internal stakeholders. Likewise, these elements can easily be embedded in websites or downloaded, to be shared with other parties - namely, survey participants and the general public.

[CLICK HERE](https://drive.google.com/drive/folders/1lZu1WY2CLMBZ5GQsBf0p8AOQptZ-Ap8-?usp=sharing) to download images that pair with this content.