

## Community Engagement & Outreach Plan

### 3 Big Questions Outreach

#### DRAFT PLAN FOR DISCUSSION

**GOAL:** Engage more than **1,000** Portlanders in responding to the 3 Big Questions regarding the vision for the Community Engagement & Outreach Plan by **June 30, 2016**

#### STRATEGIES:

- Support community-led Community Engagement Workshops, mirrored after the COAB's April 14 CEO Workshop, to collect input from small groups
- Drive Portlanders to the online version of the 3 Big Questions form, where individuals can share their input
- Promote speakers bureau—speakers can guide mini-workshops and/or individual input

#### NEXT STEPS TO SUPPORT COMMUNITY-LED WORKSHOPS:

- Draft a brief toolkit with simple instructions for community groups to use to lead their own full workshops
  - Promote the availability of this toolkit to COAB's outreach list (see below)
- Recruit community groups to lead full workshops?
  - Targeted outreach? (ie, mental health community, youth, LGBT, houseless community?)

#### NEXT STEPS TO PROMOTE ONLINE VERSION:

- Email to COAB's email list (~300 individuals and organizations)—ask organizations to share with their membership/constituents
  - Cody working to expand COAB's outreach list
- Post on COAB website & social media
  - Paid promotion on social media (context: For \$65, we reached 4,500 people regarding the CEO Workshop, on Facebook and Instagram)
- Ask PPB & Mayor's office to post on City sites
  - Internal PPB/City email lists to get officers/employee input?

- Send to media: Oregonian, weekly papers (WW and Mercury), community papers (Scanner, Observer, El Hispanic News, Asian Reporter, PQ Monthly), radio (OPB, KBOO), TV (KGW, KATU, KOIN, KPTV)
  - Op-eds in community papers, highlighting success of CEO Workshop and inviting people to share their thoughts
- Print out more paper version of 3 big questions for people to distribute to organizations/community meetings
  - Distribute to key community locations?

### **NEXT STEPS TO PROMOTE SPEAKERS BUREAU:**

- Train speakers
- Advertise availability of speakers
  - Cody can schedule speakers upon request
  - Cody can prepare packets for speakers to bring to speaking engagements

### **CAPTURING INPUT:**

- COLLECT:
  - Workshops: Community organizations can return notecards to COAB office, or email in transcribed notes
  - Online: When individuals submit input, it automatically goes into a spreadsheet organized by question
  - Speakers Bureau: Speaker can collect notecards or worksheets and return to COAB office
  - Flyer: Flyer contains instructions on how to email or mail input to COAB office, or use the online form.
- COMPILE:
  - COAB staff can add additional input received to the automated spreadsheet
- ANALYZE:
  - Per the CEO Plan development plan, CEOPS will review all input and organize into themes to share with the Full COAB