APPENDIX E

Engagement Techniques and Tools Example List

ENGAGEMENT TECHNIQUES AND TOOLS EXAMPLE LIST

Engagement Technique/Tool	Description	Level of Engagement
Community Presentations/Briefings	Information is brought to a location where members of the community gather in order to present on particular topics or project updates (i.e. Rotary, Chamber of Commerce, etc.).	Inform
Conferences and Summits	Bring professionals and interested individuals together to learn from experts about a particular topic.	Inform
Direct Mail	Send a postcard or letter to property owners directly impacted or potentially interested in a particular topic or engagement opportunity.	Inform
Exhibits & Displays	Display information at a festival or event for participants to learn about a particular topic or issue.	Inform
News Release	Using the media to inform the public about upcoming engagement opportunities or sharing information about a particular regional topic or success.	Inform
Newsletter	The MACOGazette is a quarterly newsletter (printed and emailed) that provides updates and information on regional projects, initiatives, and issues.	Inform
Paid Advertising	Advertise public meetings and comment periods or to educate the public on particular issues or topics.	Inform

Engagement Technique/Tool	Description	Level of Engagement
Press Conference	For some important information, a press conference is a great way to attract attention to a particular outcome or success (i.e. ribbon cutting).	Inform
Printed Materials (flyers, postcards, fact sheets, etc.)	Even in the digital age, printed material has plenty of appeal. Printed materials are great take-a-ways at public meetings or pop-up events and for advertising.	Inform
Public Hearing	For some particular types of projects, a public hearing is necessary. This includes a presentation and opportunity for questions and answers, however typically these are not well attended.	Inform
Social Media	Social media is the growing platform for sharing information. Social media is used for public notices for engagement opportunities as well as receiving feedback and input during the process.	Inform
Website	The website has become the central platform and repository for public information. The website will contain public notices, upcoming engagement opportunities, progress reports, and more.	Inform
Contests, Promotions, and Games	Intensify community interest and increase community involvement through a contest, promotion, or game created to get the public's involvement in a plan or project.	Contribute
Crowdsourcing Data	Asking the public to collect data on issues or assets important to the planning process (i.e. locate potholes or bicycle parking).	Contribute

Engagement Technique/Tool	Description	Level of Engagement
Feedback Frames	A physical meeting tool designed to receive feedback from participants by voting with chips on particular questions, issues, or ideas.	Contribute
Focus Groups	A meeting with a defined agenda where a set of questions is posed to participants which guides discussion so that public opinion can be more closely gauged.	Contribute
Handheld Instant Voting	A digital meeting tool designed to receive feedback from participants by voting with mobile devices on particular questions, issues, or ideas.	Contribute
Interactive Mapping	Online tools where participants can interact with mapping information to view details or provide input.	Contribute
Interviews	One-on-one or small group discussion about project specific topics and issues with key stakeholders, community leaders, agency representatives, and other interested parties who represent the broader community opinions for the purpose of gathering information and opinions early in the planning process.	Contribute
Online Public Meetings	Hosting a public meeting online in order to provide more people with the opportunity to attend.	Contribute
Online Public Surveys	Surveys are a great way to collect input from the public about different topics or issues; when they are online, it simplifies the distribution and data entry.	Contribute

Engagement Technique/Tool	Description	Level of Engagement
Open House	An informal gathering that provides a forum where questions can be answered in a comfortable atmosphere that encourages open discussion focusing on issues and receiving feedback. Complex projects can be broken down into smaller components for easier understanding.	Contribute
Pop-up Event	Instead of asking participants to make a special trip to your public meeting, you can bring the meeting to a place the public will already be. Pop-up Events allow interaction in an accessible location, which can result in more participation (i.e. Libraries, Festivals, Grocery Stores, etc.).	Contribute
Public Comment Form	An essential element of receiving public input is providing the participants the ability to provide comments in an anonymous form, either printed or online.	Contribute
Thematic Mapping	A meeting technique that asks participants to brainstorm a particular topic on their own, then the whole group is able to put their responses into related themes for discussion.	Contribute
Advisory Committees/ Working Groups	A group of stakeholders, who make recommendations on projects, plans, and policies to assist the Policy Board in making informed decisions.	Collaborate
Charrettes	A meeting format designed to define issues, analyze problems and alternative solutions in a short, intense time frame to reach consensus on approaches to be taken, usually involving local experts and targeted stakeholders defining values and expectations in the process.	Collaborate

Engagement Technique/Tool	Description	Level of Engagement
Community Workshops	Interactive meetings held throughout a defined community to which all community members are invited, information is shared, feedback is received, and dialogue is created.	Collaborate
Hands-on Activities	Activities designed for meetings that require the participant to engage with their hands to collaborate with other participants.	Collaborate
Partnering with Community Organizations	Reaching out to partner with community-based organizations and leaders to promote and hold meetings, facilitate discussions, and obtain feedback (i.e. La Casa de Amistad, Neighborhood Groups, etc.).	Collaborate
Steering Committee	Key stakeholders form a committee to make decisions and recommendations on behalf of the Policy Board	Collaborate
Walking Audits	Organized group walks through a project site or corridor to enable community members and leaders to see and or point out problems, assets, and resources important to the community.	Collaborate