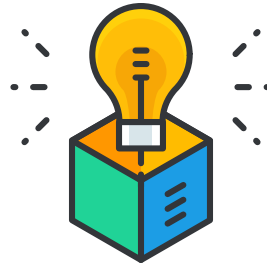


3

Who. How. Where. Approaches to Stakeholder Engagement

Stakeholder engagement has become an important tool local governments use to involve residents in decision-making. Today, it requires an out of the box approach to reach the many diverse voices and perspectives that make up a community.



Engage: Who

- Employees
- Community
- Business Leaders
- Influencers
- Faith-Based Community
- Community Leaders
- Unusual Voices
- Disruptors

Engage: How

- **Authentic:** open and honest dialogue
- **Diverse Voices:** more than the frequent flyers
- **Consistently and timely**
- Don't just check the box

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Engage: Where

- **Town Hall :** traditional meetings
- **Wedding Crasher:** meet people where they are
- **Survey :** online, mail, door-to-door
- **Do It Yourself (DIY) Facilitation:** create opportunities for the community to lead discussions, gather feedback and report back
- **Social media:** Facebook, Instagram, Twitter, Instagram and YouTube
- **Interviews:** Internal, External stakeholders