Practical Engagement: Realities and Opportunities for Meaningful Civic Participation

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City Example - Overview

• Cross-platform communications
• Strives to inform and engage
• Multiple audiences, multiple channels
• Informing the community is the deliverable
• On-going engagement is the desired outcome
Channels and Products

- Involvement in key spaces from community meetings to print products
- CRM systems and open city hall engagement tools
Challenges

• Breadth of communications offered and limited resources
• One-way exchanges
• Two-way are issue specific
• Ongoing engaged community members
Opportunities and Take-Aways

• Audiences are changing
• Balance for local government to meet all audiences
• Limits of covering it all strategies
• Understanding of information versus engagement
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