



Practical Engagement: Realities and Opportunities for Meaningful Civic Participation

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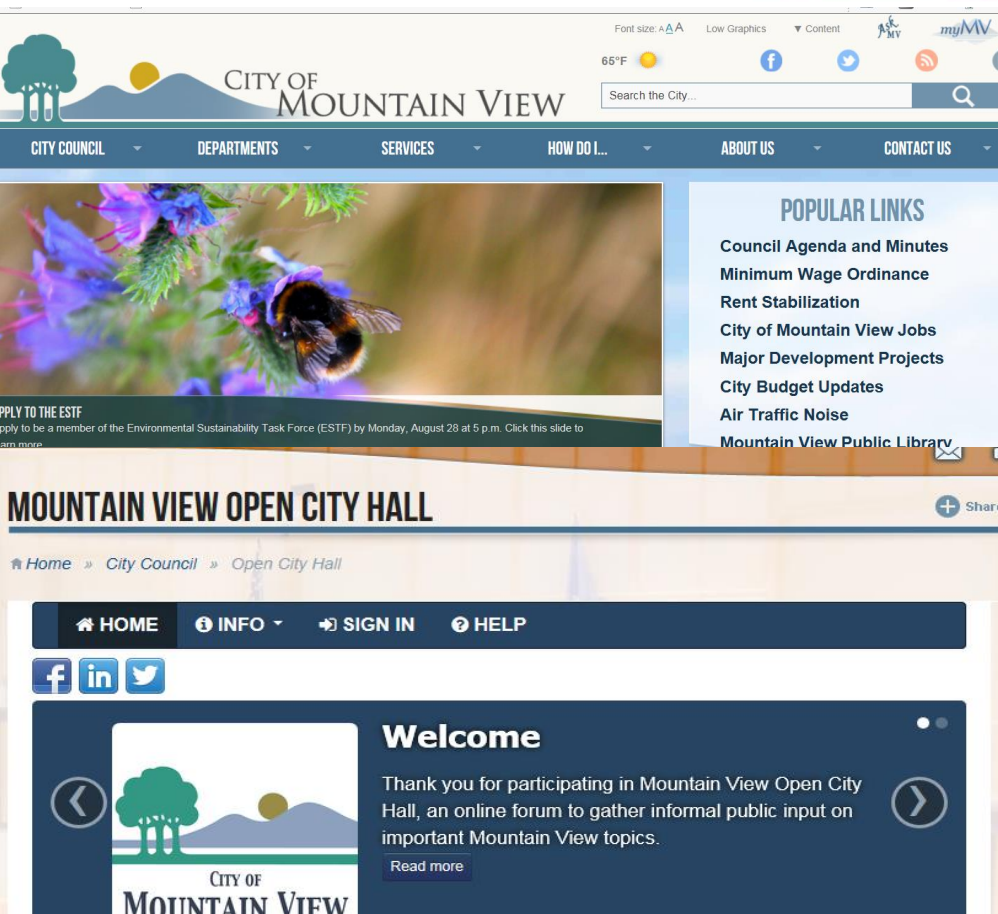
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City Example - Overview

- 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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