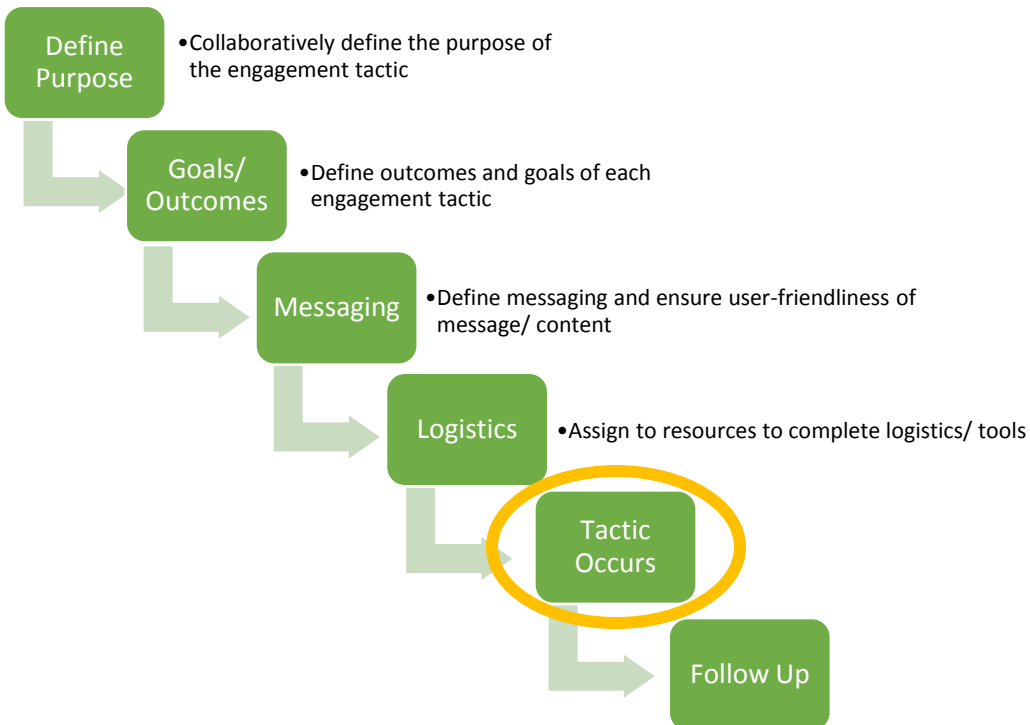


City of Gainesville—Engagement Strategies/Tactics

Process:



Types of engagement events/tactics with varying efforts:

Engagement that can be accomplished by a single employee with ongoing maintenance:

1. Social media
2. Print media

Engagement that requires multiple employees for a finite period of time:

1. Polls
2. Surveys
3. Social Media Campaigns

Engagement that requires multiple employees and ongoing maintenance:

1. Website
2. 311

Engagement that requires the organizational efforts of a single employee and results in a single event:

1. Tabling (e.g., bike safety day, Gainesville black professionals)
2. Walking “beats”—mostly GPD

Engagement that requires multiple employees to organize and results in a single event:

1. An open house
2. A workshop

City of Gainesville—Engagement Strategies/Tactics

3. A Commission meeting
4. A town hall meeting
5. Special events (Affordable Housing EXPO)

Engagement that requires multiple employees to organize and results in multiple events (a finite series):

1. Single-issue workshop series related to plans and code changes (e.g., affordable housing plan workshops, land development code)
2. Open house series (e.g., Affordable Housing Open Houses)

Ongoing engagement that requires one or more employees to organize and/or attend on a regular basis:

1. Attending/listening/interacting at community meetings (e.g., Black History Task Force, neighborhood association meetings)
2. Advisory boards

Ongoing Engagement Programming that requires continued sources of funding and multiple employees

1. Direct engagement programming (BOLD program)
2. Community Resource Paramedic Program