Engagement Strategies for Hard-to-Reach Communities

NPC188079

Sunday, April 22 | APA Conference 2018
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Goals of this Session

**Goal 1**
Learn how communication plans can help your plan or project.

**Goal 2**
Find out why the audience is everything in determining your outreach tools.

**Goal 3**
Learn how to use a variety of tools to engage hard-to-reach communities.
The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out. Communication is getting through.”

– SYDNEY J. HARRIS
What is your most innovative outreach strategy?
Montgomery County, Maryland

- Near Washington, DC.
- Population of 1 million+
- Forecasted growth of 200,000 more residents by 2040.
Montgomery County, Maryland

In 2016, the median household income was $99,763 compared to $95,843 for DC and $57,617 nationally.

1 in 4 households in the county has income less than $50,000.

Source: 2016 American Community Survey, 1-year estimate
Increasing Diversity

- Non-Hispanic White: 44.5%
- Hispanic: 19.1%
- Black or African-American: 17.8%
- Asian: 14.8%
- Other Race: 3.9%

Source: 1990 -2010 Decennial U.S. Census; 2016 American Community Survey, 1-year estimate
Increasing Engagement
Master Plan Outreach

• The public shapes the plan vision and recommendations by voicing ideas and concerns.

• Outreach philosophy: planning is accessible for everyone through multiple platforms.
What is the goal?

- Use multiple platforms to engage and facilitate dialogue and feedback with community members and stakeholders.

- Develop constituencies and ambassadors to support plan vision and implementation.
• Identify your audience.
• Clearly state goals with your audience in mind.
• Create strategies to meet goals.
• Develop messaging.
• Execute deliverables and tools.
• Evaluate your successes and challenges.
Know Your Audience

Six Factors for Effective Communications:
1. Audience
2. Action
3. Benefit
4. Image
5. Opportunity
6. Evaluation
Community Event Process

Pre-promotion
- Postcards
- Press release
- Eletters
- Word of mouth
- Multilingual media
- Paid Advertising

Coverage of the event
- Live tweeting
- Videography
- Photography

Recap
- Press release
- Multilingual media
- Social Media
- Video recap
Outreach Tools: In Person

• Community meetings / workshops
• One-on-one stakeholder meetings
• Community events
• Graffiti walls
• Pop-up Meet and Greet
• Hit the Street
• Printed materials
Outreach Tools: Online

• Project website
• E-letters
• GIS feedback map
• Social media
• Video
• Surveys
Outreach Tools: What’s Next?

- Happy hours
- On-the-street video interviews
- Stunts
- Text-back feedback maps
Measuring Success

- Meeting goals of comm plan
- Website visits and downloads
- Social media analytics
- Survey responses
- Event attendance
- Public comments
- Media coverage
What Are Your Outreach Challenges?
Veirs Mill Corridor – Audience
Veirs Mill Corridor – Audience
HELP POINT US IN THE RIGHT DIRECTION!

You’re invited to brainstorm opportunities and constraints of the Veirs Mill Road communities at a public meeting hosted by the Montgomery County Planning Department. Details on the back.

¡AYÚDENOS A ESTABLECER LA DIRECCIÓN CORRECTA!

Está invitado a compartir sus ideas sobre las oportunidades y limitaciones de las comunidades en Veirs Mill Road en una reunión pública organizada por el Departamento de Planificación del Condado de Montgomery. Detalles al reverso.
The Tools – Paid Media

• English and Spanish advertisements

• Five bus shelters along the Veirs Mill Corridor
Tool – Graphic Recording
The Tools – Digital
The Tools – In Person
Lessons Learned

• Get your boots on the ground.
• Meet people where they are – at shopping centers, bus stops, festivals, events.
• Engage with civic anchors.
Case Study: Greater Lyttonsville Sector Plan
The Tools
Case Study: Montgomery Village Master Plan
The Tools
One Size Does Not Fit All
Case Study: Bicycle Master Plan
Tool – Community Bike Ride

WHEATON COMMUNITY BIKE RIDE

WITH PLANNING BOARD CHAIR CASEY ANDERSON AND PLANNING BOARD COMMISSIONER NATALI FANI-GONZALEZ

Please join us for a ride around the Wheaton area. Local Residents Peter Gray & Paul Daisay will lead the ride to highlight bicycling conditions along the route. The ride will be at a comfortable pace with several stops along the way. A discussion about the Bicycle Master Plan will follow immediately afterward.

BIKE RIDE:

WHEN: SATURDAY, JUNE 17, 2017
ARRIVE: 9:45 A.M.
DEPART: 10:00 A.M.
RETURN: 11:15 A.M.

WHERE: CAPITAL BIKESHARE STATION ON WEST SIDE OF GEORGIA AVENUE, BETWEEN REEDIE DRIVE AND VEIRS MILL ROAD (PARK AT AMHERST GARAGE, 11304 AMHERST AVENUE).

ROUTE: SEE RIGHT

DISCUSSION:

WHEN: 11:30 A.M. - 12:30 P.M.
WHERE: THE LIMERICK PUB (11301 ELKIN ST)

RSVP: DAVID ANSPACHER
DAVID.ANSPACHER@MONTGOMERYPLANNING.ORG

NOTE:

While this bicycle ride is open to everyone, be advised that some road segments may be uncomfortable and inappropriate for some people. Please consult the Montgomery County Bicycle Stress Map at mcatlas.org/bikestress. Bicycle helmets are encouraged.
Bicycle Photo Contest
Tool – Coloring Book
Tool – Feedback Maps
What Have We Missed?
Questions | Comments | Connect

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