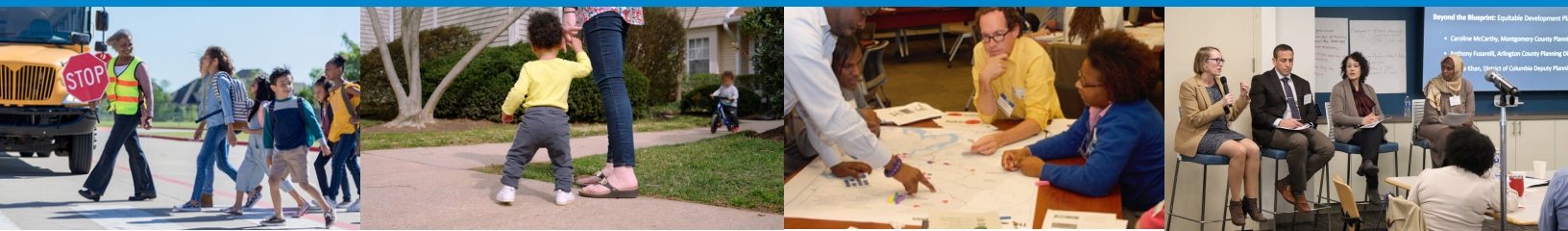


# COMMUNICATION TIPS FOR CREATING LIVABLE COMMUNITIES



*Goal: Communicate and engage with residents, neighbors, and constituents to define and create “livable communities”*

## Methods

- Newsletters and other email
- Snail mail
- Social media
- Periodic town halls
- Community meetings
- Listening sessions

## Challenges

- Language access
- Reaching beyond the “usual suspects”
- Diversity in staff to represent community
- Dense policy language

## In the toolbox...

- Open ears and minds: Conduct regular outreach to communities, not just with a particular project or goal in mind. Be prepared to listen.
- Embed flexibility: meet residents in their communities to solicit feedback. Hold morning and evening sessions. Consider childcare provisions or transportation vouchers.
- Take a holistic approach: Innovate with emerging tech, such as dashboards to communicate progress. Do not abandon traditionally relied upon methods of engagement, such as snail mail and door knocking.
- Partner up: Nonprofits and other community organizations are key to building trust and reaching under-engaged residents.

