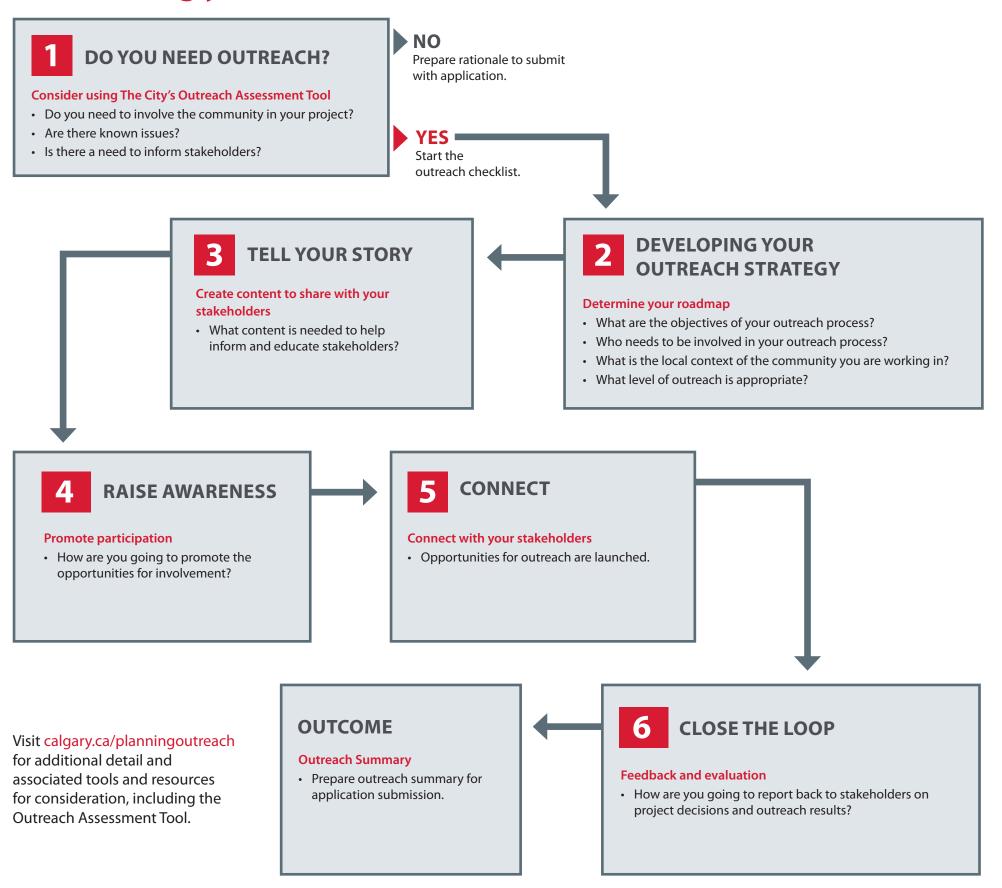


Community Outreach Checklist

A community outreach strategy should outline a well-defined approach to how the community and stakeholders will be involved in your development proposal. To respond to the needs and context of a particular community or stakeholder group, outreach strategies can take shape in many different ways, they can be complex and iterative or very straight forward. When approaching outreach you should consider the following steps, when determining your outreach needs.

Determining your outreach needs



Community outreach tips and considerations to keep in mind:

When: Be proactive and undertake outreach early. Experience has shown that the earlier in the process you consider and exercise your outreach options, the more likely it will be to contribute to successful outcomes.

Why: Outreach can help reduce conflict and eliminate surprises as potential risks or concerns can be identified sooner. Often these concerns can be addressed through improved communication and information sharing which can save time and reduce costs down the road.

How: Meaningful outreach is not as simple as a checklist or a one size fits all approach. Work with The City and Community partners to help determine the best approach and tactics for you and your project.

Ensure that you are committed to allocating sufficient resources for effective and authentic outreach, for complex or controversial projects you may want to consider reaching out to a professional consultation specialist for guidance.