

### Outreach Tactics and Techniques Overview

This guide is meant to give you an overview of some of the tactics and techniques that can be implemented in your outreach program and includes tactics for across the spectrum of outreach for both communications and engagement. We recognize that there are many tools and techniques that exist and this list is not meant to be exhaustive and cover everything. You may also have the desire to be innovative and creative in your approach and try something out-of-the-box and that is fantastic! The list provided here has been designed to give you a starting point and an overview of some of the more well-known techniques out there and the associated benefits and considerations for each.

As you consider which tools to select, below are some high-level questions to keep in mind as you review the list. It is important to select the tactics that fit the scope of your outreach, meet objectives and fit the local context.

- Have you considered tools that allow you to inform the community from the beginning of your process? Choose tools that you can use throughout your entire outreach process.
- Have you considered tools that will help you build positive relationships? Choose tools that create opportunity for conversation and dialogue.
- If seeking input, have you considered tools that will help community contribute ideas in a meaningful way and how you will capture these ideas?
- Have you considered tools that will be accessible to all stakeholders, so they are informed about the outreach opportunities and encouraged to participate?
- Have you considered tools that will allow you to provide clear easy to understand information?
- Have you considered that you may need to use a variety of tools and techniques over time?
- Have you considered how you will close the loop with stakeholders who participate in your process?
- Have you considered the resources that are available, both budget and staff, to ensure successful implementation of tools?

Tactic/ Technique	Overview	Level of Participation				Audience	Benefits	Tradeoffs
		Inform	Consult	Involve	Collaborate			
<b>Print materials</b>	These can include: postcards, brochures, flyers, handouts, fact sheets, articles, information panels etc. <ul style="list-style-type: none"> <li>- This is a way for you to provide specific and detailed information on your project.</li> <li>- Needs to be written clearly and can be helpful to provide illustrations.</li> </ul>	X				Targeted or broad	<ul style="list-style-type: none"> <li>- Generates interest in the community</li> <li>- Good to create awareness and share factual information</li> <li>- Can be tailored to meet your needs and be used for either targeted or broader audiences</li> </ul>	<ul style="list-style-type: none"> <li>- Can be expensive to print and mail</li> <li>- Success will rely on plain language and simple graphics</li> </ul>

	<ul style="list-style-type: none"> <li>- Provides a call to action on how to find or more information or get involved.</li> <li>- Need to consider how this will be distributed.</li> </ul>						<ul style="list-style-type: none"> <li>- Older demographics tend to prefer to receive print materials</li> </ul>	
<b>Advertisements</b>	<p>Most community associations have monthly print newsletters that you can purchase an advertisement in. The deadline for these are usually one month in advance of the publication date.</p> <p>There are also a number of print, TV, radio and digital providers in Calgary that you could consider placing advertisements with and these can be selected to meet your project objectives.</p>	X				Broad	<ul style="list-style-type: none"> <li>- Wide-reaching</li> <li>- Helpful for sharing a clear call to action</li> </ul>	<ul style="list-style-type: none"> <li>- Can be expensive</li> <li>- Deadlines can be far in advance</li> <li>- Hard to monitor effectiveness</li> </ul>
<b>Website</b>	<p>Websites give you the ability to provide accessible and appropriate information to a broad base of stakeholders that can be updated in a timely fashion. It can also be used for two-way information sharing.</p> <p>Your website could also include a blog portion which includes a series of online posts about your project. Community could make comments and share articles amongst their networks.</p>	X	X	X		Broad	<ul style="list-style-type: none"> <li>- Flexible tool to meet the needs of your project</li> <li>- Easy to update and keep fresh</li> <li>- Can contain online survey</li> <li>- Can contain blog articles</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Ongoing maintenance and resources required to manage content and keep fresh.</li> </ul>
<b>Online Surveys or Polling</b>	<p>This tool is easy and accessible and allows you to collect input and get a snapshot on sentiment towards your project. You can</p>	X	X	X		Targeted or Broad	<ul style="list-style-type: none"> <li>- Collecting information online is quick and can be helpful for collating data</li> </ul>	<ul style="list-style-type: none"> <li>- Can be a challenge to analyze qualitative data received.</li> </ul>

	prepare specific questions that meet your project needs. There are many online survey providers out there for you to consider. Can be widely shared or created for a targeted audience						<ul style="list-style-type: none"> <li>- Tool is best for quantitative data</li> </ul>	<ul style="list-style-type: none"> <li>- Need to consider distribution method for success.</li> </ul>
<b>Email feedback</b>	Easy way to obtain comments and input. Can share email on printed materials, in advertisements, or online or be shared with a targeted audience.	X	X			Targeted or Broad	<ul style="list-style-type: none"> <li>- Quicker than most forms of outreach.</li> <li>- Attractive tool for those with limited time.</li> <li>- Allows people to ask questions and get a response</li> </ul>	<ul style="list-style-type: none"> <li>- Emails must be tracked</li> <li>- Ensure you are acknowledging and responding</li> </ul>
<b>Email subscription</b>	An email signup list can be a helpful tool for building a list of interested stakeholders or active participants that you can regularly communicate with. There are online subscription tools available.  Can be distributed on your website or at in-person events.	X	X			Broad	<ul style="list-style-type: none"> <li>- Helpful for reaching interested stakeholders who want to receive your content</li> <li>- Fast and effective information sharing</li> <li>- Great tool for closing the loop on outreach</li> </ul>	<ul style="list-style-type: none"> <li>- Consider compliance with Canada Anti-spam legislation</li> <li>- Need to consider distribution method for success</li> </ul>
<b>Social media</b>	This can be a good tool for promotion or calling for ideas. Channels to consider include: Twitter, Facebook, Instagram. There is also the ability to buy targeted advertisements.	X	X			Broad	<ul style="list-style-type: none"> <li>- Can target ads to specific population segments based on demographic or location</li> <li>- Ability for community members to share content on your behalf</li> <li>- Broad reaching</li> </ul>	<ul style="list-style-type: none"> <li>- Can be difficult to monitor</li> <li>- Need to ensure resources to respond to comments</li> <li>-</li> </ul>
<b>Telephone Hotline</b>	It can be easy to have a dedicated project phone number for people to call and ask questions. Can be	X				Targeted or Broad	<ul style="list-style-type: none"> <li>- Creates a single point of contact</li> </ul>	<ul style="list-style-type: none"> <li>- Might be a challenge to manage telephone hours that meet community needs.</li> </ul>

	widely shared or created for a targeted audience							
<b>Public displays or kiosks</b>	This can be static display either at your site location or in a high-traffic community destination. Tactic could be helpful at sharing project information or outreach details and could involve the ability for comment or idea collection.	X	X			Broad	<ul style="list-style-type: none"> <li>- Ability to reach a broader audience and reach people where they are</li> <li>- Opportunity to share factual information</li> </ul>	<ul style="list-style-type: none"> <li>- Could be expensive</li> <li>- Requires monitoring for vandalism</li> </ul>
<b>Hard-copy surveys or question</b>	Great method for collecting comments at in-person sessions. Can take shape in the form of a printed survey or series of questions on panels where citizens can write comments on sticky notes.		X	X	X	Targeted or broad	<ul style="list-style-type: none"> <li>- Good for collecting ideas in a structured way that can be extensively analyzed</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure questions are crafted strategically to get the insights you need</li> <li>- Requires resources and expertise to transcribe and analyze data</li> </ul>
<b>Town Hall</b>	This is generally a meeting that is open to the public or an invited stakeholder group and involves a presentation or panel discussion. Community members are given the opportunity to speak and ask questions. Set-up generally involved theatre style seating with presenters at the front of the room.	X	X	X		Broad	<ul style="list-style-type: none"> <li>- Allows stakeholders to hear the opinions and ideas of others</li> </ul>	<ul style="list-style-type: none"> <li>- Requires a strong facilitator to manage discussion and ensure meeting flows</li> <li>- Potential to get heated and can contribute to mob mentality</li> <li>- Challenging for quiet community members to share their thoughts.</li> <li>- Tends to focus on the negative and only hear from those confident enough to speak up.</li> </ul>
<b>Open House</b>	A come-and-go style event open to the public, where community members can attend to learn more		X	X	X	Broad	<ul style="list-style-type: none"> <li>- Doesn't have to be a long time commitment</li> </ul>	<ul style="list-style-type: none"> <li>- There could be outreach fatigue in the community and the</li> </ul>

	information about a project, speak to subject matter experts and provide input on the project. It's important to distinguish that the use of Open House usually means that you are collecting input to inform decisions. You will need to consider the methods for collecting input at your event.						for community members to participate - Opportunity to collect feedback on information and options presented to them on displays.	desire to attend a standalone event could be minimal
<b>One-on-one conversations</b>	This is a tool that can be used for reaching out to the most impacted stakeholders to gather an understanding of their ideas and concerns. This could take place as a scheduled meeting with the individual or perhaps through door-knocking or telephone conversations.	X	X			Targeted	- Allows for more intentional conversations - Suited for those most impacted	
<b>Invite meetings</b>	This technique can be helpful generating dialogue with a targeted group of stakeholders. For example: this could include meeting with the local community association, or inviting your neighbours to a meeting to discuss the project. It is important to ensure you have set a clear agenda in advance and have a facilitator that can keep the group conversation on track. You will also want to ensure you have someone on hand to track meeting minutes of the conversation held and the ideas and issues raised.	X	X	X		Targeted	- Beneficial for discussing specific topics of interest and having group dialogue.	- Requires a strong facilitator to keep meeting on track - Requires someone to take minutes for the meeting and distribute after
<b>Information Session</b>	A come-and-go style event open to the public, where community	X				Broad	- Doesn't have to be a long time commitment	- There could be outreach fatigue in the

	members can attend to learn more information about a project and speak to subject matter experts It's important to distinguish that the use of Information Session usually means that you are just sharing information and not collecting input.						<ul style="list-style-type: none"> <li>for community members to participate</li> <li>- Allows people to ask subject matter experts question</li> </ul>	community and the desire to attend a standalone event could be minimal
<b>Pop-up event</b>	This technique involves “popping-up” at a high-traffic community destination or an existing community event. Often will involve setting up a table or booth to share project information. This can be beneficial for reaching a broader audience of people where they already are and people that may not be able to or inclined to attend another scheduled event such as a workshop or open house. This technique can be used to share information or collect ideas from the community.	X	X	X		Broad	<ul style="list-style-type: none"> <li>- Helps alleviate outreach fatigue if there are multiple events in a community</li> <li>- Reaches people who might not typically get involved in other outreach events</li> <li>- Captures a broader audience</li> </ul>	<ul style="list-style-type: none"> <li>- Generally suited to sharing quick and easy information</li> </ul>
<b>Workshops</b>	This is usually an open invite and involves bring people together to discuss specific topics, provide feedback and hear views of others. There are many different design options for how you can structure a workshop.		X	X	X	Targeted or broad	<ul style="list-style-type: none"> <li>- Opportunity for participants to learn from each other and about other views then there owns</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Needs to be designed to be scalable</li> <li>- Expert facilitation is required</li> <li>- Requires promotion to encourage attendance</li> <li>- Could require a longer time commitment</li> </ul>
<b>Design Charettes</b>	This is usually a time intensive multi-disciplinary design workshop that can take place over a number of days. Involves community, project team and technical experts			X	X	Broad	<ul style="list-style-type: none"> <li>- Can help achieve consensus among participants</li> </ul>	<ul style="list-style-type: none"> <li>- Resource heavy and time intensive</li> </ul>



## Community Outreach for Planning & Development Resource: Outreach Tactics & Techniques

	that work in small groups to design a solution.							
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