



Salt Lake City's Guide to

ENGAGEMENT METHODS

Created by The Civic Engagement Team
Spring 2023

INTRODUCTION

Communities work best when residents, businesses, and institutions are engaged and working together. Salt Lake City values diverse perspectives and encourages community members to be informed and involved in shaping how decisions are made.

Salt Lake City seeks to improve outreach and participation during city projects and initiatives. An increased level of communication and collaboration between the City and constituents leads to better decision-making processes and more sustainable solutions and policies.

The guide for Engagement Methods was designed to be used in conjunction with the guide for **Engagement Planning** to help project managers and outreach teams to decide which method(s) of engagement will be best for projects and initiatives. This guide contains best practices along with suggestions for in-person, digital and hybrid methods of engagement. It is suggested that an engagement plan should include various methods of engagement in order to create a complete engagement experience for residents, businesses, and additional stakeholders in projects and ensure all applicable voices are heard.

For questions about this guide or assistance in implementing its principles, please contact the Civic Engagement Team: CivicEngagementTeam@slcgov.com

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CONTENT

GETTING STARTED	04
QUESTIONS TO START	05
INCLUSION & FAIRNESS	07
METHODS OF ENGAGEMENT	08
IN-PERSON ENGAGEMENT	09
DIGITAL ENGAGEMENT	13
HYBRID ENGAGEMENT	20
TOOLS	24
CITY TEAMS	25
EXTRA IDEAS	27

GETTING STARTED

KEY IDEAS AND ASPECTS TO CONSIDER

When choosing engagement methods for a project, there are many aspects to consider including how each method enables community connection and meets the public's needs. Deliberately choose methods that help accomplish project goals.

QUESTIONS TO START

ENSURE THE CHOSEN METHOD IS A GOOD FIT

Choosing effective engagement methods is first dependent on your engagement plan. The chosen methods should help achieve the purpose and goals of the overall project. If an engagement plan has not been prepared, please review the Engagement Planning Guide to create a plan. Once a plan has been established, choose methods from this guide or brainstorm other methods with the project team. Once methods have been chosen, consider the following questions to ensure they are a good fit for the project and can logically be carried out.

DOES THIS METHOD FIT THE PROJECT?

Why this type of engagement?

Think about how the chosen method fulfills the purpose and needs of the project, as established in the engagement plan. Determine whether this form of engagement contributes to the larger project design and decision-making processes in a productive way. Think about the public's role in the decision-making process to ensure that the chosen method helps them complete that role.

What should the public leave with?

Ensure the chosen method of engagement leaves participants feeling heard and valued. Make sure there is a way to provide information and record feedback. Have project contact information available at meetings for the public to refer to later. Handouts with project information such as website, contact email, contact phone number, and digital engagement links are useful. Share as much applicable information as possible, including what the next step of the process is and what they should expect.

Have you considered all stakeholders?

Consider all stakeholders and groups that will be affected by the project, specifically how the chosen method can be used to help them be informed, give feedback and help in the decision-making process where applicable. Determine if the chosen method(s) cater to these groups' in regards to scheduling, location and language.

NOTE:

We all just want to feel heard. Provide a clear understanding of the public's role in the process and how their input will be used.



WHAT ARE THE ENGAGEMENT LOGISTICS ?

Where will you engage?

When determining a location for your engagement event, consider the following:

- Whether the space is large enough for the number of attendees you expect and style of engagement
- Proximity to affected constituents
- Proximity to project area
 - Consider hosting events on-site at the future project location.
- Whether the space is neutral, non intimidating
 - Consider alternative locations; some are intimidated by certain locations, like the City & County Building, police stations, etc.

How and when will the public learn about this engagement opportunity?

Getting the word out about an event or other form of engagement activities is key to getting a good turnout for public participation. Creating a promotion timeline is important when considering engagement methods. Advertise opportunities for engagement well in advance - minimum two weeks - with ongoing reminders. Incorporate this promotion timeline when planning your engagement as described in the [Engagement Planning Guide](#) (pg 20) Plan how you can digitally and physically share this information.

What staff is needed at the time of engagement?

Be sure to have enough staff present for the chosen method of engagement. For in-person events, think about who will usher participants, answer questions, or lead discussions. For virtual events, think about who will be on camera leading the interactions (if applicable,) while also considering who will be needed for tech support and any other behind-the-scenes work. For both in-person and virtual activities, consider if a moderator is needed to keep discussion from getting too heated.

NOTE:

You don't have to choose just one method. Depending on the project, you will want numerous points of engagement. You should also always try to have a digital method and an in-person method.



INCLUSION & FAIRNESS

INCLUSIVE ENGAGEMENT LEADS TO MORE INCLUSIVE OUTCOMES

During engagement efforts, it can be easy to gather the voices of those who are geographically close by, already involved, or have the time and resources to be involved. However, only hearing the voices that are easy to gather leads to solutions that may not effectively address or solve the problem.

Effective engagement brings all voices to the table. This means seeking out people who may be overlooked or even actively excluded from the conversation. This includes finding ways to engage the public where they are at, providing opportunities that are accessible and fair for all. When planning engagement, be intentional about how, when and where you are engaging to make it as inclusive as possible.

Inclusive engagement leads to robust feedback. It is hard to make good decisions when we don't have all the data. Giving all voices an opportunity to be heard leads to better understanding of the issues and can bring about new innovative and creative solutions, resulting in better decision making. Inclusive engagement is effective engagement.

Throughout your planning process, think about how you can make the engagement more accessible, inclusive and fair. Take note of the accessibility notes throughout the guide for ideas of how to do so.

RESOURCES:

Collaborate with the Civic Engagement Team to brainstorm ways to make engagement more inclusive and fair for your specific project.

CivicEngagementTeam@slcgov.com

Contact the City's ADA specialist to request accommodations or to learn more about accommodation options.

ADA@slcgov.com

Connect with the Mayor's Office of Inclusion & Equity to gain access to toolkits, training, best practices and support in equity and inclusion efforts.

DEI@slcgov.com

Engage with outside DEI consultants to specialize efforts for diversity, inclusion, and equity for your project.



METHODS OF ENGAGEMENT

PUBLIC CONNECTION & COMMUNICATION

Engagement allows you to connect and communicate with the public. It allows the city to keep constituents informed and provides constituents with opportunities to be heard and involved. There are many different ways to provide outreach and engagement to the community. This section includes the most common engagement methods that Salt Lake City uses. Because this is not an exhaustive list of methods, the Civic Engagement Team is always available to help brainstorm new ideas or activities.

IN-PERSON ENGAGEMENT

TRADITIONAL METHODS OF ENGAGEMENT

In-person events are a great way to engage with the community. Whether you are bringing people together or meeting people where they are, talking with people in person can show them how much their voices are valued. No matter which method you use, be sure to provide contact information so that people can ask questions or get additional information at a later date. Have a dedicated project webpage, with an easy-to-remember URL, that includes a phone number, email, and other relevant information for the project and related engagement.

ACCESSIBILITY NOTE:

- Be sure to include materials in other languages as you may meet people who may not be comfortable with English. If applicable, provide translators.
- If encouraging attendees to take a survey, provide a way for them to do so in that moment. For example, bring hard copies and pens or iPads for people to use.

COMMUNITY EVENT TABLING

Level: Inform & Consult



NOTE:

Have at least two people present to run the table. That way if one person starts a longer conversation with a constituent, the other person can still interact with people passing by. It especially helps to bring along project managers or others highly involved.

Salt Lake City hosts numerous festivals, markets, and community fairs happening year-round. Use these events to have a table or booth for engagement. These community events are a great place to interact with residents in a space they will already be, making it convenient for them. Tabling can be used to get genuine feedback, present information in a comfortable setting, and engage with community members that might not be reached by other engagement methods.

It can be useful to attend events in neighborhoods or districts that are related to the project or initiative. The Civic Engagement Team keeps a list of events and coordinates registration and communication with event coordinators.

To create better participation at your table, use fun games, stickering activities, or other attention catching mechanisms to draw in participants. The Civic Engagement Team can help brainstorm ideas and activities.

WORKSHOPS

Level: Inform & Consult

Host a public forum that includes a presentation on the project or initiative followed by time for participants to work in small groups to brainstorm ideas or have a discussion. Following the small group exercises, attendees reconvene to share their ideas and discussion outcomes with the larger group.

Workshops are most effective in smaller groups and/or already established groups of stakeholders such as chambers, committees, PTAs, or advocacy groups. Avoid having a roaming mic in large groups as it can take away from group discussion and insights.

Because workshops are designed for attendees to stay from start to finish, be cautious of the timing of the event by picking a time that is as convenient as possible and by not making the event too long.

ACCESSIBILITY NOTE:

When hosting an event, make sure the location is accessible. There must be at least one Accessible Route throughout every event.

- Accessible Routes cannot have stairs along the pathway and elevation changes greater than ¼ inch vertical or ½ inch beveled must be ramped.
- Accessible Routes must have adequate width throughout the event for mobility device access. Sidewalks must be at least 48 inches wide; Accessible Routes within the event must be at least 36 inches wide.
- Event activities should be oriented near Accessible Routes as much as possible. Inaccessible Routes such as stairs must have posted signage indicating the direction to an Accessible Route.
- Any types of cords, hoses, fencing or other similar items must be ramped or have signage posted indicating the direction to an Accessible Route.



POP-UPS

Level: Inform & Consult

Find the locations that locals attend regularly and set up a booth there to catch people where they already are, for example: local parks and grocery stores. Like tabling, this form of engagement can be used to simply share information or to gain feedback on a project. Find ways to make it interactive and intriguing. Have handouts of information and maybe some kind of treat.

Have at least two people present to run the table. That way if one person starts a longer conversation with a constituent, the other person can still interact with people passing by. This will also help with setting up and taking down the pop-up. It especially helps to bring along project managers or others highly involved.



COMMENT BOXES

Level: Consult

Place comment boxes in locations applicable to the project or initiative to gain feedback from individuals that might not otherwise be reached. Create a form that has specific questions the person can answer along with space for additional comments. Record all comments in a way that makes it easy to analyze. If it is not needed, remove names, addresses, and other distinguishing information included in comments in order to protect people's privacy.

CANVASSING

Level: Inform, Consult & Involve

Get out in the community with prepared handouts sharing project or initiative information, invitations to attend feedback activities or take a survey. Hand them out to people at local events, at parks or go door-to-door. This can provoke meaningful conversations, encouraging constituents to get involved, and provide feedback. Be courteous when interacting with constituents as being too pushy or overbearing may be unproductive.

NOTE:

Do not leave flyers and other handouts in mailboxes when going door-to-door.



COFFEE CHATS

Level: Inform & Involve



Coffee Chats are community conversations that take place at a local coffee shop, as it can be a great place to get out in the community where your project is taking place. Depending on the time that you choose to have your chat, you will catch community members that may not be aware that project outreach is happening, widening your engagement impact. The project host generally offers to purchase each participant a cup of coffee (or hot chocolate). Work with the coffee shop hosting to determine the best way to facilitate the purchase. Consult with the Civic Engagement team for preferred locations.

DIGITAL ENGAGEMENT

REACH CONSTITUENTS ANYWHERE

Digital forms of engagement are a great way to bring information and discussion to more people. In a post-Covid age, technology has enabled society to stay connected in various ways. Use methods below to take advantage of that technology to connect with the public about projects and initiatives.

ACCESSIBILITY NOTE:

Where possible, provide digital material in relevant languages, whether that is including an extra caption with translation in a social media post or a button on a webpage that will translate the page.

PROJECT WEBPAGES

Level: Inform

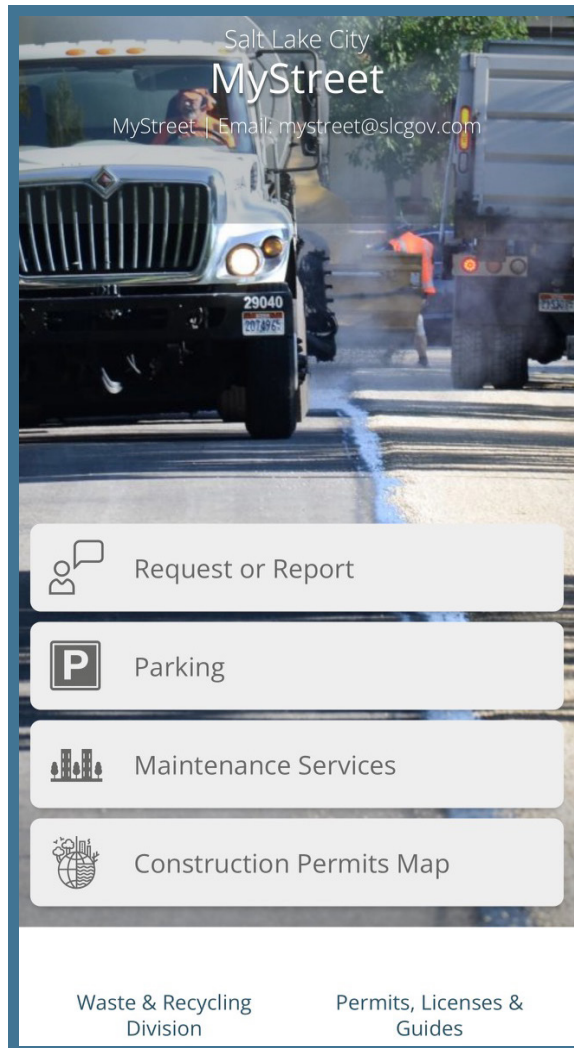
Salt Lake City's website provides a place for residents to find all the information they need about what is happening in the city. Projects should have a dedicated page or post on the respective division page. The webpage or post should advertise all engagement opportunities, both in-person and online, project updates and general project information and should be a central location to which residents can be directed. Webpages can also include maps and storyboards to help the public better understand the project. Be sure this page is always up to date and accessible.

ACCESSIBILITY NOTE:

Any page on www.slc.gov should be ADA accessible.

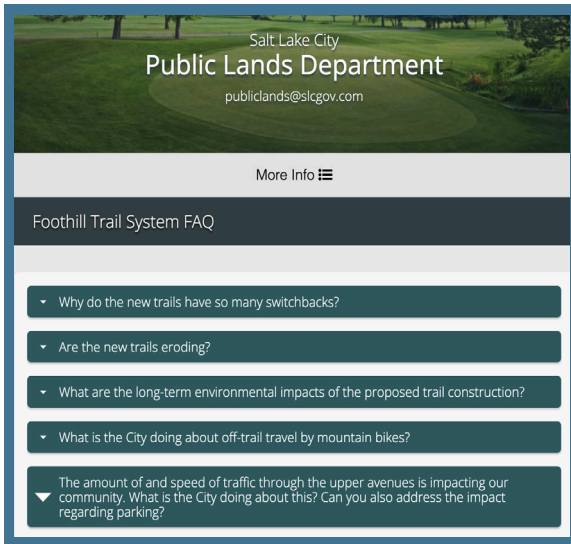
- Check that colors you are using have sufficient contrast for reading accessibility by [using this link](#)
- Include Alt Text for pictures and subtitles for videos so they can be used by a screen reader for those that are visually impaired.
- Test your website's readability with [this link](#).

Find more ways to make a webpage accessible through [The A11Y Project](#).



FAQS

Level: Inform



Included on the project website should be a section for Frequently Asked Questions. While in the planning stages, create a list of anticipated questions from the public. This should be a living document, adjusting as the project develops and new aspects arise. Be sure to include a way for constituents to contact the project team if their questions are not answered by the FAQs.

Example: [Transportation Department FAQs](#)

SOCIAL MEDIA CAMPAIGNS

Level: Inform & Consult

Social Media posts can reach a variety of stakeholders for sharing project or initiative information, invitations for engagement and other project related announcements. It can also help create two-way conversations between followers and the City.

All posts are shared through SLCgov accounts. Divisions and Departments should not create their own social media accounts. Work through the Civic Engagement Team, in conjunction with the media team, to create a social media plan including what to post, when, and on what platforms.

Posts should be consistent, simple, and applicable. Make sure images or videos used are eye-catching and have minimal text. Put all needed information and text in the caption or description of the post.

Platforms available include: Instagram, Facebook, Twitter, Nextdoor and Reddit. Be aware of different requirements for text length and picture sizes for the desired social media platforms.



Create a Social Media Plan

The Social Media Plan should include a timeline of posts, medium (Images, text only, video) of the posts, where it will be posted, and what additional materials you need for the post.

Simple Social Media Plan Example:

RESOURCES:

If planning to share posts to the City's social media accounts, all curated posts must be submitted to the Social Media Team via Sprout Social. For help with submitting posts on this platform, contact the Social Media Team:

SocialMedia@slcgov.com

Post #	Platform	Date	Time	Images/Links/ Graphics/Videos	Caption	Hashtags	Notes
1	Instagram, Facebook & Twitter	03/01	10:00 AM	Image 1, Goals graphic (English & Spanish) Link to HSLC Website	Housing SLC: Salt Lake City's 5-year Housing Plan is now ready for your review! The draft's housing goals and action items are based on feedback from 6,500+ residents about their vision for the future of housing in Salt Lake City. Learn about the plan and let us know what you think about it on our website:	#HousingSLC	Engagement Ends 4/16
2	Instagram, Facebook & Twitter	03/20	3:00 PM	Image 2 Link to both HSLC & TIP Website	Salt Lake City is working hard to find new solutions for affordable housing and strengthening communities. Check out the new 5-year housing plan: Housing SLC AND the Thriving in Place plan to learn more about what the city has planned! Let us know what you think before any final decisions are made.	#HousingSLC #ThrivinginPlace	Joint efforts with TIP
3	Instagram, Facebook	04/05	3:30 PM	Image 3 Link to HSLC Website	One last reminder to check out the new 5-year housing plan: Housing SLC. You can read the plan & give feedback at our website:	#HousingSLC	Final Reminder
4	Twitter	04/05	4:30 PM	No Image Link to HSLC Website	One last reminder to check out the new 5-year housing plan: Housing SLC. You can read the plan & give feedback at our website:	#HousingSLC	Engagement Ends 4/16

ONLINE MEETINGS, PRESENTATIONS & WEBINARS

Level: depending on purpose of meeting, Inform/Consult/Involve/Collaborate

At times, the best way to gather stakeholders and the public to share information and get feedback on a project, is by doing the engagement virtually. Online meetings, presentations and webinars can be a great way to make engagement more convenient and accessible for participants. Having a virtual aspect of in-person events can also help further the audience of engagement and bring more voices to the table.

When hosting an online meeting of any sort, whether it is the main event or an addition to an in-person event, there are many aspects to consider in order to ensure the chosen method of engagement is accessible and productive.



Predetermine Meeting Roles

1. Facilitator
2. Technical Lead
3. Note-Taker
4. Chat Monitor
5. Contact person for solving tech problems in the moment
6. Participants
7. Subject Matter Experts

Start the Meeting with a Check-in

- Small groups: by voice
- 10-20: by chat or share an image
- 20+: by a poll



Establish Meeting Expectations:

- All participants keep video on (but mute unless speaking) as much as possible
- All participants close other windows and applications to get the benefits of full participation
- Other traditional “process agreements,” or ground rules
 - Respect each other
 - Listening is important
 - One person speaks at a time
 - No interrupting
 - Respect the group
 - Every idea is worthy
 - Make your points succinctly
 - Everyone has an equal right to talk
 - It is OK to disagree – agreeably
 - Challenge ideas, not people
 - No “zingers” or cheap shots
 - Disagreement is a learning opportunity
 - Keep the conversation productive
 - Explain your reasoning
 - Keep an open mind
 - Avoid passing judgment
 - Be responsible for the energy you bring into the room

Source: Michele Straube

EQUITY NOTE:

Although people may be gathered (whether physically or virtually) for the purpose of engagement, it can still be difficult for all voices to be heard. This can be a result of not amplifying certain voices, not creating safe environments for all present, or simply not providing enough context for attendees to fully participate. Consider the following when wanting to hear from the community:

- Center the marginalized voices
- Recognize the privileges of people in the organizing group
- Understand the level of trust with the organizing group
- Understand the level of comfort engaging online (with prevalence of anonymous/bigoted comments)
- Clearly define and communicate roles and engagement approach
- Take the time to invest in relationship-building
- Consider the impact of data privacy
- Find solutions to increase computer/internet access

ACCESSIBILITY NOTE:

When hosting meetings/forums/presentations online, it's important to remember that not all applicable audiences may have access to technology needed to participate. Consider the following before hosting an online event.

- Record online meetings for people to watch it on their own time
- Translate online meetings into relevant languages
- Include Closed Captioning options

CONSIDER THE FOLLOWING:

The digital divide is often overlooked as technology has become very accessible and incorporated into our daily lives. Think about how that may not be the case for all people. Consider the 5 A's of Technology Access:

- Availability: to whom is the tech (un)available
- Affordability: to whom is the tech (un)affordable
- Awareness: who is (un)aware of the tech
- Abilities: who has the digital literacies to use the tech
- Agency: who has the self-efficiency to make use of the tech?



NEWSLETTERS

Level: Inform



Newsletters should be used if the project or initiative requires, or will benefit from, frequent updates to stakeholders. Newsletters should be brief and simple, sharing needed information about the ongoing project, announcements and opportunities for engagement. Be sure to include links to the project webpage.

Use emails and contact information gathered from other methods of outreach for the project. It is best practice to collect that information if the stakeholder is willing to provide it. Good constituent data is among the most valuable assets to increase participation and engagement across all channels. When gathering this information, be sure to offer to participants the option to subscribe to the newsletter.

ACCESSIBILITY NOTE:

Take the time to translate newsletters into relevant languages. Either include an extra page with translation or a button embedded in the letter that will translate the page.

All newsletters should be ADA accessible.

- Check that colors you are using have sufficient contrast for reading accessibility by [using this link](#).
- Include Alt Text for pictures and subtitles for videos so they can be used by a screen reader for those that are visually impaired.
- Test your website's readability with [this link](#).

Find more ways to make a digital newsletter accessible through [The A11Y Project](#).

RESOURCES:

The City's preferred platform is Salesforce Marketing Cloud. For help using the platform, contact MarketingCloudAdmins@slcgov.com

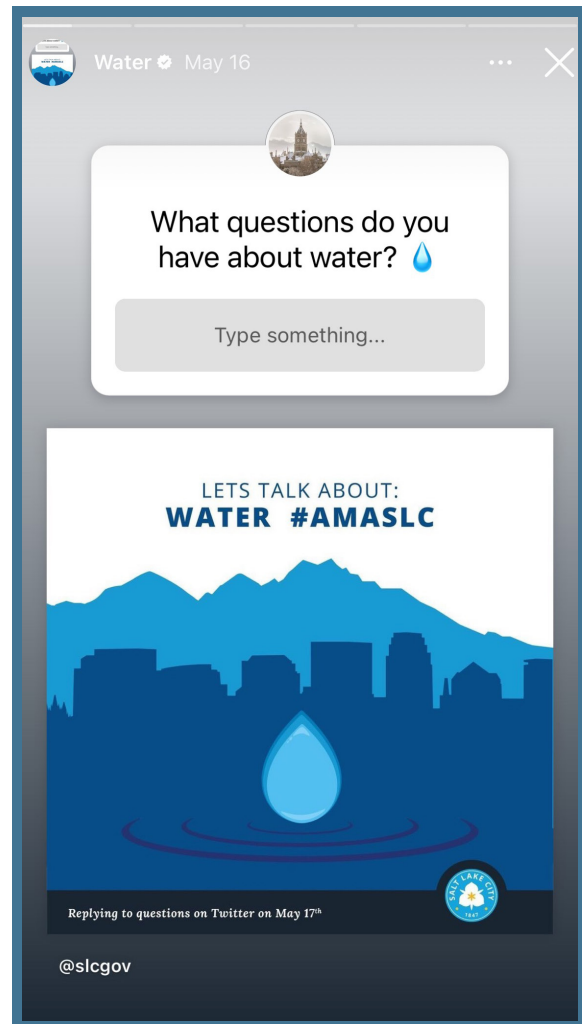
Be sure to follow the City's Style Guide when adding colors and logos. [Learn more here!](#)

ASK ME ANYTHING (AMA)

Level: Inform & Consult

Ask Me Anything virtual events are live streamed conversations that happen over the City's social media platforms. Project experts should be available for a specific amount of time to host a conversation where the community can write in, asking questions and making comments on the project or initiative.

Once the live stream is complete, the chat section of all social media channels will be monitored to answer any additional questions that might arise. AMAs can also be done during community workshops or conversations to give those that are unable to attend in-person a chance to participate.



HYBRID ENGAGEMENT

METHODS THAT CAN BE DONE IN-PERSON & ONLINE

Sometimes engagement is best done in-person, sometimes it's best done online. Other times, engagement is best done both online and in-person. In a post pandemic era, the public has begun to expect information and engagement to be available in multiple forms. Think about how engagement methods can be used both virtually and face-to-face to reach the largest number of people as possible. Here are some ideas!

ACCESSIBILITY NOTE:

Include materials in other languages as you may meet people who don't prefer English. If applicable, provide translators.

HANDOUTS

Level: Inform & Consult

Handouts can come in a variety of forms, but they all have the same purpose: sharing project information quickly and clearly. Handouts should include main project information, contact details to stay informed, and a request from the reader. Requests can include an invitation to an engagement event, a request to take a survey, or simply a challenge to learn more about the project.

Handouts can come in many forms: Postcards, mailers, flyers, etc. Think about what will be most applicable to the project and target audience. Be sure handouts are available in multiple languages. Share them at in-person events, through the mail or have electronic versions shared via newsletters and social media.

¿Quiere tener un impacto en la política de Housing SLC?



¡Déjenos sus comentarios sobre el nuevo plan de vivienda de SLC!

Los objetivos del plan son:

- Progresar para eliminar la brecha de 5,500 unidades de vivienda sumamente asequible y aumentar la provisión de vivienda en todos los niveles de asequibilidad, al tiempo que se reduce el uso general del agua y se mejora la calidad del aire.
- Aumentar la estabilidad de la vivienda en toda la Ciudad.
- Ofrecer mayores posibilidades de titularidad de vivienda, así como otras oportunidades de creación de patrimonio y equidad para los hogares de ingresos bajos a moderados.



¿Qué opina?

Escanee el código QR para compartir sus comentarios:



SURVEYS

Level: Consult & Involve

Surveys are a valuable tool in gathering both qualitative and quantitative data which can be used to guide project decisions. Surveys should be used tactfully with well thought out questions. Surveys can be distributed online or paper versions can methodically be distributed and collected. Think about what will be most applicable to the current project to decide how surveys should be administered

Salt Lake City uses Survey 123 to generate surveys that can either be shared online or printed for in-person use. All surveys are posted to the City's Feedback Community, a centralized location where constituents can find all available online engagement information & sign-up to be notified of new opportunities.

Project teams should create a survey draft, using the "best practices" below, of desired questions for the Civic Engagement Project Lead to work from. Plan for two-weeks in preparation and design work in the surveying platform before the survey is ready to be published. Consult with the engagement plan to determine how long the survey should be open. Allow for at least two weeks (possibly more, depending on number of respondents, length of survey, and desired depth of analysis) for survey results and analysis.



Give Us Your Feedback!

What priorities stand out to you as especially important?

What priorities do not make sense or seem unnecessary?

What else would you like us to know as we work to finalize the strategy?

What statement best reflects your perspective about the Draft Thriving in Place Strategy? You can explain why in the next open-response question.

I strongly support the strategy and its proposed actions. It should be adopted and implemented.

I support the strategy, but would like to see some changes.

I don't have a strong feeling about it.

I do not think the strategy should be adopted.

Please share more information about why you selected your choice for the previous question.

What zip code do you live in? (optional)

What is your housing situation? (optional)

Rent

Own

Other

What is your race or ethnicity? (optional)

Black or African American

American Indian or Alaska Native

Asian

Native Hawaiian or Pacific Islander

Hispanic or Latino (of any race)

White

Other

Prefer not to say

Best Practices

Getting Started

- Check to see if there have been City surveys on this topic in the past. Consider building off previous data.
- Set goals for participation including desired number of responses or responses from specific demographics or locations.
- Think about what you already know and what respondents can tell you. Ask "what info are we trying to gather? What questions do we need to ask in order to get useful data that can help make decisions?"
- Project teams should draft questions to share with the Civic Engagement Project Specialist for final revision. Civic Engagement has final approval of survey language to ensure its readability to the general public.

Writing

- Use natural and easy to understand language. Avoid acronyms, technical jargon, and language above a 8th grade reading level
- Include an intro about the survey, how it will be used, and any other applicable information.
- Avoid non-descriptive or unclear answer scales. Be sure to include an “n/a” or “other” option as applicable for multiple choice questions.
- Think about what demographic or contact information needs to be collected. Have a question for each piece of information needed.
- Ensure that all questions asked are related to the project objectives.
- Include “Prefer not to answer” in questions that may contain sensitive information, such as income.
- Use closed-ended questions whenever possible to make data analysis easier. Avoid open-ended questions as much as possible.
- Questions and answer options should be clear, simple and concise.

FOR CLEAR & SIMPLE WORDING, CONSIDER THE FOLLOWING:

- Avoid double barreled questions, which is asking about more than one topic in one question.
 - Don't Ask: “Are you happy with SLCPD and CET’s level of service?”
 - Do Ask: “Are you happy with SLCPD’s level of service? AND “Are you happy with CET’s level of service?”
- Avoid leading language in questions and explanations that may sway a respondent’s answers.
 - Don't Ask: Community engagement is important. How willing are you to attend community council meetings?
 - Do Ask: “How willing are you to attend community council meetings?”

RESOURCES:

Learn more about avoiding and fixing bad questions: [Click Here](#)

Be sure to follow the City’s Style Guide when adding colors and logos. [Learn more here!](#)

Need help designing the survey? Follow this [design guide](#).

Formatting

- Think about the order of questions in the survey. Questions should get more specific throughout the survey. Complete each topic before moving on to the next one. Make sure applicable descriptions (how to use rating scales, purpose of a graphic or map, etc.) is given before the corresponding question.
- Begin the survey with a question that filters out irrelevant respondents. For example, if you are only looking for feedback from business owners, have the first question be “are you a business owner” and only allow those who select “yes” to continue the survey.
- When using branching, double check the survey flows as desired. If there are more than 3 branches, consider making multiple surveys to simplify data analysis.
- Make sure answer options are listed vertically.
- Place all demographic and contact information questions at the end of the survey.
- Leave a thank you note at the end to show respondents that their feedback is valued.
- If a mobile version of the survey is being used, double check that it functions properly on that platform.

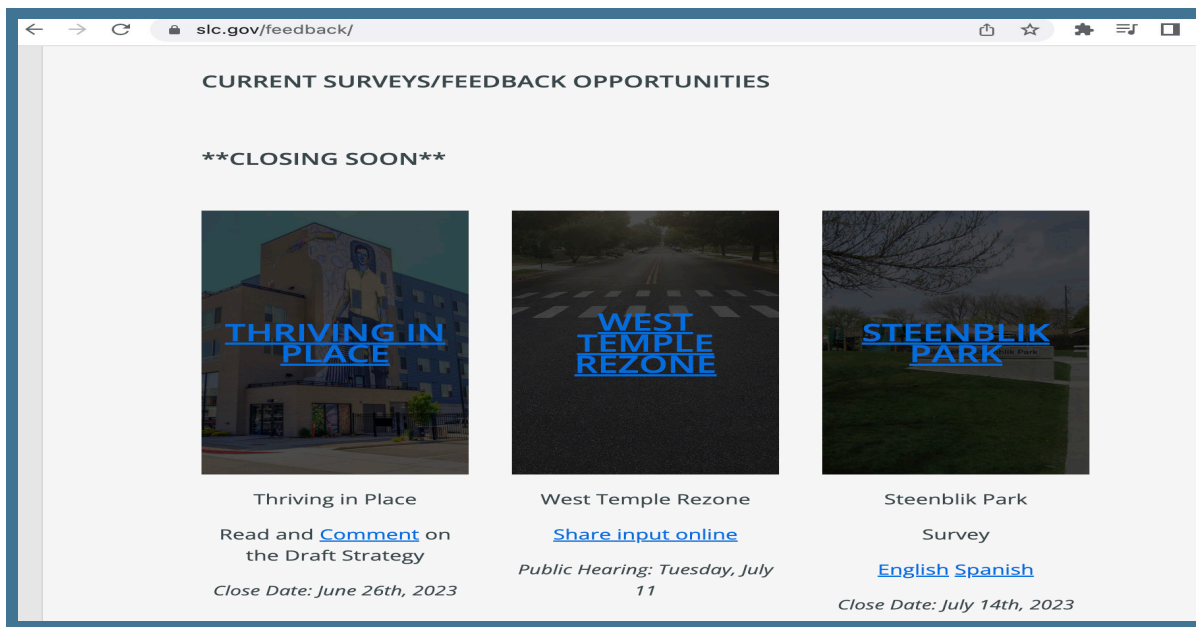
The screenshot shows a survey form with a green header 'Reimagine Neighborhood Parks'. The first section is 'Identifying the Current Use' with the question 'What is your relationship to the Donner Trail Park?'. It has five radio button options: 'I live in the neighborhood', 'I own a business near the park', 'I work close by', 'Not applicable', and 'Other (Please specify)'. The second section is 'How far is Donner Trail Park from your home?' with four radio button options: 'Within 1/4 mile (5-minute walk)', '1/2 mile to 1 mile away (10 to 15-minute walk)', '1 to 2 miles away (20 to 30-minute walk)', and 'More than 2 miles away'.

Editing

- Work through the survey to ensure that it does not take longer than 10 minutes to complete. (5 closed-ended questions take approximately one minute, and 2 open-ended questions take approximately one minute)
- Send the survey to all project team members and other applicable colleagues to review question wording and survey timing.
- Civic Engagement Project Lead requires two-weeks for preparation and design work in our surveying platform once survey questions are submitted, reviewed, and approved by the project lead.

Distribution

- Digital: Promote the survey (via social media, newsletters, handouts, etc.) sharing information about how long it will be open, where to access it, and how the results will be used.
- In-Person Intercept: Ask people to take the survey while tabling or hosting a pop-up. Go to where people already are to reach voices that may otherwise be missed. Another option is to leave information and paper copies of the surveys in locations that are applicable to the project. Coordinate with the location to make sure completed surveys are kept safe before they are collected.



WALKING TOURS

Level: Inform & Consult

Walking tours are great for getting out into the communities that could be impacted by the project. A walking tour takes place in the project area and includes information about the project and project impacts. They are also used to demonstrate examples of what your project could bring to the community. The leader of the walking tour should be someone who is well versed in the subject matter/project being discussed. Invite stakeholders and other constituents to join the tour in-person while also having a recording of the tour to share online.



TOOLS

RESOURCES TO HELP CREATE GREAT ENGAGEMENT

Find the best tools. You don't need to be an engagement expert to create good engagement. There are tools to help you figure out how to engage the public effectively on your project.

CITY TEAMS

CONNECT WITH OTHER TEAMS FOR BETTER ENGAGEMENT

In addition to the Civic Engagement Team, there are various City teams that you can use to boost project engagement. These teams have skills and resources that can enable you to reach more people and better connect with communities and demographics that might otherwise be missed.

SLC MEDIA TEAM

The City's Media Team is a great resource to use when wanting to create and distribute digital content.

Graphic Design Services Offered

- Templates for surveys, engagement reports, flyers and newsletters
- Visuals and graphics for handouts and social media posts

To request graphic design services, please fill out [this form](#).

Contact: Katie.Gill@slcgov.com or Sarah.Villaverde@slcgov.com

Social Media Services Offered

The Social Media Team manages all SLCgov accounts (Facebook, Twitter, Instagram, Reddit, Nextdoor). This team can help with:

- Content Creation
- Creating a Social Media Plan
- Posting to the City Socials to promote projects and initiatives
- Reposting other organizations' content to the City's Socials

Contact: SocialMedia@slcgov.com



SLCtv Services Offered

Communication Consultation

- Consultation for potential video outreach, social media, and marketing strategies
- Conceptualization of video projects
- Construction of pre-production plan
- Filming, post-production and delivery of final video product

Capital City News

- As part of SLCtv's regular biweekly news show, they are able to cover and incorporate events to self-report items to the public
- Interviews with officials to incorporate into the news program
- Short history videos, relating directly or indirectly current events or subjects can be created on demand, so long as they fit applicable criteria.

Teasers, Promotion and Marketing

- SLCtv can create 10-30 second promotional videos for upcoming events
- Social Media Support
- SLCtv can create video content and strategies for social media for departments to share
- Upon request and availability, SLCtv covers and posts about events as they are happening
- SLCtv post videos on official City social media channels, including Facebook, Twitter and Instagram

Live Events

- As part of our mandate for transparency, SLCtv covers City Meetings, Press Conferences, City Events, Town Hall meetings, etc
- Most events can be streamed live online upon request

How to Request Services From SLCtv:

Video request can be made by filling out [this form](#). All other requests can be sent by email. The Civic Engagement Team and SLCtv will consult with you to craft the best possible engagement plan & media outreach plan for your stated project and demographic.

Contact: SLCtvMedia@slcgov.com

NOTE:

- Long-form projects require at least one month's notice. The more advance notice the better.
- For shorter videos, two weeks is preferable, one week may be doable.
- Same-day video requests are rarely granted.

MAYOR'S OFFICE: COMMUNITY OUTREACH

The Community Outreach Team based in the Mayor's office is very aware of current issues and desires within the city's various districts. Their purpose is to engage and collaborate with community members, groups and organizations. They regularly attend Community Council Meetings and can assist in sharing information with those outlets as well as provide information on how to connect with these councils. This team is very helpful in identifying key stakeholders in projects and finding ways to get connected with specific districts.

Contact: MayorsLiaisons@slcgov.com



EXTRA IDEAS

EVEN MORE ENGAGEMENT METHODS

Although this list is not as detailed as the previously mentioned methods, it can be used to spark ideas for how your project should engage the public. There are infinite amount of methods for good engagement. This guide provides many great ideas but unfortunately we cannot list them all. We encourage you to take these ideas and make them your own. Engagement can be fun and meaningful if given enough energy.

IN-PERSON

- **On-Site Signage:** Banner or sign placed on project site. This might be official notice required by ordinance to be posted on affected property.
- **Charrette:** Stakeholders attempt to resolve conflicts and map solutions in an intense design or planning activity. interactive slides to pose questions, gather feedback, and connect with your audience.

HYBRID

- **Advisory Committee:** leadership group formed to generate ideas and develop plans for projects or initiatives.
- **Boards and Commissions:** Presentations at meetings and passing information through board members and commissioners to other residents and stakeholders.
- **Focus Group:** Stakeholder group brought together to discuss City project or initiative.
- **Public Hearing:** Public comment period during an open meeting.
- **Press Conference:** Media event announcing a project or initiative. This should be arranged with the Mayor's Communications Team.
- **Ads:** Westview Media, utility bills, community council newsletters. (mailed or emailed)
- **Consultants:** Outside groups, acting as advocates and liaisons, to communicate City projects and initiatives to community groups, businesses and residents.

DIGITAL

- **Community Calendar:** Found on the City's website, www.slc.gov, shares dates of public meetings, city sponsored events, etc.
- **E-notification:** Self-subscribe lists such as: Email Studio via Salesforce, Constant Contact, City Council newsletters, Planning Division listserv
- **Paid Media:** Ads on television, radio, newspaper,. (westview media)
- **Press Release:** Announcement to media outlets, usually 2-3 days prior to an event or initiative. Arrange with the Mayor's Communications Team.
- **Public Notice:** Official notice published in newspapers or direct mail to inform the public of new City ordinances, amendments, public hearings, etc.
- **Mentimeter:** Use a wide range of interactive slides to pose questions, gather feedback, and connect with your audience.