

Proposed Best Practices for Community Outreach & Engagement

Mayor's newsletter: quarterly > notifications of:

- major consultations/projects and council business coming up in the next quarter.
- current major issues of concern for city/citizens (ie Bill 23)
- links to more info > how to get involved

Make it easy for us to subscribe to mail lists/notifications for specific issues or projects

Explain on Engage Stratford (ES) landing page the difference between

- registering for site (permission to asks questions etc) vs
- subscribing to a specific project (project updates/notifications)

Automatically notify all ES registrants when a new project debuts on the site

- with instructions to subscribe to that project

Automatically notify ES project subscribers when new project info is announced/posted including new:

- phases
- surveys,
- calls for consultations
- events

Allow ample time between notifications and deadline to participate and/or date of event.

- Rule of thumb: at least 3 wks notice (**Rule of Seven**)

Provide access to hardcopies of surveys at library

Send press releases to (or @ or tag) community social media (Stratford Life, Stratford Connect)

Send press releases to (or @ or tag) community civic action groups (Get Concerned Stratford, Good Governance Group)

Run announcements & event notices in all the local media, physical & digital (e.g. The Beacon, The Times, Stratford Now, Stratford Today)

- repeatedly (weekly);
- with ample notice (see above)

Physical postings

- outside city hall (invest in a bigger, more prominent notice board in Market Square),

For major issues of concern for general public (e.g. Housing, Budget, Official Plan, Grand Trunk...) at

- library
- schools including UW, Conestoga (there's less than 20)
- grocery stores (there's 8); farmers markets (2)
- bus/train stations
- community centres (Pride, the Local, YMCA, Fallstaff, Rotary)

Transit issues

- on buses
- bus/train stations

Cultural issues (as applicable)

- community centre
- theatres
- performance venues including (where applicable: cafes, bars)
- restaurants