



GRANICUS

# 10 Strategies to Increase Community Participation

American Rescue Plan Act Initiatives



Learn about the City is doing



Support for Small Businesses

Driving Online Public Engagement

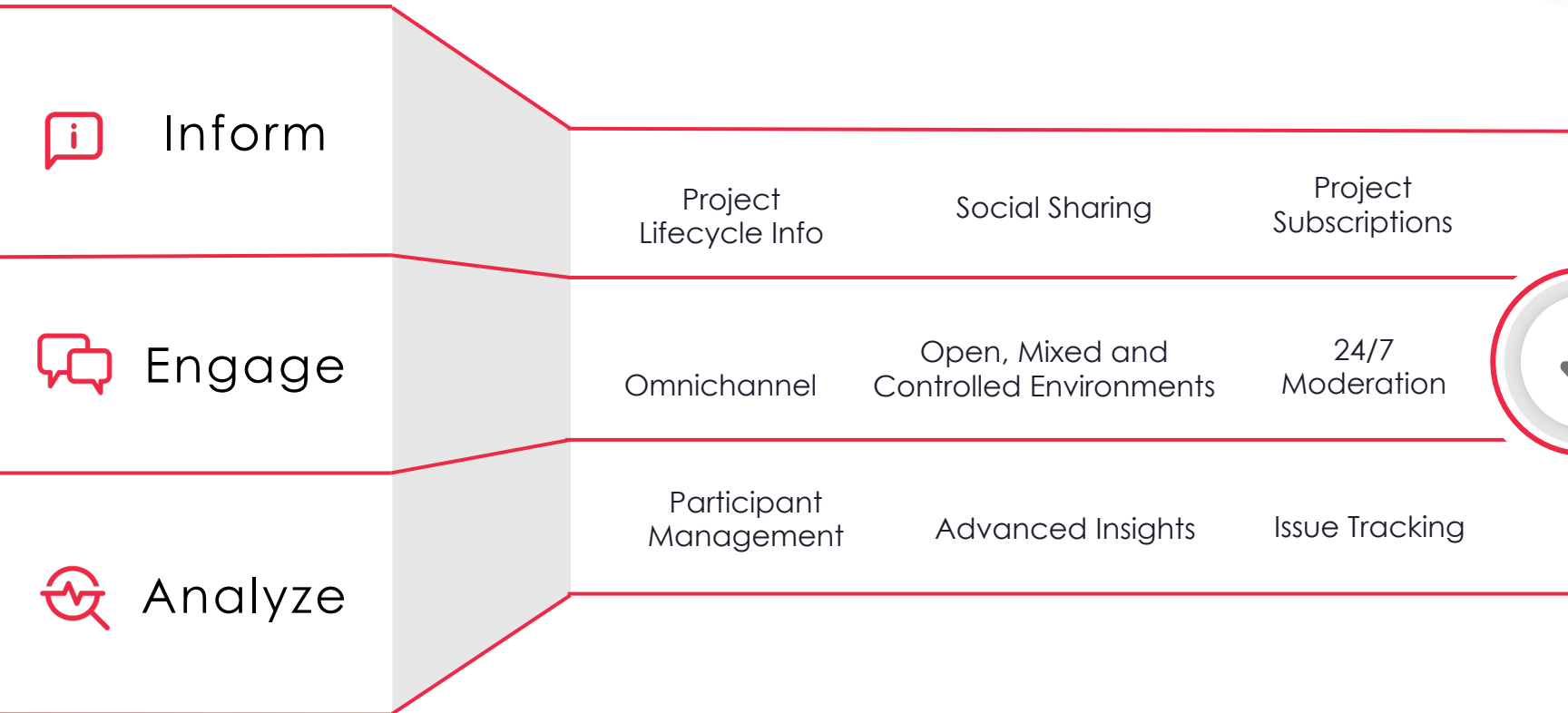
# Granicus is Transforming Government Engagement

**Serving**  
the public's  
needs &  
interests since  
1999.



# EngagementHQ

A centralized software for changemakers



- Effective outcomes
- Improved risk management
- Increased community Satisfaction
- Increased productivity
- Informed strategy
- Met or exceeded budgetary goals
- Improved moral

# Connecting & Interacting Today



## Questions

Submit your questions via the Zoom Q&A console.



## Chat

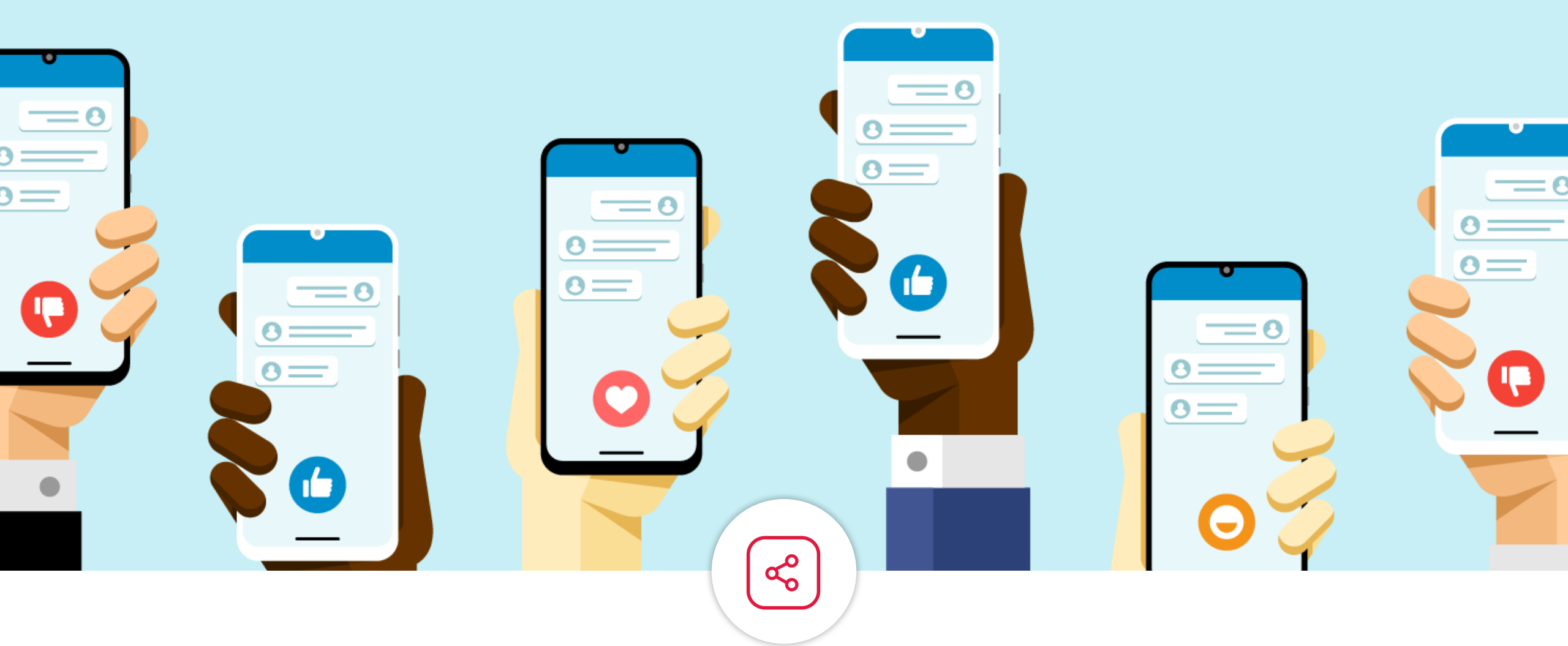
Your peers are in the chat. We encourage you to connect there!



**Dan Krewson**

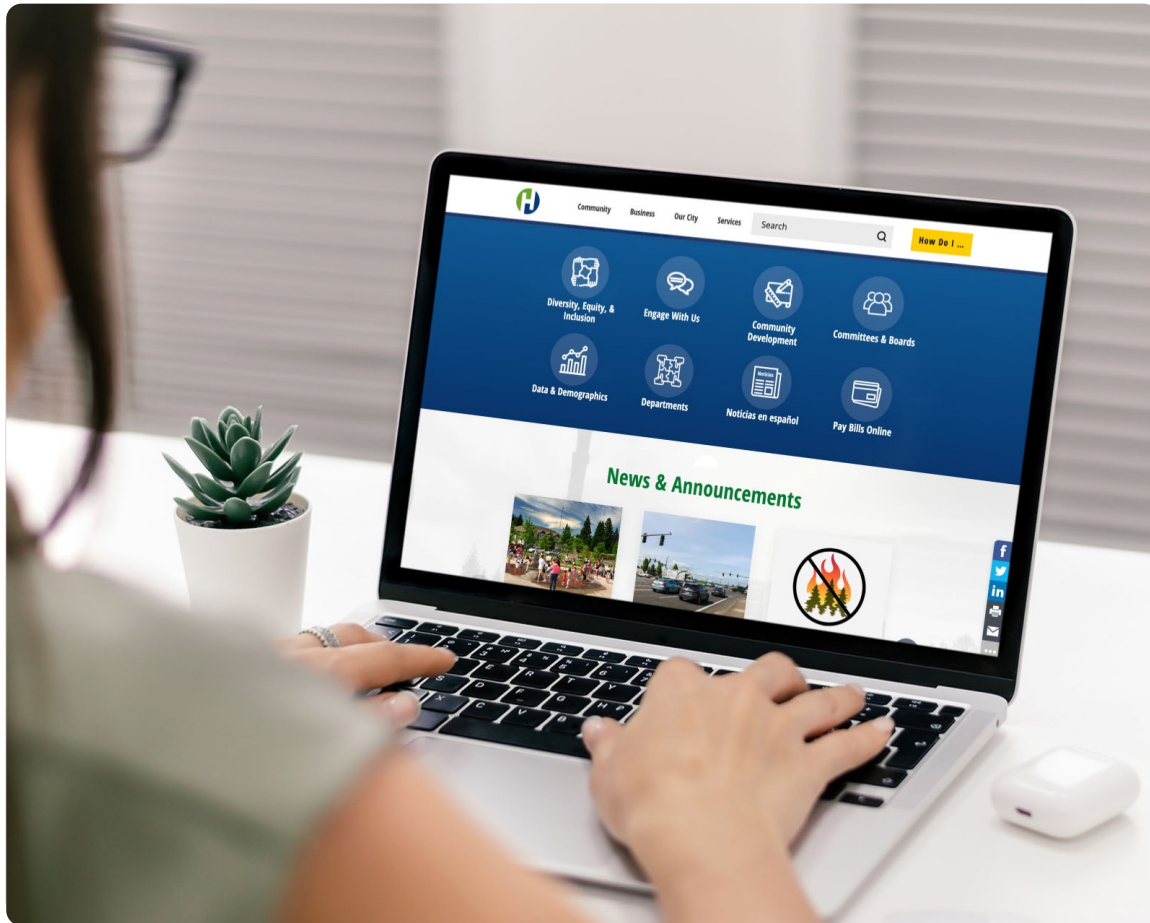
Implementation Consultant,  
EngagementHQ

Granicus



## 10 Strategies to Boost Community Involvement

# Strategy #1: Existing Digital Spaces



- » Website (top nav, if possible)
- » Button or banner images
- » Content Creation / News Articles

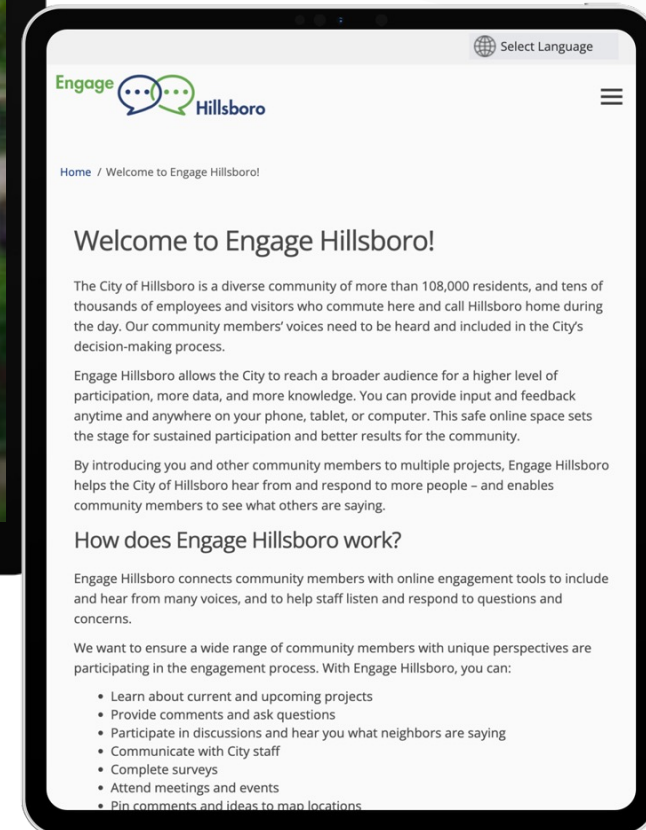
# Strategy #2: Social Media



- » Link to engagement site in all project-related posts
- » Teasers
- » Paid ads
- » Direct comments to engagement site
- » Promo video

# The City of Hillsboro, OR

Use captivating videos to drive participation.



# Strategy #3: Influencers



- » Council members
- » Local news agencies and bloggers
- » Neighborhood associations (HOAs, etc.)
- » Local, impacted groups

# Strategy #4: Tangible Pieces



- » QR code or easy-to-understand URL
  - » Newsletters, etc.
  - » Yard signs or banners in impacted areas
  - » Direct mail
  - » Hand outs (bookmarks, magnets, business cards, etc.)
- » Tablet for personal presentations

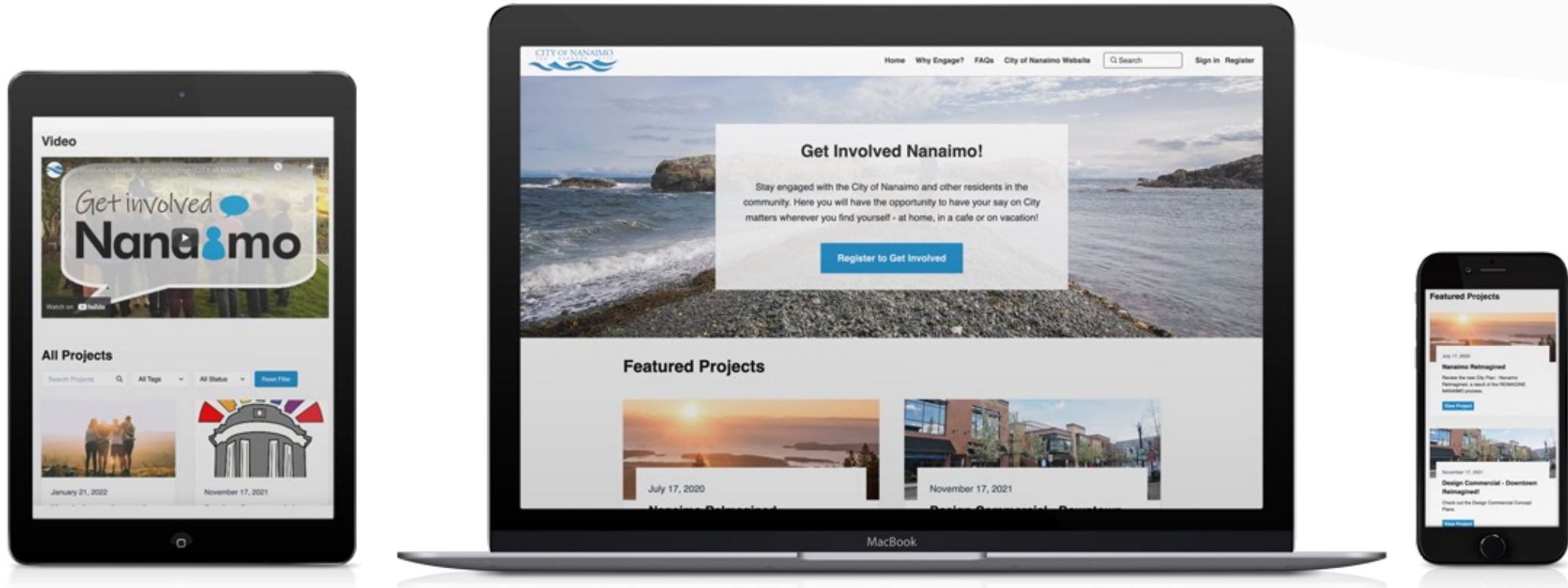


## **Strategy #5:** First Impressions

First impressions  
are critical.

# The City of Nanaimo

First impressions are critical.



[getinvolvednanaimo.ca](http://getinvolvednanaimo.ca)

# Strategy #6: Digital Accessibility



- » Visual Contrast
- » Digestible language
- » Translations
- » Alt text and subtitles

# Strategy #7: Safe Space



- » Who's Listening
- » Safe space statement (moderated site)
- » Encourage anonymous screen names

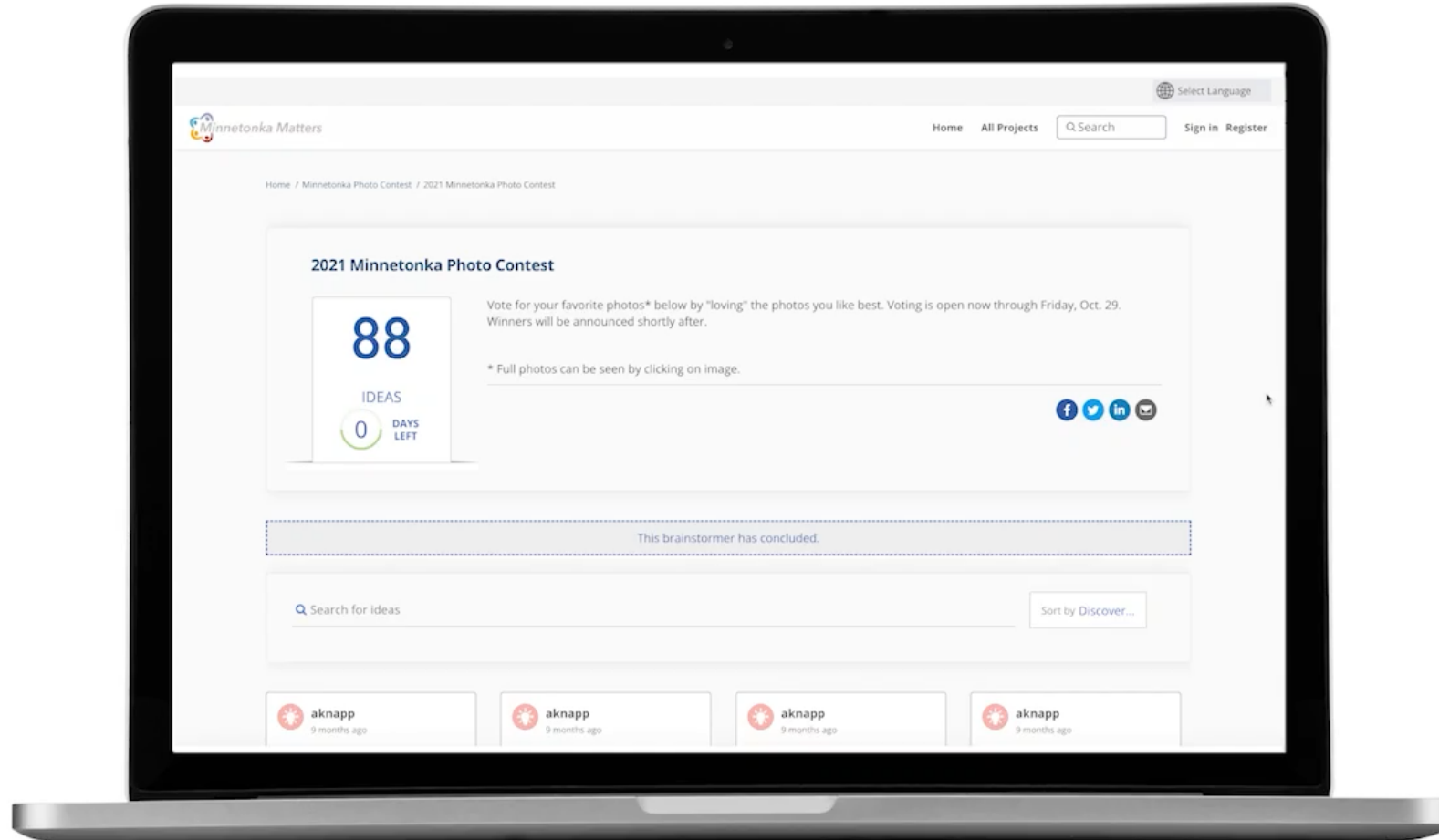
# Strategy #8: Interesting Projects



- » Popular among residents
- » Bold or risky
- » High/low mix

# The City of Minnetonka, MN

Use light, fun projects to encourage more participation.



[www.minnetonkamatters.com/minnetonka-photo-contest-vote/brainstormers/2021-minnetonka-photo-contest](http://www.minnetonkamatters.com/minnetonka-photo-contest-vote/brainstormers/2021-minnetonka-photo-contest)

# Strategy #9: Ask the Right Questions



- » Reportable (goal-guided)
- » Quantity
- » Open-ended
- » Easy-to-understand

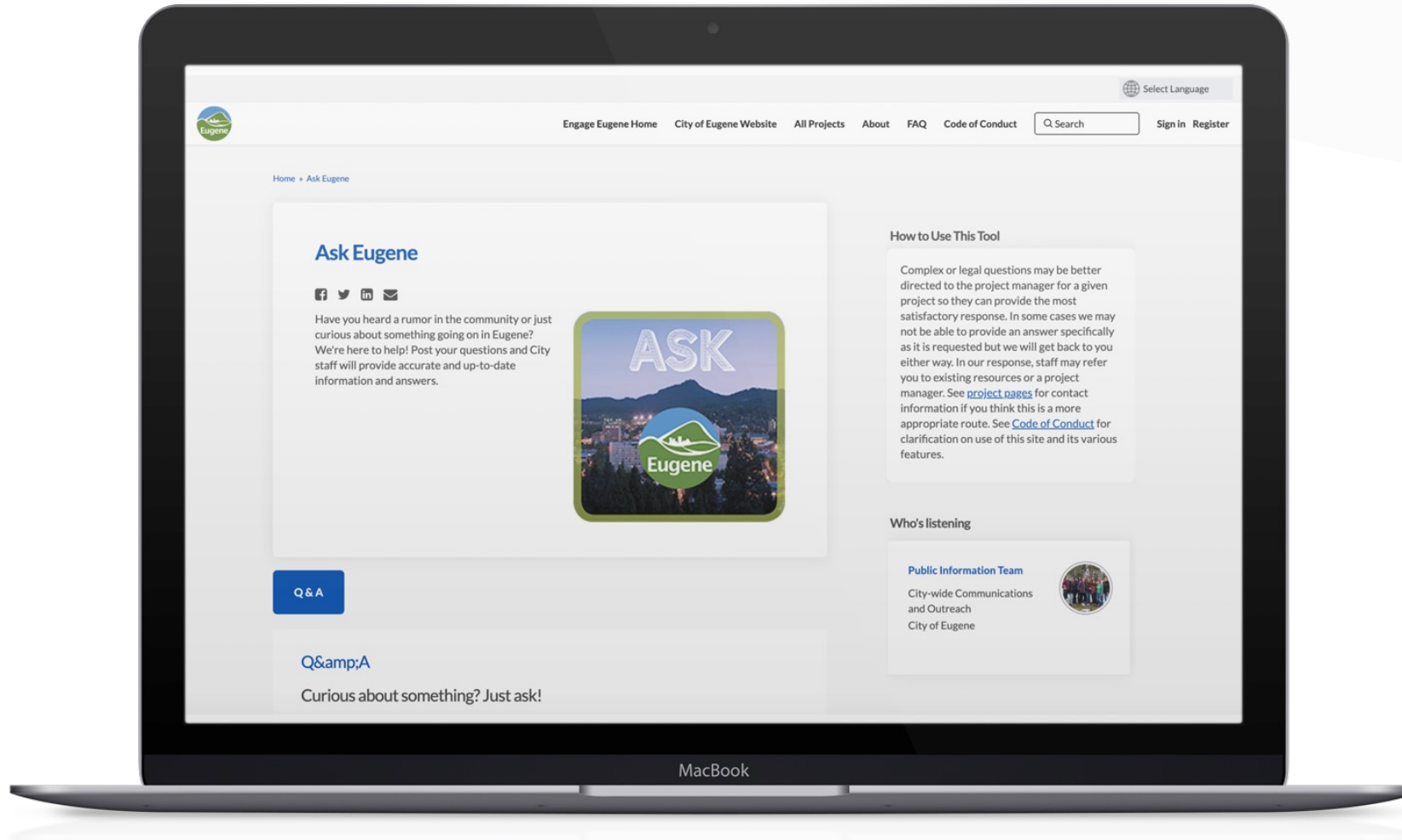
# Strategy #10: Connect Between Projects



- » Follow-up!
- » Re-engage with newsletters
- » News widget
- » Ask us anything

# The City of Eugene, OR

Keep engaging between projects.



[engage.eugene-or.gov/ask-eugene](https://engage.eugene-or.gov/ask-eugene)



**Questions?**

# Granicus Government Experience Cloud: Enabling Digital Equity



# We're here to help



Trusted by 5,500 governments

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Granicus Grant Support Program

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Meet and exceed resident expectations

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Improve agility in an ever-changing environment



**Contact us**

[info@granicus.com](mailto:info@granicus.com)

[granicus.com](http://granicus.com)



**Thank you**

Questions? Contact [info@granicus.com](mailto:info@granicus.com)