



Engaging the Community

Engagement cannot mean getting everyone to participate. Engagement, for us, has meant establishing credibility with a community-wide audience. This has meant that our efforts have been directed at being active in ways that would impress, in ways that would inspire confidence, and in ways that would be inclusive.

Here are the common themes that have been ever-present, especially in the last three to five years:

- **Positive and on topic: what has been accomplished, what we are doing, and what will be done next**
- **Actively gathering public input**
- **Demonstrating solid organization**
- **Having clear and trusted home bases**
- **Engaging one captive audience at a time, rather than one individual at a time**
- **Establishing relationships outside of the neighborhood that build our infrastructure and capacity**
- **Delivering visible victories**
- **Clear responsibilities for all active parties**
- **Always say thank you**
- **Incentives are not a bad thing**
- **Consistent message: education, opportunities, and resources**
- **In all honesty, bottoming out may be necessary first**