

30-Day Civic Engagement Plan

A practical month-long framework for building a repeatable resident feedback cycle

LISTEN > EVALUATE > MEASURE > IMPROVE > LISTEN AGAIN

Purpose

Use this plan to establish a baseline, ask focused questions, broaden participation, report what was heard, and define what happens next.

Before Day 1: Choose the Focus

- Select one decision, service, plan, or community issue where resident input can genuinely inform the work.
- Name one staff owner and one executive sponsor.
- Define the population you want to hear from and the decision timeline.
- Decide in advance how results will be shared publicly.

Week 1 - LISTEN: Establish the baseline

Understand who currently participates, where engagement happens, and what is missing.

Actions

- ☐ Inventory current channels: meetings, email lists, website, social media, surveys, boards/commissions, neighborhood groups.
- ☐ Review the previous 6-12 months of participation. Note attendance, survey responses, recurring commenters, and gaps.
- ☐ Identify 3-5 resident groups that are likely underrepresented.
- ☐ Choose 3-5 short, neutral questions for the month's engagement topic.
- ☐ Publish a simple participation notice explaining the topic, deadline, privacy approach, and how input will be used.

Week deliverable

A one-page baseline, target audiences, 3-5 questions, and outreach schedule.



Week 2 - LISTEN: Launch and promote

Make participation easy and reach beyond the people who already show up.

Actions

- ☐ Launch the questions online and provide at least one offline participation option.
- ☐ Promote through the municipal website, email, social channels, QR codes, public facilities, and partner organizations.
- ☐ Ask department heads and frontline staff to share the opportunity with residents they serve.
- ☐ Keep the participation window short enough to create urgency but long enough to reach different schedules.
- ☐ Track daily response counts by channel; do not publish individual responses.

Week deliverable

A live engagement effort with multiple access points and basic participation tracking.

Week 3 - MEASURE: Review reach and representation

Determine whether the feedback is broad enough to be useful and where outreach needs adjustment.

Actions

- ☐ Compare responses with the community population using appropriate, voluntary demographic or geographic indicators.
- ☐ Identify neighborhoods or groups with low participation.
- ☐ Conduct targeted outreach to fill major gaps without pressuring residents to answer a particular way.
- ☐ Group open-ended feedback into themes; preserve minority viewpoints instead of reporting only the majority.
- ☐ Document limitations, including low response counts or populations not reached.

Week deliverable

A participation snapshot, theme summary, and list of important limitations.

Week 4 - IMPROVE: Close the loop

Show residents that participation led to a visible response, even when government cannot act on every request.

Actions

- ☐ Publish a 'You Said / We Did / Why' summary.



- ☐ Separate what can be acted on now, what requires further study, and what is outside the government's authority.
- ☐ Explain any tradeoffs, legal limits, budget constraints, or competing priorities.
- ☐ Thank participants and tell them when the next update will occur.
- ☐ Hold a short internal debrief: What worked? Who was missed? What should change next month?

Week deliverable

A public feedback report, next steps, and an internal improvement note.

Day 30 Review

Question	Record
How many people participated?	_____
Which channels produced the most participation?	_____
Who was underrepresented?	_____
What did we change because of resident input?	_____
What will we do differently next cycle?	_____