

Community Outreach Checklist

A multi-channel checklist for reaching residents where they already are

LISTEN > EVALUATE > MEASURE > IMPROVE > LISTEN AGAIN

Outreach principle

Do not rely on a single channel. A municipal website may be authoritative, but residents discover opportunities through many different places and people.

Municipal Channels

- ☐ Website homepage/news page
- ☐ Email newsletter / alerts
- ☐ Official social media
- ☐ Utility bill or service communication, when appropriate
- ☐ Public-access television / digital signage
- ☐ Boards, commissions, and department communications

Physical Community Channels

- ☐ Libraries
- ☐ Community centers
- ☐ Senior centers
- ☐ Parks and recreation facilities
- ☐ Transit locations
- ☐ Municipal buildings
- ☐ QR-code posters / handouts



Community Partners

- ☐ Neighborhood and homeowner associations
- ☐ Schools / parent organizations
- ☐ Faith and community organizations
- ☐ Business associations / chambers
- ☐ Service nonprofits
- ☐ Cultural and language-serving organizations

Direct Outreach

- ☐ Frontline staff mention the opportunity during resident interactions
- ☐ Targeted email to affected stakeholders
- ☐ Pop-up engagement at existing community events
- ☐ Short listening sessions at varied times
- ☐ Phone / paper option when digital participation creates a barrier

Accessibility and Inclusion

- ☐ Plain-language invitation
- ☐ Mobile-friendly participation
- ☐ Language access appropriate to the community
- ☐ Accessible digital documents/forms
- ☐ Alternative participation method
- ☐ Clear privacy/data-use notice
- ☐ Schedule considers evenings, weekends, caregivers, and shift workers

Outreach Message Builder

Element	Write it here
What are we asking about?	
Why does it matter now?	
Who should participate?	
How long will it take?	
Deadline	

How will input be used?	
Where can residents see results?	

Post-Engagement Outreach

- ☐ Thank participants.
- ☐ Publish a concise results summary.
- ☐ Share the You Said / We Did / Why update through the same channels used for recruitment.
- ☐ Tell residents what happens next and when to expect another update.
- ☐ Invite participation in the next cycle.