



Goal 1
Engagement

Increase public awareness and participation

Neighborhoods
Relationships
Conversations
Agency Partners

Language Access
Events & Meetings
Citizen Academies
Volunteers

Goal 2
Communications

Increase public awareness of programs and services

Website
Email & Text
Social Media
Fliers/Brochures
Advertising

Storytelling
Direct Mail
Agenda items
Graphics & Maps
Photos & Videos

Goal 3
Analysis

Create opportunities to provide feedback

Surveys
Forums
Demographics
Inventories

Testing
Analytics
Databases

Goal 4
Systems

Create internal systems to standardize

How-to Guides
Teaming
Training
Calendars

Intranet
Website Admins
Expert Staff
Town Policies

GOAL 5 - COORDINATE AND STANDARDIZE EMERGENCY COMMUNICATION
(THIS GOAL AREA WILL BE ADDRESSED BY POLICE AND FIRE-RESCUE REPS)

DRAFT STRATEGY MAP

**Inclusive Carrboro
Communications &
Community Engagement Plan 2020**

Acknowledgement of the barriers that people of color, immigrant, refugee and other marginalized communities experience in accessing Town government or participating in public process.

Transparency

Awareness

Trust

Plan Objectives

Access

Recognition of diversity as both a strength and opportunity.

Affirmation that a healthy democracy requires outreach and public engagement that takes into account our communities' racial, cultural, and socio-economic complexity

Engagement

Tell our story

Inclusive Carrboro

The Inclusive Carrboro Communications and Community Engagement Plan promotes multiculturalism and full participation by all residents through:

- Building upon successful strategies for generalized communications and engagement
- Connecting with minority communities and building relationships
- Adopting a grassroots approach
- Ensuring culturally appropriate messaging and information.



Engagement
Group

**Increase public
awareness and
participation**

a. Inventory Volunteers
b. List of Nonprofits

c. Language Access Plan
d. Leaders and liaisons

Goal 1

Comm-Group

**Increase public
awareness of
programs and
services**

a. Message Collection
b. Visual Assets
Storage System

c. Communications
Plan template

Goal 2

Analysis
Group

**Create
opportunities
to provide
feedback**

a. Communications
Dashboard

b. Demographics

Goal 3

Systems
Group

**Create internal
systems to
standardize**

a. Annual Calendar
b. Social Media
Registration

c. Flowchart for
Communications

Goal 4

**GOAL 5 - COORDINATE AND STANDARDIZE EMERGENCY COMMUNICATION
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DRAFT GROUPS & PROJECTS

**Inclusive Carboro
Communications &
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