

# Community Involvement & Outreach



“Community involvement” describes a process that gathers and uses input from the community in a problem-solving or decision-making process. “Community” includes those who are directly or indirectly affected by City or regional actions, including Redmond residents, businesses, and people who work and/or play in Redmond. “Community outreach” describes the direct communication methods that are utilized (e.g. emails, personal contact) or indirect methods (e.g. website, newspaper article) to notify the community of upcoming City and regional actions and activities.

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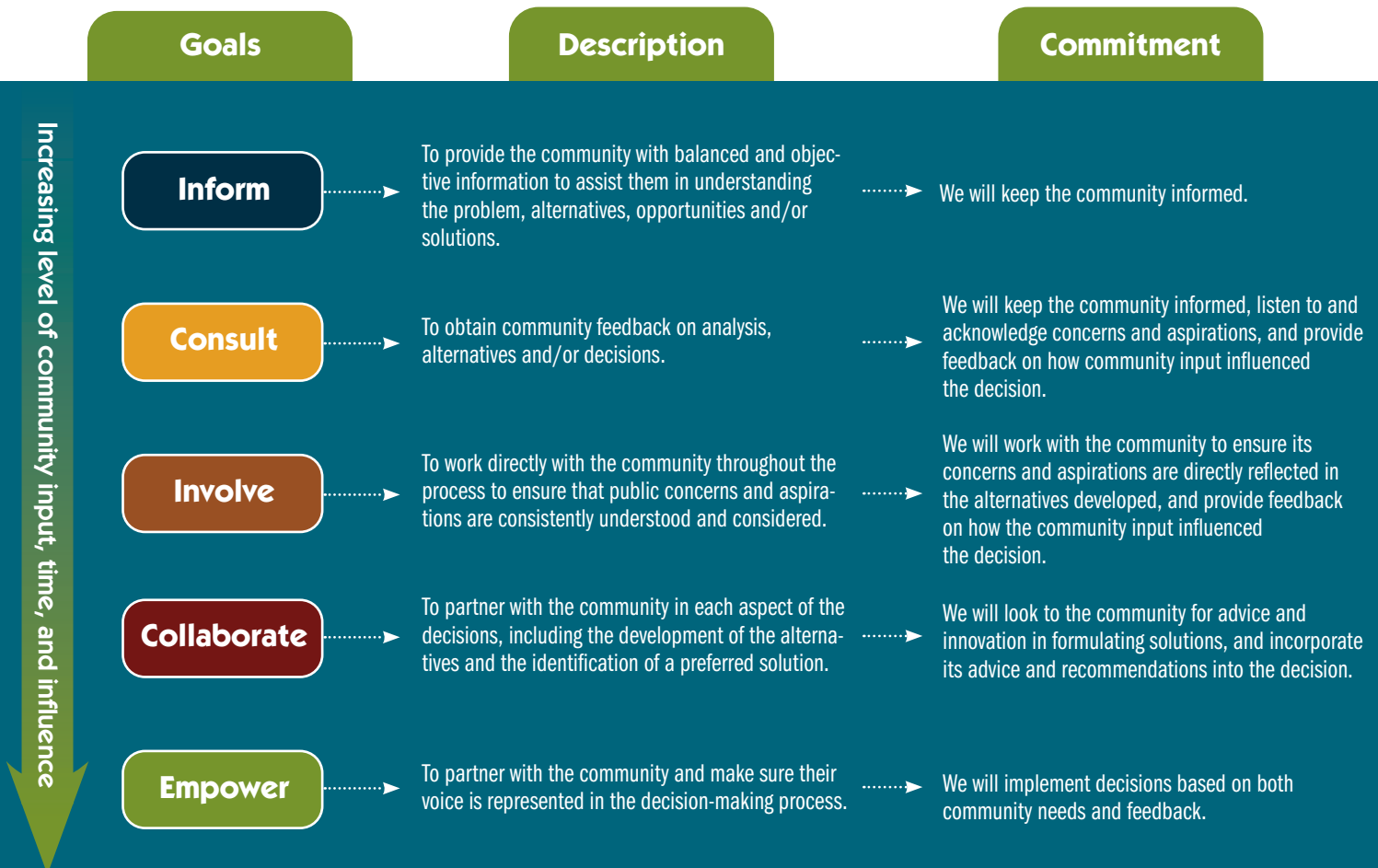
## Summary

The City effectively:

- Engages the community early and often
- Focuses on key topics of interest
- Uses equitable and barrier free involvement and outreach methods
- Recognizes the needs of both the community and the City

## Emphasis on Equity and Inclusion

The City of Redmond is committed to inclusive community involvement that reduces language and accessibility barriers (e.g. vision, hearing, mobility) in printed and digital materials, community involvement tools and techniques, and event venues. The City strives to provide Community Involvement processes that are equitable and inclusive and actively embrace the social, economic, generational, and cultural diversity of Redmond.



\* Adapted from the IAP2 Public Participation Spectrum

# HOW THE CITY CONNECTS

## Share Information

**Primary:** City website, Focus magazine, Enewsletters, email, social media

**Secondary:** Direct mail, flyers, advertisements, media releases

## Collect and Compile

**Primary:** In person open house/meeting/conversations, online involvement platform (coming soon!), email, online polls and questionnaires, City website comment forms

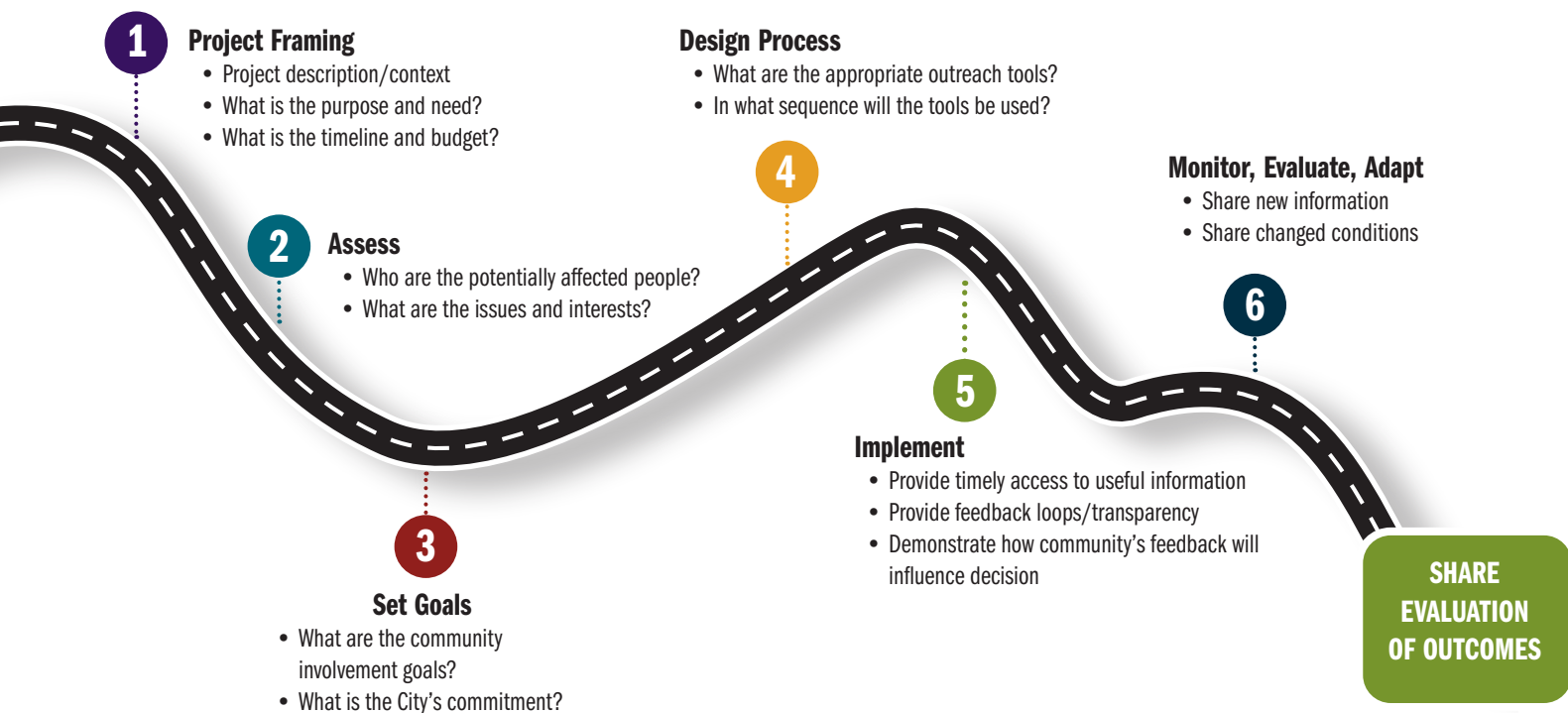
**Secondary:** Phone or direct mail polls and surveys, City meeting with interest groups, boards & commissions, online communication database

## Bring People Together

**Primary:** In-person gathering (neighborhood, stakeholder group, community advisory groups, task force)

**Secondary:** Online/virtual engagement or community meeting

# COMMUNITY INVOLVEMENT ROAD MAP



## Get Involved:

**Connect with us for up-to-date City news & events:**

[redmond.gov/enews](http://redmond.gov/enews)

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

[facebook.com/CityOfRedmond](https://facebook.com/CityOfRedmond)

[@CityOfRedmond](https://twitter.com/CityOfRedmond)

[instagram.com/CityOfRedmond](https://instagram.com/CityOfRedmond)

[youtube.com/CityOfRedmond](https://youtube.com/CityOfRedmond)

Document Last Updated: January 10, 2020