

Neighborhood Outreach Plan

Development of a Neighborhood Outreach Plan will provide a framework for how the neighborhood will inform and engage residents. Before you fill out the online form to submit your Neighborhood Outreach Plan, we highly recommend you meet as a group to discuss all the outreach channels you have or would like to have, information about each channel (web addresses, frequency of use, etc.), and who the main contact is for each.

A Neighborhood Outreach Plan should include the following the following items:

- Outreach channels to be created and used
- A primary contact for each outreach channel

When creating or updating your Neighborhood Outreach Plan online, you will be prompted for the information below:

Choose Outreach Channels

- Direct and Personal Channels
- Email Channels
- Publication and Mailing Channels
- Social Media Channels
- Website Channels

For each channel category you select, you will have to identify the current state and provide a description.

Current State Options

- Existing
- Existing, but needs improvement before use
- Does not exist
- Does not exist, but we would like to develop this channel

Use the tables on the following pages to record information about your Outreach Channels. In the “Notes” field include information such as website address, followers, uses, etc. as applicable. In the “Primary Contact Info” field include the name and email of the person in charge of the respective channel. This will make filling out the online form a breeze! The online form also allows you to add Outreach Channels if there are other channels you use that you do not see listed on the following pages.

Outreach Channel Development

Once you have selected and completed the information for all the outreach channels, please indicate the order in which you would like to develop the outreach channels that you identified as:

- Existing, but needs improvement before use
- Does not exist, but we would like to develop this channel

Your City’s Sustainable Neighborhoods team will be in touch to talk about how to create and improve those channels.

***Don’t forget to offer channels in multiple languages/formats when you can! Neighborhoods can earn one additional credit per event or project where outreach was provided in more than one language/format.
Contact your City’s Sustainable Neighborhoods team for translation services.***

Neighborhood Outreach Plan

Direct and Personal Channels

Channel	Notes	Primary Contact Info
Phone Tree		
Text Group/Tree		
Signage		
Door-to-Door		

Neighborhood Outreach Plan

Email Channels

Channel	Notes	Primary Contact Info
Electronic Newsletter		
E-vite or Online Invitation System		

Publication and Mailing Channels

Channel	Notes	Primary Contact Info
Printed Newsletter		
Direct Mailing		
Posters/Flyers		

Neighborhood Outreach Plan

Social Media Channels

Channel	Notes	Primary Contact Info
Facebook Page		
NextDoor Neighborhood Website		
Twitter Feed		

Website Channels

Channel	Notes	Primary Contact Info
Sustainable Neighborhoods Dedicated Page		
Neighborhood Organization Website		