

City of Fort Worth  
**Communications and Outreach**

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Communications & Public Engagement



## Traditional and New Opportunities

- Summer Open Houses
- District Meetings
- Social Media
- Video
- Collateral material
- Community Input



## Goals

- Educate the public on various city programs and projects.
- Encourage the public to provide input and ask questions.
- Educate the public on next steps and how to stay engaged.





Multiple  
Messages

2022  
Budget

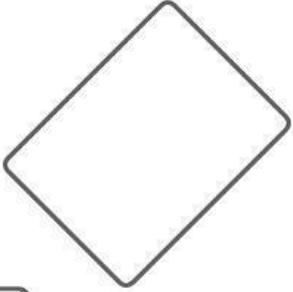
2022  
Bond  
Election

Open  
Spaces

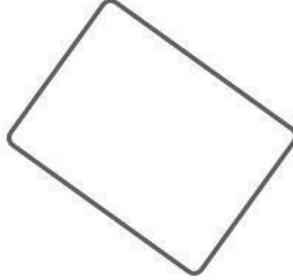
Redistricting

City Services  
and Programs

2022 Bond Election



Redistricting Computers



Process

Check In

# District Meetings

- Single or multiple topics
- Format
- Location

## Email Newsletters and Social Media

- Share information and updates through:
  - GovDelivery Email Service
    - City News
    - Department newsletters
    - Community Engagement Bulletin
    - Faith-based Bulletin
  - Social Media
    - NextDoor, Facebook, Twitter and YouTube
- Promote all opportunities for participation: public meetings, public hearings, email.
- Provide graphics for social media with links.

## Video

- Produce a series of videos on the various topics.
  - Post on:
    - YouTube
    - Social Media
    - City Website and Cable Channel

# Collateral Material

- Insert – Digital and printed version in English and Spanish
  - Insert in Star - Telegram, La Vida
  - Distribute at Meetings – Neighborhood/HOA and public
  - Available at:
    - City buildings
    - Community organizations – offer delivery to locations.

# Community Input

- FWconnection email for questions, comments and suggestions.
- Interactive tool for bond election input.
- Survey for budget input.
- Comment cards at all meetings.
- Use this input to determine messaging and future outreach needs.
- Compile all input to share with elected officials, staff and post online.

# Website

- Create landing page on the city's website for the open houses.
  - Link to topic - specific pages.
- Create downloadable handouts on all topics.

# Media Relations

- Provide media releases on the open houses.
- Respond to media inquiries.
- Preview meetings with media on major topics.

# Organization Outreach

Create special messaging and information for community and business organizations to include in communications to their members.

Employees (Las Voz)

Chambers

Rotary

AARP

Neighborhood Associations and HOAs

SteerFW

United Way

Downtown FW Inc.

Catholic Charities

NAACP

Sister Cities

Real Estate Council

# Thank you

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