COMMUNITY INVESTMENT PLAN
Creating Charlotte's Future, Together.

☑	TASK	THINK ABOUT IT
PLANNING YOUR MEETING		
☐	**Pick a date**	Are there any other meetings on your selected dates? Sometimes we can't help but hold multiple meetings in the same day. If they are on opposite sides of town it may not seem like a big deal, however staff resourcing is also to be considered. Check our online calendar for other city events.
☐	**Consider a Saturday**	Weekdays can be difficult for people to attend a meeting. Weekends are actually great times to engage, especially if you are hoping to keep people for a few hours.
☐	**Have your event outside**	Having your event outdoors, potentially right in the space you plan to discuss, can help people envision the space for what it could be. Pop up park anyone?
☐	**Get the right tools**	Online Toolkit **http://charlottefuture.com/toolkit** The templates and guidelines on this site are for use by City of Charlotte project managers, public information staff and consultants in order to help maintain a consistent brand across the projects within the Community Investment Plan.
☐	**Make it interactive**	People get more out of meetings when they're engaged and involved. Live polling, walking tours or role-playing make your meetings memorable and fun.
☐	**Don't forget the kids!**	Providing an activity for kids at your event can go a long way in getting parents to not only come but stay the entire event.
☐	**Get them connected**	Always bring something attendees can take home that includes the website address and information on how to subscribe for updates.
GETTING PEOPLE THERE		
☐	**Mailing Lists**	Be sure to check your mailing list. Does it include physical addresses/parcels as well as the property owner? Are apartment units, shopping center and business park tenants included? If not, there are other ways to reach those audiences.
☐	**Postcards**	At least 21 days' notice is necessary for printed postcards that require mailing; 30 days' notice will help us get better postal rates.
☐	**NotifyMe Emails/Texts**	Once a postcard goes out, communications staff will also send through NotifyMe. Nothing extra is needed from you.
☐	**CharlotteNC.gov**	Same goes for the online calendar.
☐	**Door Hangers / Yard signs**	Consider providing hand-delivered letters/door hangers to residents directly impacted by a CIP project. It may mean that several team members deliver the letter after office hours or on weekends.
☐	**Media Advisory**	When appropriate, staff will also issue a media advisory for upcoming events at least one week prior as well as the morning of. Communications staff may reach out to Project Managers for additional information.
☐	**Social Media**	A little goes a long way on social media. We have designated Instagram and Facebook accounts. Boosting posts on Facebook (paying for ads to reach larger audiences) is another way we can target our projects to specific areas.
☐	**Next Door**	Next Door can target specific neighborhoods, council districts or citywide. Because this social platform is very targeted, it works best when the message is customized. Talk to your department PIO for more information.

DID YOU ACCOMMODATE EVERYONE?

❏	**Translate postcards and flyers**	What languages represent the area you are trying to reach? Consider including a line on your postcards and flyers in additional languages based on your target demographics. Remember to also have some materials or staff at your event for the selected language as well.
❏	**Spanish language media**	Reaching the right audiences may require reaching out to outlets broadcasting in different languages.
❏	**Americans with Disabilities Act**	Our postcards include standard language for ADA. Any questions please contact the City of Charlotte ADA Coordinator at 704 336-5271 or charlotteada@charlottenc.gov.

DURING THE MEETING

❏	**Sign-in Sheets**	Be mindful that the media may request copies of sign-in sheets under the Freedom of Information Act. The following statement should be placed on your sign-in sheet and as a table card: ***The media may request copies of sign-in sheets under the Freedom of Information Act. Photographs taken at City/County meetings may be used in project documentation and to publicize future meetings.***
❏	**Photography/ Videography**	The best way to tell our story is through photos and video. If possible, please capture photos during your community engagement events. The statement above also ensures we are able to use photography.

AFTER THE MEETING

❏	**Review sign-in sheets**	Can anyone who signed in be added to your subscriber list? Send those email addresses to communications staff.
❏	**Online meetings**	Have your online meeting ready to launch the night of or the morning after your meeting, and ask communications staff to send a message of the meeting to subscribers via Notify Me.

OTHER CONSIDERATIONS

❏	**Housing & Neighborhood Services representation**	H&NS, which includes 311, may have additional resources pertinent to your project area. Consider checking in with the department's Community Engagement Area Manager to see what they have going on in the area.
❏	**Community Letter**	In October 2016, Charlotte City Council sent a letter to the community reaffirming their commitment to addressing our city's challenging issues. As you are engaging, there may be opportunities to share this information as well. Learn more at http:// http://charlottenc.gov/CommunityLetter A Community Letter toolkit is available to help departments communicate effectively. If you would like any of these items or would like to discuss how to incorporate the letter into your project communications, please contact scolon@charlottenc.gov.

***This checklist is a guide only. Not every technique will work for your project.