Engagement Strategy Template

Purpose:
To help participants think intentionally about outreach, communication, and inclusion when activating a vacant or underused space.
This ensures their project doesn't just *exist* in the community, but truly *connects* with it.

Template Sections:

1. **Outreach Methods**
   Identify how you'll reach your intended audience.
    - Flyers and posters at local businesses
    - Door-to-door outreach in the activation area
    - Email newsletters, community calendars
    - Social media announcements (Facebook, Instagram, Nextdoor)
    - Tabling at neighborhood events or farmers' markets
2. **Engagement Tools**
   Choose ways for people to give input, participate, or co-design.
    - QR code surveys
    - Comment boards or "idea walls"
    - Interactive polls or mapping tools
    - Community chalkboards / feedback jars
3. **Community Co-Design Opportunities**
   Plan how locals will contribute ideas *before* and *during* the activation.
    - Idea sessions or story circles
    - Youth-led art or design workshops
    - Neighborhood build days or volunteer painting

- Artist-led “open studio” events in the pop-up

4. **Feedback Loops**
   Make engagement a two-way process.
   - Post-event surveys or digital check-ins
   - Public follow-up meetings
   - Regular updates through social or local media

5. **Access & Inclusion Considerations**
   Ensure participation is equitable and inclusive.
   - Bilingual materials and translators
   - ADA-compliant entrances and pathways
   - Accessible pricing (free or sliding-scale)
   - Clear signage, welcoming to all ages