

Messaging and video development	Lead	May	June	July	Aug	Sept	Oct	Nov
Identify and reach out to community groups/organizations	Eric							
Recruit and convene liaisons	Eric & Subcommittee							
Secure feedback and input from liaisons into messaging, survey and video	Eric & Subcommittee							
Create and pilot survey w/ liaisons' help	Eric & Subcommittee							
Create video (and any other materials that may be needed for outreach) w/ liaisons' help	City staff & Subcommittee							

Survey dissemination	Lead	May	June	July	Aug	Sept	Oct	Nov
Liaisons disseminate survey version including incentives with community members / target audience	Liaisons							
Publicize and communicate survey version that does not involve incentives (and open house input opportunity?) widely through all means available (alders' blogs, listservs, stakeholder list, Next Door, TFOGS members networks, etc.)	All							
Launch social media campaign with video and survey link								
Consider press release								
Analyze survey results and share back with Task Force & communities								

Open House* (survey results to inform the open house conversations)	Lead	May	June	July	Aug	Sept	Oct	Nov
Identify / confirm date	Eileen & John							
Secure a venue	Eileen & John							
Secure child care	Eileen & John							
Secure food	Eileen & John							
Publicizing the event	Subcommittee, Liaisons & Staff							
Hold open house event	All							
Summarize and analyze results								

* The Comms subcommittee envisioned one open house vent. Additional opportunities for feedback/input and community engagement could be provided at regular TFOGS meetings in August and September (TFOGS regular meetings can be publicized as listening sessions).

Survey effort details

Goal: To receive a minimum of 750 survey responses. The survey version that includes incentives will be capped at 1,200 responses and will remain open for 3-4 weeks. Expected closing date will be July 31.

Target audience: Individuals, groups, populations and neighborhoods underrepresented in city processes, public input and feedback collection; underserved neighborhoods and persons (e.g. low-income people, highly mobile individuals/groups; wards and districts with low voter turnout and low levels of representation on BCCs).

Role of the liaisons:

- Review subcommittee reports.
- Provide feedback on pertinence of issues to their community, impact of potential recommendations, any gaps/missing information or considerations.
- Provide input into messaging, survey questions, and video, plus other materials we may need to create to communicate with communities.
- Disseminate survey and ensure community members are aware of it and able to submit responses through a mode most convenient/appropriate for the target audience (paper, electronic, over phone, etc.).

Suggested number of liaisons based on goal: Approximately 10 liaison organizations/individuals (appx. 100 survey responses/liaison).

Incentives for liaison organizations/individuals and survey respondents:

Provide a baseline of \$500 for input into survey and video, messaging and process (first three bullet points under responsibilities). \$10/survey response to be split evenly between the liaison (\$5) and the survey respondent (\$5).

Estimated cost:

We anticipate that each liaison/organization will receive a total of around \$1,500 (based on 100 survey responses estimate). It is very likely that some larger organizations or more connected liaisons may be able to surpass the 100 responses target while others may be well below it. Estimated total cost will be around \$15,000-\$18,000. The survey version involving incentives will be capped at 1,200 responses.