



Effective Tips and Tools to Broaden Citizen Engagement

Presenters

Renae Madison, Communications Specialist, City of Decatur

Nicole Love Hendrickson, Community Outreach Program Director,
Gwinnett County Board of Commissioners



Brainstorm Activity

What are the challenges you face with
engaging diverse audiences in your community?



Broadening Citizen Engagement

- Know your Audience
- Understand the barriers to participation
- Why is engaging diverse audiences important
- What it is NOT

Successful effort City of Decatur

Problem: Lack of representation/participation from various groups of people.

Solution: The use of diverse communications/outreach methods and incorporating language translations. The Better Together initiative.



**Superhero Ku Soo Laabashada Dugsiga
Movie Bash**
Friday August **3**
Beacon Municipal Center
Cawaska | 420 W. Trinity Place
Madadaalada waxay bilaabmaysaa 7 pm | Filimku wuxuu ka bilaabmaa 9 pm

Save the Date!
**Superhero Back-to-School
Movie Bash**
Friday August **3**
free!

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El próximo viernes 3 de agosto en el césped del Beacon Municipal Center (420 W. Trinity Pl.).

Únase a la diversión desde las 7 p.m. la película Black Panther se proyectará a las 9 p.m. #HISPATLANTA #hispanosenatlanta

Better Together Community Conversation



Superhero Movie Bash





Successful effort Gwinnett County Government

Problem: Low participation or representation at public meetings

Solution: Increase access to public meetings by hosting them in local communities, offering language assistance



Chai & Chat – 200 attendees



Tacos & Talk – more than 150 attendees





Group Activity

What groups are you looking to engage in your community?



Report out/Close

- Revisit Challenges
- What did we learn?
- Questions?