

Community Outreach/Engagement Marketing Strategy Plan

Overview

The Jefferson Parish Department of Community Development administers the activities, programs, and budgets to be undertaken with Community Development Block Grant (CDBG), HOME Investment Partnerships (HOME), and Emergency Solution Grant (HESG) program funds from the U.S. Department of Housing and Urban Development (HUD). The annual Action Plan contains the necessary goals, budgets, and activities to be undertaken. In addition, the annual Action Plan is a component of either a three (3)-, four (4)-, and five (5)-year Consolidated Plan. The required submission of the annual Action Plan and Consolidated Plan to HUD commences the process for the Jefferson HOME Consortium to receive annual federal entitlement funds.

Critical to the success of HUD federally-funded entitlement programs is the process and plan for outreach and community participation. Outreach and community participation are critical to this process and it will result in the setting of goals and strategies to increase and provide access to program and activity opportunities for all community members. The Jefferson HOME Consortium will then utilize the goals and strategies established in the annual Action Plan and the Consolidated Plan to inform the investments and other decisions made in their local planning processes. Therefore, an important step in the process is the Community Outreach/Engagement Marketing Strategy Plan.

Outreach/Engagement Plan

The following is the framework/guide for the Jefferson HOME Consortium's outreach to the community for the Annual Action Plan (AAP), the multi-year Consolidated Plans and other activities and programs such as the Assessment of Fair Housing (AFH). It must be noted that this Community Outreach and Engagement Plan is not static, as it will evolve as outreach methods evolve and increase. It should also be noted that this plan is a companion document to the Citizen Participation Plan for the Jefferson HOME Consortium. The point is to be able to engage as much of the community as possible in order to assist in the process of ensuring access to program and activity opportunities for all residents. The Jefferson HOME Consortium is required to set goals to overcome issues and related contributing factors. Those goals must inform subsequent housing and community development planning processes.

Annual Action Plan and Consolidated Plan Goals and Strategies

The Annual Action Plans (AAPs), Consolidated Plans and Assessment of Fair Housing (AFH) will:

- Identify the annual and other plan goals and strategies to accomplish the goals
- Identify the goals of the three (3)-, four (4)-, or five (5)-year Consolidated Plan and strategies to accomplish the goals
- Convey the annual Action Plan, the Consolidated Plan and AFH goals and strategies to accomplish those goals at meetings with the public and stakeholders. The goals and strategies will continue to evolve as comments continue to be received by the public and stakeholders.

Marketing and Outreach Strategies

The Marketing and Outreach Strategies will incorporate all feasible communications means and HUD required items and techniques including but not limited to the following:

- The Jefferson HOME Consortium will: Identify all the tools to be utilized for outreach efforts (i.e., public meetings; media; email and email group lists; social media; Jefferson Parish Public Information Office; website postings; hardcopy plans placed in community centers, libraries; postings of upcoming meetings at community centers, religious institutions, etc.; etc.)
- Identify the audiences the annual Action Plan and the Consolidated Plan need to reach with their goals, messages, etc. (i.e., residents, community groups, neighborhood associations, public officials, etc.)
- Identify the outreach goals (i.e., 100 residents; 15 neighborhood associations)
- Identify the goals, strategies, and accomplishments of activity and program efforts in the Jefferson Consortium (Jefferson Parish, Kenner, and St. Charles Parish)
- Identify the impediments to activities and programs
- Form partnerships with agencies, organizations, etc. that provide services oriented to program and activity opportunity goals (City of Kenner, St. Charles Parish, Housing Authority of Jefferson Parish, etc.)
- Hold events (meetings, seminars, etc.)
- Allow for additional meetings (meetings with residents, stakeholders, public officials, etc.)
- List personnel, funds, and supplies that are needed
- Identify distribution of outreach materials
- Identify the budget for outreach
- Include an overall timeline with benchmarks

Marketing and Outreach Tools

Direct Mailings

- Direct mailing via U.S. Postal Service is a method of outreach that allows the community to receive meeting notices and information for the annual Action Plan and the Consolidated Plan. The Jefferson Parish Department of Community Development will utilize direct mailings where appropriate.
- A log/record/file/database of all sent and received physical correspondence will be maintained.
- Email lists sent and information received through Jefferson Parish, Department of Community Development staff and department email. A JPCDPrograms@Jeffparish.net email address is specifically setup to facilitate such communications.

Meetings

- **Public Meetings**

Outreach activities undertaken are to include a series of public meetings, Jefferson Parish Web Site and Public Information Officer postings and notices, advertisement in the Times-Picayune the local newspaper of record, stakeholder outreach, and other outreach. These efforts are designed to encourage and broaden meaningful community participation in the annual Action Plan, the Consolidated Plan, Assessment of Fair Housing (AFH) and other processes. The types of outreach activities and public meetings will be included below. Additionally, public and stakeholder outreach efforts are to be conducted, inclusive of outreach to populations that are typically underrepresented in the planning process. Those populations include persons who reside in areas identified as R/ECAPs, persons who are limited English proficient (LEP), seniors and persons with disabilities. Communications are designed to reach the broadest audience possible.

- **Stakeholder Meetings**

Annual Action Plan, Consolidated Plan and Assessment of Fair Housing (AFH) meetings will be conducted, as needed and/or necessary, with various community and other stakeholders including:

- Community Residents
- Community-Based Organizations that Represent Protected Classes – i.e., disability advocacy
- Neighborhood Associations
- State or Local Fair Housing Agencies/Organizations
- Housing Organizations
- Civic Associations
- Faith-Based Organizations
- Public and Private Agencies that Provide Social Services
- Public Officials
- Adjacent Government Agencies (Regional Needs; Transit; Employment; etc.)
- Organizations Relevant to Fair Housing Opportunity Analysis
- Philanthropic Organizations
- State and Local Universities
- Agency Meetings (i.e., Housing Authority, etc.)
- Local Public Housing Authorities
- Resident/Tenant Advisory Board/Committee of Public Housing Authority
- Meetings with Non-Profit Organizations (Council on Aging, etc.)
- Realtors, Property Managers, Developers, etc.

Advertisements, Brochures, and Flyers

- Newspaper advertisements - Notices for the annual Action Plan and the Consolidated Plan meetings are advertised in the local newspaper of record.
- Develop informational brochures and/or flyers for the public meetings and to contain in the designated agency office for distribution purposes. The Jefferson Parish Department of Community Development will produce meeting notice/informational flyers for distribution purposes.
- Brochures and/or flyers will be distributed at designated locations (libraries, community centers, etc.)

Presentations

- Presentations will be provided during public and stakeholder meetings, and as requested.

Email and Phone Calls

• Email

- Establish and provide a standard email address for information inquiries (JPCDPrograms@jeffparish.net)
- Provide email addresses for designated contacts
- Information will be emailed, as requested
- Public meeting notices will be emailed, as requested
- An email log/record/file/database of all received and sent emails will be maintained
- Comments and questions will be addressed in a timely manner

• Phone Calls

- A central phone number for phone calls will be designated and provided
- Contact(s) to address incoming phone calls will be designated
- Citizens will be allowed opportunities to contact proper representatives to address their comments and questions
- Comments and questions will be addressed in a timely manner

Website

A Departmental website is in place for fast dissemination of information, as well as for gathering and addressing comments and questions.

- A Departmental website contains the Annual Action Plan (APP) and the Consolidated Plan and the Assessment of Fair Housing (AFH) – The Jefferson Parish Department of Community Development / Planning Program website at: [Community Development \(jeffparish.net\)](http://jeffparish.net)
- Established a direct hyperlink to post and access the annual Action Plan and the Consolidated Plan, public meeting notices, etc.
- Established a direct hyperlink for public comments/questions
- Consideration will be given to establishing an interactive area on the designated official website to allow a repository for of public comments and questions

- Contact(s) are designated and their contact information is provided on the designated official website
- Comments and questions will be addressed in a timely manner

Social Media

Social media has become one of the most important venues for fast dissemination of information, as well as for gathering and addressing comments and questions. This venue could be a very effective tool in the annual Action Plan and the Consolidated Plan processes.

- The Jefferson HOME Consortium will consider establishing Twitter and/or Facebook accounts to establish and house and official informational Twitter and/or Facebook Pages for the Jefferson HOME Consortium. This venue could be utilized to:
 - Meeting schedules and information, etc. would be tweeted and/or provided
 - Comments and questions from citizens, agencies, local officials, etc. would be received and addressed in a timely manner
- Designate contact(s) and provide contact information on the designated official social media sites

Other Media Sources

- Consider scheduling a public meeting promotion or informational featurette on a radio and/or television news station.

Needs Assessment Survey/Questionnaire

- A needs assessment survey/questionnaire, that will comprehensively gather comments and questions regarding annual Action Plan and the Consolidated Plan will be developed
- The physical hardcopy of the needs assessment survey/questionnaire will be distributed at public meetings, etc.
- Responses, for incorporation into the annual Action Plan and the Consolidated Plan processes, would be gathered and recorded

Additional Outreach Sources

- Utilization of government public information office for outreach efforts – The Jefferson Parish Public Information Office advertises the public meeting notices on the Jefferson Parish website, group email posts and physical bulletin boards.
- Multilingual outreach efforts will occur during the Annual Action Plan, the Consolidated Plan, Assessment of Fair Housing and other processes as required.