

Citizen Engagement

Discussion of Current and Future Engagement Tools

**Village Board Presentation
Sept. 20, 2021**



Objective

- **Enhance the transparency and efficacy of municipal public policy through citizen engagement and participation**

Strategies

- **Maximize use of current citizen communications and engagement tools**
- **Adopt new communications and engagement tools to improve reach**
- **Identify ways to better target engagement opportunity messages to specific segments of Oak Park citizenry**

Current Communication and Engagement Tools

- **OP/FYI newsletter**
- **Social media**
- **VOP-TV**
- **Website**
- **Surveys**
- **Topic-specific email addresses**
- **Direct mail**

Future Communications and Engagement Tools

- **Dedicated online engagement platform**
- **Paid social media/online promotion**
- **Increased virtual meeting capacity**
- **Re-imagined website**

Engagement Platform Considerations

- **Climate Action Plan engagement plans**
- **Equity & Social Justice engagement plans**
- **Community Safety Engagement plans**
- **Other Board Goals initiatives**
- **Costs**

Discussion, Input and Direction