



5 Easy COVID-Safe Ways *to Outreach to Your Community*



[Public Participation Partners](#)





#1: Postcards

Pros	Cons
<ul style="list-style-type: none">• Reaches residents in their homes	<ul style="list-style-type: none">• Can be costly depending on how many residents you're mailing to
<ul style="list-style-type: none">• Provides quick updates about a project or opportunities to get involved	<ul style="list-style-type: none">• May miss renters in the impacted area unless unit addresses are included



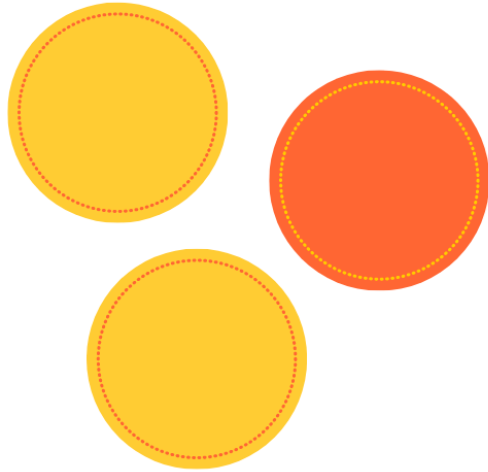
#2: Yard Signs

Pros	Cons
<ul style="list-style-type: none">• A quick way to share information in convenient locations about project updates or upcoming events	<ul style="list-style-type: none">• Cannot relay a lot of information in a small sign
<ul style="list-style-type: none">• Relatively low-cost	<ul style="list-style-type: none">• Signs may be lost or misplaced
<ul style="list-style-type: none">• No staffing or monitoring required	<ul style="list-style-type: none">• Requires staff time to post signs and pick them up



#3: Pop-Up Meetings

Pros	Cons
<ul style="list-style-type: none"> • Way to meet community members where they are and provide quick information or surveys 	<ul style="list-style-type: none"> • Requires staffing for multiple hours (which can factor into engagement budget)
<ul style="list-style-type: none"> • Continues in-person interaction between agency and community 	<ul style="list-style-type: none"> • Can be challenging to get attention from community members
<ul style="list-style-type: none"> • Can create partnerships between businesses/locations the event is hosted at 	<ul style="list-style-type: none"> • Requires more interaction between individuals, even if socially-distanced and with no reusable materials



#4: Polling Stations

Pros	Cons
<ul style="list-style-type: none"> • Can collect feedback regarding specific issues and ideas 	<ul style="list-style-type: none"> • Can be lost due to weather if not secured properly
<ul style="list-style-type: none"> • Allows for quick participation by study area residents 	<ul style="list-style-type: none"> • Only collects closed-ended feedback (no participant comments)*
<ul style="list-style-type: none"> • Engages residents where they already are and doesn't require technology 	<ul style="list-style-type: none"> • May require periodic monitoring if left for extended periods of time



#5: Flyers

Pros	Cons
<ul style="list-style-type: none">• Can be distributed virtually and as hard copies, where appropriate	<ul style="list-style-type: none">• Can be easily ignored or thrown away by community members
<ul style="list-style-type: none">• Provides quick need-to-know items and links to more information	<ul style="list-style-type: none">• Does not provide extensive information about a project
<ul style="list-style-type: none">• Can be cost-effective when combined with virtual distribution	<ul style="list-style-type: none">• Cost of printing needs to be factored into budget