

City of Fort Pierce – Grants Division

Community Engagement Plan

I. Purpose

To build trust and transparency while fostering meaningful relationships between the City of Fort Pierce and the local community. The plan ensures services and programs equitably reach very low- to moderate-income families and underserved neighborhoods.

II. Goals & Objectives

Goal	Objectives
1. Increase Awareness	Raise visibility of programs through consistent, inclusive, and localized outreach.
2. Improve Accessibility	Remove barriers related to language, literacy, technology, and transportation.
3. Foster Participation	Empower community members to contribute ideas, feedback, and leadership.
4. Build Trust & Transparency	Share data and decisions openly and clearly. Provide frequent updates on resource allocation.
5. Strengthen Partnerships	Collaborate with local organizations to co-create solutions and expand impact.

III. Key Stakeholders

- **Residents** (with emphasis on low-income, immigrant, elderly, and underserved populations)
 - **Community-Based Organizations (CBOs)**
 - **Nonprofits and Housing Advocates**
 - **Neighborhood Associations**
 - **City Departments** (Housing, Code Enforcement, Public Works, etc.)
 - **Faith-Based Institutions**
 - **Schools and Libraries**
 - **Small Business Owners**
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IV. Communication Strategy

Communication Channels	Tactics
Digital	Social media, website updates, mobile alerts, email newsletters
Print	Flyers, brochures, posters, multilingual mailers
In-Person	Door-to-door outreach, pop-up events, community meetings
Media Partnerships	Radio interviews, local newspaper ads, public service announcements
Public Spaces	Info boards in libraries, schools, local utility company, grocery stores

V. Engagement Activities

Activity	Description
Quarterly Community Workshops	Host events to present programs, hear concerns, and offer hands-on help.
Community Surveys	Gather input on needs, barriers, and ideas via online and paper formats.
Listening Sessions	Small group dialogues with specific groups (youth, seniors, tenants, etc.).
Pop-Ups at Local Events	Set up info booths at community festivals, food drives, or school events.
Partnership Roundtables	Convene nonprofits, schools, and faith groups to align services and referrals.
Transparency Dashboard	Share program metrics, funding allocations, and outcomes online and in reports.

VI. Accessibility Measures

- Translate materials into the top 3 languages spoken locally
 - Offer interpretation at events and in application support
 - Use plain language in all documents
 - Ensure forms are mobile-friendly and printable
 - Partner with digital inclusion programs to assist with tech access
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VII. Evaluation & Accountability

Metric	Evaluation Method
Awareness of Programs	Track event attendance, website visits, social media engagement
Community Participation	Number and diversity of voices in events, surveys, and committees
Service Reach	Demographics and zip code data from applications and services provided
Trust and Satisfaction	Community satisfaction surveys and testimonials
Partnership Effectiveness	Regular partner check-ins and joint impact tracking

VIII. Timeline Overview (Example)

Quarter	Milestone
Q1	Launch outreach campaign; hold 2 listening sessions
Q2	Host first quarterly workshop; release program calendar
Q3	Evaluate engagement tactics; adjust based on feedback
Q4	Publish annual impact report; plan next year's goals