OPENGOV

The best way to foster engagement with your OpenGov platform with your OpenGov Citizen Engagement solution is to proactively engage with your community via local press, social media and public meetings. Use this worksheet to plan your engagement strategy around your community's milestones or things important to the community.

MONTH / YEAR	MILESTONE	ENGAGEMENT PLAN
Jan /	Ex. CAFR Published	Ex. Add CAFR as a supporting document on the Citizen Engagement portal Ex. Announce the CAFR with a link to the Annual Report & call out the CAFR attachment
Feb /	Ex. Budget Hearings	Ex. Share budget reports via social media and announce hearing dates/times
Mar /	Ex. Budget Hearings	Ex. Share updated budget reports via social media and announce hearing dates/times Ex. Inform press about strategic initiatives that will be supported with the new budget.
Apr /	Ex. Spring (Cleaning!)	Ex. "We're doing some Spring cleaning too!" Share Public Works reports via social media
May /	Ex. Safer Streets Initiative	Ex. Promote your Safer Streets Initiative by sharing public safety reports Ex. Use graphics & links from the community's OpenGov page and a blog from the City Manager on the Safer Streets initiative.
Jun /	Ex. Recreation Camps/Pools/Facilities Opening for the Summer	Ex. Share Recreation data (enrollment, attendance, fees collected) via social media Ex. Publicize the opening of your public pools and splash parks leveraging recreation department data

MONTH / YEAR	MILESTONE	ENGAGEMENT PLAN
Jul /	Ex. Budget Adopted	Ex. Share latest budget (and budget book!) with the community via social media
Aug /	Ex. Fiscal Year Close/Start	Ex. Share last year's Budget to Actuals via social media and call out improvements/wins or what the plan is to improve
Sep /	Ex. School Year Start	Ex. Share this year's School budget or other school related data via social media Ex. Share year on year enrollment or test score data in a local press article or Superintendent blog
Oct /	Ex. Strategic Initiative	Ex. Share data related to a specific strategic initiative or town hot topic Highlight citizen input/data aligning with anniversary/major milestones/centennial celebration
Nov /	Ex. Preparing for Winter	Ex. Share Department of Public Works data related to last year's winter season (snow, ice melt etc) and remind community members of community expectations/by-laws (snow removal, parking restrictions etc)
Dec /	Ex. Halfway Point	Ex. Share Budget to Actuals report via social media

PRO-TIP: Leverage national awareness months to show your community how its making an impact.
Check out this list to help direct your strategy!

OVERVIEW

You are preparing to launch OpenGov to your citizens, and we're very excited! To help you along the milestones, we've put together a list of OpenGov best practices to ensure your public debut is nothing short of a success. Our key recommendations are categorized in three milestones: platform customizations, strategy workshop, and public debut.

PLATFORM CUSTOMIZATION

Communities customize their public-facing portal with resources and views to easily and effectively engage their citizens relevant community data and information.

- ☐ To add context to the graphs, tables, and overall reports, customers leverage report descriptions

- ☐ Many communities use supporting documents to make their CAFR's, Budget Books, or explanations of their Chart of Accounts more accessible to citizens and provide greater detail to the information they're sharing.

- ☐ Setting a compelling platform or report default state will help you determine the most effective way citizens can intake your financial/non-financial data.

- ☐ Saved views allows you to bookmark the most frequently asked questions from your citizens. (Tip: Ask your PIO or clerk for the most common FOIA requests!)

STRATEGY WORKSHOP

- ☐ Build your plan (Hint: leverage the OpenGov checklist!)

- ☐ Branding your launch is an extremely effective way to get recognition and overall excitement from your community

- ☐ Our most successful communities create engaging landing pages that help their citizens understand the community's transparency initiative, available resources, and frequently asked questions

PUBLIC RELATIONS

☐ OpenGov's public relations team helps customers with develop and execute their public relations plans. If you'd like their help, or would simply like to learn about best practices by other governments, please contact our Head of Communications **Joe Roualdes** at 415-823-2136 or jroualdes@opengov.com.

☐ The start of any good public relations plan is is the launch. Many of our customers publish a press release, promote the release via social media (Twitter, Facebook, Instagram, and LinkedIn), local press, their e-newsletter, a video from the Mayor or City Manager (which they promote on their press release, social media, and local press), public meetings, and even utility bills.

☐ But public relations doesn't end with the launch. To maintain awareness and engagement, governments must regularly communicate about the transparency site, performance, or budget. To do that, many communities leverage milestones throughout the year - like budget adoption or the publication of their budget book, the end or beginning of the school year, annual local events or programs, and upcoming ballot measures or levies to conduct a public presentation.

OpenGov is dedicated to supporting our customers in launching their OpenGov platform. With 1,800 customers, we've learned a thing or two! Please visit our Resource Center for quick "How To" articles and deep dives into platform customization, strategy workshop, and public debut tips. Remember, engaging with your community is now a gold standard for how your agency operates and it'll be key to stay engaged throughout the year. That's why we've gone ahead and developed our Engagement Checklist, which you can print and keep top of mind.