

Audience	Goals	Principles	Meetings	Benchmarks	Community Perspectives
Community members	X	X	X	X	X
Other Stakeholders	X	X	X	X	X
Partner Organizations/agencies	X	X	X	X	X
Government	X			X	X
Businesses	X	X	X	X	X
Adjacent Neighborhoods	X	X	X	X	X
All other Pittsburghers	X	X		X	X
Consultants	X	X		X	X

Methods of Outreach	Best Used for:	Target populations (if any)	Supporting Data (as available)
Facebook Posts	Building community, status reports	Retirees, parents	Social Media Today blog post on Facebook trends
Instagram Posts	Building community, status reports, publicizing events	Under 30	Instagram Explore Page, Hashtag Hill District Plan
Twitter Posts	Building community, status reports, publicizing events	Parents, professionals	@WhatsTrending
Next Door Posts	Building community, status reports, publicizing events	Residents, Retirees, parents, Homeowners	N/A
Project Website Posts	Building awareness, publicizing events, surveying Building community, status reports,	All	Measurement Metrics
Flyers	Building awareness, publicizing events	Newcomers, Non-English speakers (translated content)	Successful Community Outreach Strategies, Edition 3
EngagePGH	Building awareness, publicizing events, surveying Building community, status reports,	All	Measurement Metrics
Mailing	Building awareness, publicizing events, surveying	All, over 40	Communication mode study by generation

Communique		Project Kick-Off	Kick-off Survey	Community Meeting	Steering Committee Meeting	Action Team Meeting	Public Unveiling	Commission
Hard Copy	Local Distribution	X		X		X	X	X
	Mailing	X		X		X	X	X
Electronic	Email	X	X	X	X	X	X	X
	EngagePGH	X	X	X	X	X	X	X
	Project Website	X	X	X		X	X	X
	Social Media	X	X	X		X	X	X

Communique	Location	Date of Contact					
		One Month	2-Weeks	One-Week	3-Days	Day Before	Day-of
Project Kick-Off	Hill CDC						X
	YMCA						X
	Center That Cares						X
	Barbershop						X
	HDFCU						X
	UJAMAA Collective						X
	Your Organization		X				
	Pitt Community Engagement Center						X
Community Meeting	Hill CDC						
	YMCA		X				
	Center That Cares		X				
	Barbershop		X				
	HDFCU		X				
	UJAMAA Collective		X				
	Communi-TEA						
	Ministers Alliance						
	Pitt Community Engagement Center		X				
Action Team Meeting	Hill CDC	X	X				
	YMCA	X	X				
	Center That Cares	X	X				
	Barbershop	X	X				
	HDFCU	X	X				
	UJAMAA Collective	X	X				
	Ministers Alliance	X	X				
	Communi-TEA	X	X				
	Pitt Community Engagement Center	X	X				
Public Unveiling	Hill CDC		X				
	YMCA		X				
	Center That Cares		X				
	Barbershop		X				
	HDFCU		X				
	UJAMAA Collective		X				
	Communi-TEA						
	Ministers Alliance						
	Pitt Community Engagement Center		X				
Commission	Hill CDC		X				
	YMCA		X				
	Center That Cares		X				
	Barbershop		X				
	HDFCU		X				
	UJAMAA Collective		X				
	Ministers Alliance						
	Communi-TEA						
	Pitt Community Engagement Center		X				

Partner Organizations

Outlet	Owners
Facebook	Hill CDC
Twitter	DCP
Next Door	OCA
Instagram	COP
EngagePGH	Other
	District 6

Communique	Platform	Administrator	Date of Posting						Follow -Up			
			One Month	2-Weeks	One-Week	3-Days	Day Before	Day-of	Next Day	One-Week	2-Weeks	One Month
Project Kick-Off	Facebook	DCP						X	X	X		
	Facebook	Hill CDC						X	X	X		
	Instagram											
	Twitter	DCP						X	X	X		
	Next Door	OCA						X	X	X		
Kick-off Survey	Facebook	DCP						X	X	X		
	Facebook	Hill CDC						X	X	X		
	Twitter	DCP						X	X	X		
	Next Door	OCA						X	X	X		
	Instagram	DCP						X	X	X		
	Instagram	Hill CDC						X	X	X		
Community Meeting	Facebook	DCP	X	X	X		X	X	X	X	X	
	Facebook	Hill CDC	X	X	X		X	X	X	X	X	
	Twitter	DCP	X	X	X		X	X	X	X	X	
	Next Door	OCA	X	X	X		X	X	X	X	X	
	Instagram	DCP	X	X	X		X	X	X	X	X	
	Instagram	Hill CDC	X	X	X		X	X	X	X	X	
Action Team Meeting- Invitation			X	X	X	X						
			X	X	X	X						
			X	X	X	X						
			X	X	X	X						
			X	X	X	X						
			X	X	X	X	X	X	X	X		
Public Unveiling	Facebook	DCP	X	X	X	X	X	X	X	X		
	Facebook	Hill CDC	X	X	X	X	X	X	X	X		
	Twitter	DCP	X	X	X	X	X	X	X	X		
	Next Door	OCA	X	X	X	X	X	X	X	X		
	Instagram	DCP	X	X	X	X	X	X	X	X		
	Instagram	Hill CDC	X	X	X	X	X	X	X	X		
Commission-Public Hearing	Facebook	DCP		X	X		X	X	X			X
	Facebook	Hill CDC		X	X		X	X	X			X
	Twitter	DCP		X	X		X	X	X			X
	Next Door	OCA		X	X		X	X	X			X
	Instagram	DCP		X	X		X	X	X			X
	Instagram	Hill CDC		X	X		X	X	X			X

ASSESSING THE PUBLIC IMPACT	Very Low	Low	Moderate	High	Very High
1. What is the anticipated level of conflict, controversy, opportunity or concern on this or related issues?				X	
2. How significant are the potential impacts to the public?				X	
3. How much do the major stakeholders care about this issue, project or program?					X
4. What degree of involvement does the public desire?			X		
5. What is the potential for public impact on the potential decision or project?			X		
6. How significant are the benefits of involving the public?					X
7. How serious are the potential ramifications of NOT involving the public?					X
8. What level of public participation does the Mayor and/or City Council desire or expect?					X
9. What is the possibility that the media will become interested?					X
10. What is the probably level of difficulty in solving the problem or advancing the project?		X			
Count the number of checks in each column		1	2	2	5
Multiply number of checks by the weight	x 1	x 2	x 3	x 4	x 5
Enter column score		2	6	8	25
Add total of all five column scores	41				
Divide total score by the number of questions	/ 10				
PUBLIC IMPACT SCORE (number is out of five)	4.1				