

Learning, Land and Neighbourhoods
Community Engagement Initiative

Methods of Engagement

DATE	TACTIC	
PRE-EVENT ENGAGEMENT		
Oct. 22	Memo distributed <ul style="list-style-type: none"> • Memo to principals 	
Oct. 24	Letter distributed <ul style="list-style-type: none"> • Letter to all District Staff sent out • Letter to parents sent to principals to disseminate 	
Tues Oct 22	Media and blogger interviews <ul style="list-style-type: none"> • Engagement with local reporters and bloggers through media advisory and Twitter • Interview with TriCity News 	
Wed Oct 23	Phase 1 website live <ul style="list-style-type: none"> • Updated www.sd43.bc.ca with message, process and initiative information and event schedule • Listed Open House and Community Dialogues on front page calendar 	
	Paid Advertising – 1st round <ul style="list-style-type: none"> • First appearance of print ads in Coquitlam Now and Tri-City News • Online ads in Coquitlam Now and Tri-City News run for 5 weeks (Oct.27-Nov.27) 	
	Social Media update <ul style="list-style-type: none"> • Posted information to Facebook and Twitter • Answered questions and comments 	
Oct. 24	Community Outreach <ul style="list-style-type: none"> • An e-mail to the database which contains all staff, partner groups, community groups, local politicians, and the Ministry of Education. 	
OCTOBER 24: ENGAGEMENT MEETING WITH ELECTED OFFICIALS		
Fri Oct 25	Paid Advertising – 1st round <ul style="list-style-type: none"> • Second appearance of ads in Coquitlam Now and Tri-City News 	
Oct. 24 – 29	Social Media <ul style="list-style-type: none"> • Twitter updates • Facebook posts 	
	Media/Blogger Outreach <ul style="list-style-type: none"> • Reminder of public open house 	
OCTOBER 29: PUBLIC OPEN HOUSE		
Oct. 29	Live tweeting from event	



Learning, Land and Neighbourhoods
Community Engagement Initiative

	<ul style="list-style-type: none"> • Live tweets and photos from event 	
	Storify update <ul style="list-style-type: none"> • Shared Twitter feed with stakeholder database 	
NOVEMBER 6: MOODY ELEMENTARY WORKSHOP		
Nov. 5	Community Outreach <ul style="list-style-type: none"> • Information sent to municipal partners (Communications at City of Port Moody and Port Moody Police) • Mail drop to a two block radius of Moody Elementary (Nov. 5) 	
November 6	CBC Early Edition <ul style="list-style-type: none"> • Tom Grant interview on Rick Cluff to explain the rationale and engagement process 	
Oct. 30 – Nov. 5	Paid Advertising <ul style="list-style-type: none"> • Ad appears in Tri-City News 	
	Social Media <ul style="list-style-type: none"> • Repeated tweets and Facebook posts 	
NOVEMBER 19: VICTORIAL PARK WORKSHOP		
Nov. 13-15	Community Outreach <ul style="list-style-type: none"> • Reminder sent to principals for newsletters • Information sent to municipal partners (Communications at City of Coquitlam, Coquitlam RCMP, City of Port Coquitlam) • Mail drop to a two block radius of Victoria Park (Nov. 14) 	
	Paid Advertising <ul style="list-style-type: none"> • Ad appears in the Now News 	
	Social Media <ul style="list-style-type: none"> • Scheduled tweets • Facebook post 	
	Website <ul style="list-style-type: none"> • Website updated with Open House and Moody Elementary presentation and reports; <i>You Ask. We Respond.</i> section of the website updated to reflect feedback forms and survey responses 	
NOVEMBER 22: E. letter		
Nov. 22	Community Outreach <ul style="list-style-type: none"> • E.letter sent to community database of local politicians, municipal councils, attendees, principals, community and partner groups. 	
NOVEMBER 27: CORONATION PARK WORKSHOP		
Nov. 19-27	Community Outreach <ul style="list-style-type: none"> • Reminder sent to principals for newsletters • Information sent to municipal partners (Communications at City of Coquitlam, Coquitlam 	



Learning, Land and Neighbourhoods
Community Engagement Initiative

	<p>RCMP, City of Port Coquitlam, City of Port Moody, Port Moody Police)</p> <ul style="list-style-type: none"> • Mail drop to a two block radius of Coronation Park (Nov. 19) 	
	<p>Paid Advertising</p> <ul style="list-style-type: none"> • Ad appears in the Now News and Tri-City News 	
	<p>Social Media</p> <ul style="list-style-type: none"> • Scheduled tweets • Facebook post 	
	<p>Website</p> <ul style="list-style-type: none"> • Website updated Victoria Park presentation and reports; <i>You Ask. We Respond.</i> section of the website updated to reflect feedback forms and survey responses 	
NOVEMBER 28: PARKLAND WORKSHOP		
Nov. 18-28	<p>Community Outreach</p> <ul style="list-style-type: none"> • Reminder sent to principals for newsletters • Information sent to municipal partners (Communications at City of Coquitlam, Coquitlam RCMP, City of Port Coquitlam, City of Port Moody, Port Moody Police) • Mail drop to a two block radius of Parkland Elementary (Nov. 18 & 19) 	
	<p>Paid Advertising</p> <ul style="list-style-type: none"> • Ad appears in the Tri-City News 	
	<p>Social Media</p> <ul style="list-style-type: none"> • Scheduled tweets • Facebook post 	
	<p>Website</p> <ul style="list-style-type: none"> • Website updated Coronation Park and Parkland Elementary presentations and reports; <i>You Ask. We Respond.</i> section of the website updated to reflect feedback forms and survey responses 	
TWITTER CHAT		
Dec. 6	<p>Twitter Chat with board chair</p> <ul style="list-style-type: none"> • Board chair is available to take questions real time • Diane Strandberg, Tri-City News reporter moderates the QA 	

