

Town of Mount Pleasant, SC
Government Outreach Strategy



MASC/SCPRSA: "One with Many Hats"
August 29, 2017
Lauren Sims, Executive Programs Manager

The Need For An Outreach Program

- Rapidly-growing community
- Impactful decisions
- Misinformation
- Desire to feel heard
- Special interest groups
- Lack of shared common identity
- It's good government

Developing Our Strategy

1. Analysis of existing outreach activities
2. Research of other communities' programs
3. Survey community members to determine preferences & opinions

Video

<http://www.tompsc.com/CivicMedia?VID=118>

Main Outreach Programs

- Coffee with the Mayor
- Town Administrator's Mobile Office Hours
- Community Roundtable Meetings
- Town Administrator Eric DeMoura's Monthly E-brief
- eMPower: Open Data
- Department-specific programs

```
graph TD; A[Positive Relationships] --> D((Strengthened & Engaged Community)); B[Changed Conversations] --> D; C[Purposeful Involvement] --> D;
```





Coffee with the Mayor Description

- Monthly event held at local business
- Early morning event (7:30 – 8:30 AM)
- Mayor buys coffee and pastries from the business
- Informal setting
- Flexible format
- Direct contact to mayor
- Social media component: Facebook, Constant Contact and Twitter





Mobile Office Hours Description

- Monthly event
- Time varies depending on the venue; typically mid-day
- Held at community nodes, other town facilities, businesses, etc.
- Flexible format: one-on-one or roundtable
- Informal setting
- Social media component: #AdminToGo




PROGRAM 3: Community Roundtable Meetings



Community Roundtable Meetings Description

- Typically evening meetings
- Open to neighborhood associations, civic groups & non-profits
- Elected officials and senior staff members
- 20 participants or less
- Informal setting; no meeting agenda



From Town Administrator, Eric DeMoura Town of Mount Pleasant, South Carolina


April 2017

Dear Mount Pleasant residents and business owners,

Spring is an incredible time to spend outdoors in Mount Pleasant. Enjoy the sun, fresh and local foods, or spend time with one of our many parks. Throughout the season you can also enjoy a variety of special events ranging from our Annual Blessing of the Fleet & Seafood Festival, to Shrimp on the Run, to Fishing Tournaments. Whatever you choose to do, I hope you have a wonderful time!

In addition to our outdoor activities, there are several other upcoming meetings and events scheduled for the next month, so I invite you to sign up to our [NextUp](#) mobile and stay updated on the latest Town news, projects, and events. If you have suggestions about what is happening in the Town of Mount Pleasant, please visit us [online](#), like us on [Facebook](#), or follow us on [Twitter](#).

Mount Pleasant, South Carolina




In This Issue
30th Annual Blessing of the Fleet

FORM Ad Package
Volunteer Board &

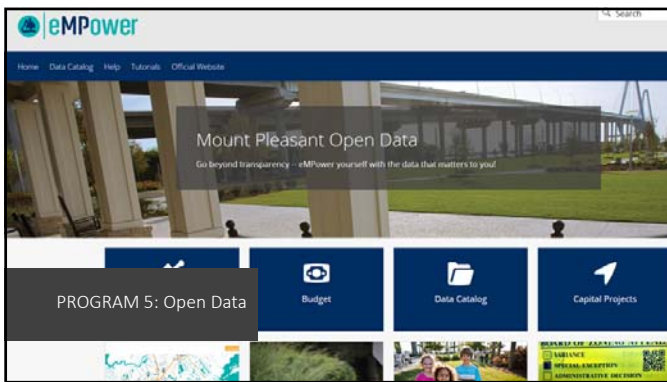
30P Anniversary


PROGRAM 4: Town Administrator Eric DeMoura's Monthly E-brief



E-brief Description

- Monthly e-newsletter
- Sent by direct email, social media, NotifyMe & main website
- Recap of previous month and forecast of upcoming month
- Shares accurate information & helps to tell our story
- Topics: Council direction, capital projects, special events, government outreach, business development, NPDES tips, announcements, etc.





Open Data Description

- Empowering citizens and employees through data
- External & internal benefits
- Data that matters in a user-friendly format
- 3 modules: Budget, Performance, & Data Catalog
- www.data.tompco.com



Department- Specific Outreach Activities
 Planning Department & Police Department

**TOWN OF HOUST PLEASANT
DEPARTMENT OF PLANNING AND DEVELOPMENT**

2016 CODE FOR LUNCH

The purpose of the program is to provide an in-depth review of selected building codes, flood zoning codes and fire department regulations, with the local professional colleagues in the engineering, architecture, landscape architecture, and construction industries. Through the Code for Lunch program, staff will receive direct feedback on draft code alterations followed by a period of time for questions and discussion.

**Session #2
Wednesday, May 25 11:45 - 1:15**
Town of Pleasant
Auditing & Public Meeting Room

Location and length of items: 2:00 will be provided, for information to guide a later draft.

2017
Please Note: We have been holding May 2016. Please Note that due to recent the need to schedule to other professional colleagues in engineering, architecture, landscape architecture, or construction that you think may be interested in attending. We look forward to seeing you! RSVP to provide space in the Planning Department at 888-884-1212 or Ryan@townofpleasant.com

There is no fee to participate, but seats are limited.

Code For Lunch

- Quarterly lunch program
- Target audience: professional design and development community
- Goals:
 - Education on recent code changes
 - Training on existing code
 - Feedback on implementation



**TOWN OF MOUNT PLEASANT
DEPARTMENT OF PLANNING AND DEVELOPMENT**

2016 CITIZENS PLANNING COLLEGE

The Citizens Planning College is designed to help citizens learn more about the planning process. Sessions will focus on zoning, zoning, building, and land development regulations that citizens will probably participate with on understanding of the planning and development process and its specific focus on Mount Pleasant.

**Every Thursday in March and October
5:30 - 7:00 PM at Town Hall**

How to Enroll
If you would like to enroll in the Citizens Planning College, or if you have any questions about the program, contact Jennifer Hines at the Planning Department at 843.684.1231 or jhines@mountpleasant.com.

There is no fee to participate. Seat reservations are limited.

SPRING SESSIONS

MARCH 3
SCENARIOS
DEVELOPMENT OF
MOUNT PLEASANT

MARCH 10
COMPREHENSIVE PLAN AND
REZONING PLANNING

MARCH 17
PLANNING CODE, ZONING AND
MARCH 24
PLANNING CODE, ZONING AND
MARCH 31
LAND DEVELOPMENT

FALL SESSIONS

OCTOBER 6
PLANNING 1
REZONING

OCTOBER 13
PLANNING 2
COMMERCIAL
DEVELOPMENT

OCTOBER 20
PLANNING 3
DEVELOPMENT OF
OCTOBER 27
SPECIAL PERMITS

Citizens Planning College

- Bi- Annual program (2 semesters)
- Limited participation to maximize interaction with staff
- Town carries waitlist and receives feedback from surveys
- Educates citizens on the planning process, including: rules, procedures, and roles of department vs. boards & commissions





Coffee WITH A COP
Join your neighbors and police officers for coffee and conversation.

Friday, January 27, 2017
Collective Coffee
766 S. Sherman Blvd
8:00 AM to 10:00 AM

The mission of Coffee with a Cop is to break down the barriers between police officers and the citizens they serve by removing agendas and allowing opportunities to ask questions, voice concerns, and get to know the officers in your neighborhood.

THE POLICE DEPARTMENT OF THE
The Mount Pleasant Police Department
@MountPleasantPolice
or call 843.323.1072
coffeewithacop.com















Follow-Up From Outreach Programs

- Recaps of meetings are typed and distributed to Council & staff
- Shoutouts/thank you with pictures on social media
- Staff follows up on any action items
- Staff monitors public agendas for related topics
- Participants share info with other community members
- Conversations and relationships are reinforced through constant contact

Results of the Outreach Program

- A work culture that knows outreach is important and it matters
- Participants become ambassadors for the Town
- Participants know where to find accurate information
- Town Council and senior staff know community priorities
- Community relationship changes from one of "customer service" to one of "collaborative partnerships"

Awards

- Municipal Association of South Carolina Achievement Award for Communications (2015)
- International Hermes Creative Gold Award for Town Administrator's E-brief (2015)
- South Carolina American Planning Association Public Outreach and Engagement Award (2016)
- Municipal Association of South Carolina Achievement Award (Planning Department Outreach Efforts) 2016

- | | | | | |
|---------------------------------|--|------------------------------|--|---------------------------------|
| 01
Develop a strategy | 02
Empower your staff and elected body | 03
Lead by example | 04
Follow-up with your community advocates | 05
Share your results |
|---------------------------------|--|------------------------------|--|---------------------------------|

Tips For Your Outreach Programs

Thank You

Lauren Sims
 Executive Programs Manager
 Town of Mount Pleasant, South Carolina
lsims@tompsc.com
 843.884.8517
