

Town of Mount Pleasant, SC Government Outreach Strategy

2016 Annual Conference
Municipal Association of South Carolina
July 15, 2016
Eric DeMoura, Town Administrator



The Need For An Outreach Program

- Rapidly-growing community
- Impactful decisions
- Misinformation
- Special interest groups
- Lack of shared common identity

Developing Our Strategy

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

Strategy Needed to Address:

- Misinformation
- The desire to feel heard
- Opportunities for purposeful involvement
- True dialogue
- Busy schedules
- Other community priorities
- Clear expectations for involvement
- Follow-up/continuous engagement

Government Outreach Strategy

"Through these efforts, the Town of Mount Pleasant hopes to involve more people in the exchange of information and ideas. Additionally, the Town seeks to strengthen the links between dialogue, decision-making and actions, and to increase the community's capacity for collaboration. The Town will work with citizens, neighborhood associations, civic groups, faith organizations, business leaders and non-profit entities to create community-wide conversations and foster collaborative partnerships that will lead to strong community relationships, a shared common identity, and a more engaged community."

-Town of Mount Pleasant Government Outreach Strategy

Outreach Programs

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



PROGRAM 1: Coffee with the Mayor





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

PROGRAM 2:
Town Administrator's
Mobile Office Hours





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



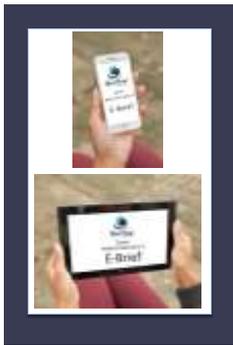


Community Roundtable Meetings Description

- 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

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.

Follow-Up From Outreach Programs

- Recap of meeting is 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 Program

- 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"

Testimonials/ Awards

- Public transit: saved weekend bus routes
- Cyclists & Pedestrians: added bike lanes on neighborhood street
- White Hall Terrace neighborhood- storage shed for community center
- Municipal Association of South Carolina Achievement Award for Communications (2015)
- International Hermes Creative Gold Award for Town Administrator's E-brief (2015)
