



City of Bremerton

CommUNITY Engagement Framework

The organization can effectively reach the community through various communication channels using the community engagement framework. The goal of the community engagement framework is to provide consistent messaging, timely updates and a unified approach to enhance the organization's ability to engage and connect with the community.

INFORMS	The city of Bremerton initiates an effort, coordinates with all departments and uses a variety of channels to inform stakeholders.	Media releases, brochures, outreach to vulnerable populations, pamphlets, ethnic media contacts, translated information, newspaper, digital and print newsletters, staff outreach to citizens, podcasts, targeted email campaigns, text alerts, content marketing and social media etc.	When to use: When sharing updates or educational content
CONSULTS	The city of Bremerton gathers information from stakeholders to inform organizational-led goals or priorities.	Hosting focus groups, interviews, community surveys, feedback forms etc.	When to use: When input is needed but the final decisions rest with the organization
ENGAGES IN DIALOGUE	The city of Bremerton engages stakeholders to shape organizational priorities and plans.	Forums, advisory boards, stakeholder involvement, policy development and advocacy, including legislative briefings and testimony, workshops, webinars, community-wide events, public speaking and presentations, door to door outreach etc.	When to use: When community perspectives are needed to shape initiatives
COLLABORATE	The city of Bremerton and stakeholders share in decision-making to co-create solutions together to advance the community.	Co-led community meetings, advisory boards, coalitions and partnerships, policy development and advocacy, including legislative briefings and testimony, influencer outreach, volunteer programs etc.	When to use: When shared ownership will improve outcomes
TIME COMMITMENT	Time commitment will vary depending on the level of engagement, goals and priorities.	Communication may be one way, term-limited to event and address immediate need or multiple interactions, medium to long-term and advancement of solutions to complex problems	