

North Greenwood Community Redevelopment Area Community Communications and Outreach Strategy

Unapproved Draft Version: 05.07.2026

5/14 - Staff Review Due

5/20 - Internal Review Due

5/22 -Revisions

5/26 - Legistar Deadline (Submission)

Table of Contents

- Overview
- Strategy Framework
- Roles & Responsibilities
- Communications Logistics
- Boots on Ground Communication
- Relationship Building
- Metrics & Growth

1. Overview

The North Greenwood Community Redevelopment Area (NGCRA) Communications and Outreach Strategy serve as a framework for communication, outreach, and community engagement efforts within North Greenwood community. The strategy supports collaboration between Community Redevelopment Agency (CRA) staff, the NGCRA Citizens Advisory Committee (CAC), residents, businesses, community organizations, and stakeholders through coordinated messaging, outreach initiatives, partnerships, storytelling, and information sharing related to redevelopment activity and neighborhood initiatives.

Vision: To foster a connected and informed North Greenwood community through transparent communication, relationship-building, and consistent outreach.

2. Strategy Framework

This strategy is guided by key focus areas and communication goals that ensure all outreach efforts are aligned, consistent, and community centered.

Core Focus Value	Description
Transparency	Provide clear, accurate, and accessible information to the North Greenwood community.
Community Engagement	Foster meaningful participation, two-way communication, and ongoing outreach with residents, businesses, and stakeholders.
Trust & Relationship Building	Build strong community relationships through consistency, visibility, responsiveness, and direct engagement.
Community-Centered Approach	Prioritize the identity, needs, culture, and voices of the North Greenwood community in all communication efforts.

Strategic Coordination	Strengthen communication and alignment across departments, organizations (public and private), CAC members, and community groups to support outreach efforts and maximize impact.
-------------------------------	---

Communication Goals

- **Transparency:** Improve access to clear, timely, and accessible communication related to Clearwater CRA projects, programs, meetings, and community updates.
- **Engagement:** Increase participation and involvement in North Greenwood Citizens Advisory Committee meetings, outreach efforts, programs, and community initiatives.
- **Trust & Relationship Building:** Strengthen communication and engagement between the Clearwater CRA, residents, businesses, North Greenwood CAC members, and community stakeholders through ongoing outreach and responsiveness.
- **Strategic Coordination:** Improve communication, coordination, and information sharing across departments, organizations, and community partners to support outreach efforts and community engagement.
- **Community Identity:** Increase opportunities to highlight and promote the culture, identity, progress, and stories of the North Greenwood community through storytelling and community-focused content.

Target Stakeholders

- **Residents:** Property owners, renters, families, and neighborhood residents within the North Greenwood community.
- **Businesses:** Business owners, merchants, entrepreneurs, property owners, and employees operating within North Greenwood.
- **Community Stakeholders & Partners:** Nonprofit organizations, churches, schools, neighborhood groups, community organizations, and local partners supporting outreach and community initiatives.

- **City Departments & Internal Partners:** Clearwater CRA staff, Public Communications, Neighborhoods, Economic Development, Housing, Parks & Recreation, Planning, Public Works, and other supporting departments.

3. Roles & Responsibilities

The following roles provide a flexible framework for supporting North Greenwood communication and outreach initiatives. Team members may collaborate across responsibilities to support evolving project and community needs.

- **Communications Coordinator:** Supports content creation (digital and print), messaging, and coordination of North Greenwood communication efforts.
- **Digital Communications Support:** Supports social media platforms, website content, and overall communication direction.
- **Community Outreach Lead:** Leads community engagement efforts, including North Greenwood CAC meeting updates, resident communication, and outreach activities.
- **Projects & Grants Liaison:** Provides updates on North Greenwood projects, grant programs, and community initiatives to support communication efforts.
- **Public Communications Liaison:** Supports the development of digital and print materials and coordinates with Public Communications for messaging alignment and distribution.
- **Program Oversight:** Provides high-level direction, approvals, and alignment on key initiatives.

4. Cross departmental collaboration

Coordination across City departments supports aligned communication, community outreach, project coordination, and information sharing throughout North Greenwood.

- **Neighborhoods:** Community outreach, resident engagement, and neighborhood partnerships.
- **Public Communications:** Messaging support, digital and print communications, media coordination, and graphic design.
- **Economic Development & Housing:** Business outreach, redevelopment initiatives, housing resources, and program communication.

- **Parks & Recreation:** Community events, recreation center communication, outreach support, and facility coordination.
- **Planning & Public Works:** Redevelopment updates, infrastructure projects, zoning communication, and public improvement coordination.
- **Police:** Community safety communication, neighborhood engagement, and support during community meetings and events.

5. Communications Logistics and Strategies

This section outlines the operational approach used to support communication, outreach, and community engagement efforts throughout North Greenwood. The strategies identified in this section are intended to improve awareness, accessibility, participation, and ongoing communication related to Clearwater CRA initiatives and community programs.

5A - North Greenwood CAC Meetings

The North Greenwood Citizens Advisory Committee (CAC) Meetings serve as a key community engagement platform for sharing Clearwater CRA updates, presenting redevelopment projects, discussing neighborhood initiatives, and encouraging direct communication with residents, businesses, and stakeholders.

The meetings are intended to strengthen transparency, increase community awareness, and create ongoing opportunities for public feedback and involvement for North Greenwood.

Communications Timeline

Item	Description	Timeline
Topic Development	Identify meeting topics and speakers	5–6 weeks out
Messaging & Graphics	Coordinate with Public Communications	3–4 weeks out
Promotion	Social media, email, newsletters, website	2 weeks out
Final Push	Reminders and countdown posts	1 week out

Meeting Execution	On-site coordination and engagement	Meeting day
Recap Content	Share highlights and updates	Post-meeting

5B – North Greenwood Digital Newsletter

The North Greenwood Digital Newsletter is designed to support ongoing communication and community awareness by providing residents and stakeholders with regular access to Clearwater CRA information, neighborhood updates, and community opportunities through the City’s existing GovDelivery platform and subscriber network.

Planned Content Features

- Message from the Clearwater CRA
- Upcoming North Greenwood CAC Meeting Dates
- Project Updates
- Grant Announcements and Deadlines
- Community Spotlights
- Events & Workshops
- Program Highlights

Content & Distribution Overview

Item	Description	Frequency
Newsletter Development	Content planning, coordination, and design	Quarterly
Community & Project Updates	Articles, highlights, and program information	Quarterly
Digital Distribution	Email, website, and social media	Quarterly

Print Distribution	Community locations and outreach events	As Needed
--------------------	---	-----------

Residents and stakeholders will have opportunities to subscribe to the North Greenwood Digital Newsletter through the Clearwater CRA and City websites, community meetings, outreach events, and other engagement activities. Current and past newsletters will also be accessible through an online archive on the Clearwater CRA website.

5C - North Greenwood Direct Mailers

The North Greenwood Direct Mailer strategy is intended to increase awareness and improve access to Clearwater CRA information through targeted print communication distributed to residents and stakeholders within the North Greenwood CRA boundary. Direct mailers also provide an additional outreach method for residents with limited access to digital communication platforms.

Potential Mailer Formats & Materials

Material Type	Purpose
Meeting Notices / Postcards	Promote North Greenwood CAC meeting schedules, updates, and community engagement opportunities.
Project Update Mailers	Share Clearwater CRA redevelopment projects, neighborhood improvements, and construction-related updates.
Grant Program Flyers	Provide information on grant programs, deadlines, eligibility requirements, and application opportunities.
Community Resource Mailers	Share important community notifications, resources, emergency information, and public service updates (e.g., hurricane preparedness information).

Direct Mail Distribution Overview

Item	Description	Frequency
-------------	--------------------	------------------

Annual Community Information	Community-wide updates related to Clearwater CRA programs, redevelopment activity, grants, meeting schedules, and neighborhood initiatives.	Annual
Project Updates	Redevelopment projects, neighborhood improvements, construction updates, grant opportunities.	Quarterly / As Needed
Meetings & Programs	North Greenwood CAC meetings, workshops, outreach events, and engagement opportunities.	As Needed
Emergency & Community Notices	Emergency information, hurricane updates, and time-sensitive community notifications.	As Needed

5D - North Greenwood Highlights (Pilot Initiative)

North Greenwood Highlights (Pilot) is a storytelling strategy designed to share stories related to residents, businesses, redevelopment projects, community events, and neighborhood initiatives through video, photography, and written content. The strategy supports community awareness and highlights the ongoing impact of Clearwater CRA investment throughout North Greenwood.

Featured Content will include:

- Resident and business stories
- North Greenwood grant recipient highlights
- Neighborhood redevelopment projects
- North Greenwood CAC updates
- Historical, cultural, and neighborhood storytelling
- Before-and-after project transformations updates

Content Types & Distribution

Content Type	Purpose	Frequency
Video Spotlights	Video content highlighting residents, businesses, grant recipients, redevelopment projects, community engagement efforts, and neighborhood success stories within the North Greenwood CRA.	As Needed
Community Articles & Recaps	Written content providing redevelopment updates, neighborhood stories, project highlights, meeting recaps, and outreach activity.	As Needed

Photography	Capture and share visuals from redevelopment projects, community events, neighborhood improvements, outreach efforts, and community engagement activities.	As Needed
--------------------	--	-----------

Content Distribution

Content developed through the North Greenwood Highlights strategy may be distributed through Clearwater CRA and City communication platforms, including websites, newsletters, social media, community presentations, outreach materials, and public meetings.

5E - North Greenwood CRA Open Office Hours (TBD)

The North Greenwood CRA Open Office Hours strategy is intended to provide residents, businesses, and community stakeholders with direct access to CRA staff through scheduled office hours held within North Greenwood and at Clearwater CRA offices. The strategy supports ongoing community engagement by creating accessible opportunities for residents to receive information, ask questions, discuss concerns, and stay informed about Clearwater CRA programs, projects, grants, and neighborhood initiatives.

Services Offered

- One-on-one assistance with Clearwater CRA programs, including grant applications and eligibility requirements
- Updates on current and upcoming projects, initiatives, and community meetings
- Offer printed materials, flyers, and community resources for residents to take home
- Create opportunities for resident feedback, questions, and community input

Contact & Appointment Scheduling

Residents and stakeholders may contact CRA staff to schedule office hours, through multiple communication methods designed to support accessibility, scheduling flexibility, and ongoing community engagement.

Method	Purpose
---------------	----------------

Phone Communication	Contact CRA staff directly for questions, follow-up communication, and appointment scheduling.
Email Communication	Submit questions, request information, or coordinate appointments regarding programs, projects, grants, and community concerns.
Outlook / Calendar Scheduling	Schedule meetings and appointments directly with CRA staff based on availability.
Walk-In Scheduling	Visit the Clearwater CRA office to request information, or schedule future appointments with CRA staff.

Meeting Locations

Meetings and appointments may be conducted at designated community facilities within North Greenwood or at Clearwater CRA offices by appointment only. Future expansion of the strategy may include additional community-based meeting opportunities throughout North Greenwood to improve accessibility and strengthen neighborhood connections.

6. NGCAC Board Communications and Engagement

The NGCAC Board Communications & Engagement Strategy is intended to strengthen communication, coordination, and collaboration between CRA staff, management, and CAC Board Members. The strategy focuses on improving transparency, streamlining meeting preparation, and creating more consistent opportunities for engagement and feedback.

Communication & Engagement Goals & Objectives

- **Transparency:** Improve accessibility and communication related to CRA projects, redevelopment activity, and neighborhood initiatives.
- **Preparedness:** Support board member readiness through consistent agenda coordination, meeting materials, and informational resources.
- **Communication & Coordination:** Strengthen ongoing communication and coordination between CRA staff and NGCAC Board Members.
- **Information Sharing:** Keep board members informed about redevelopment projects, grants, community initiatives, and CRA activities within North Greenwood.
- **Engagement & Follow-Up:** Support opportunities for feedback, discussion, follow-up communication, and action item coordination

Communication Methods

- **Email Communication:** Share agendas, meeting reminders, project updates, informational materials, redevelopment updates, and follow-up communication.
- **Phone Communication:** Conduct member check-ins, discuss agenda items, answer questions, and provide direct communication regarding meetings and initiatives.
- **Face-to-Face Communication:** Support relationship-building, project discussions, community engagement, and ongoing communication during meetings, outreach events, and CRA activities.
- **Agenda Packets & Informational Materials:** Provide organized meeting materials including agendas, project summaries, maps, renderings, timelines, flyers, grant information, and supporting documents.

NGCAC Board Communications and Engagement (Continued)

NGCAC Meeting Preparation & Communication Timeline

The following timeline outlines the communication, outreach, and meeting preparation process used to support ongoing coordination, information sharing, and engagement with NGCAC Board Members throughout the meeting cycles.

Timeline	Communication, Outreach & Materials
4–6 Weeks Prior	Identify agenda topics, redevelopment updates, presentations, and community discussion items. Begin outreach and communication with NGCAC members regarding upcoming initiatives and meeting topics.
3–4 Weeks Prior	Continue member communication and begin development of presentation materials, project summaries, graphics, maps, renderings, and supporting documents.
2 Weeks Prior	Finalize preliminary agenda structure and assemble agenda packets, informational folders, and supporting materials related to projects, grants, initiatives, and community updates.

1 Week Prior	Distribute finalized agendas, informational packets, meeting reminders, logistical details, and supporting materials for member review and preparation.
Meeting Week	Support meeting coordination, presentations, agenda folders, informational handouts, discussion opportunities, and member engagement during the meeting process.
Post-Meeting	Provide follow-up communication, meeting recaps, project updates, action item tracking, and ongoing information related to future meetings, initiatives, and redevelopment activity.

7. Boots on the Ground - Community Engagement

Focuses on direct, in-person outreach to ensure information reaches residents and businesses who may not engage through digital channels. This approach supports visibility, accessibility, and trust by meeting the community where they are.

Outreach Approach

- Flyer & Handout Distribution across community locations and events
- Door-to-Door outreach where appropriate
- Event-based distribution at CAC meetings and community events
- Partner distribution through nonprofits, churches, and businesses

Distribution Partners

Distribution partners help expand awareness and accessibility of Clearwater CRA information throughout North Greenwood through trusted community locations, organizations, and networks. CRA staff will work closely with these partners to support the distribution of information.

- Nonprofits & Community Organizations
- Faith-Based Organizations
- Local Businesses
- Recreation Centers & Community Facilities

Outreach Tools & Placement

Tool	Purpose & Placement
Flyers (8.5 x 11)	Share detailed information related to meetings, projects, grants, programs, and community initiatives at community centers, libraries, churches, businesses, recreation centers, and outreach events.
4x6 Handouts	Provide quick and easy-to-distribute information during meetings, outreach events, workshops, and community activities.
Door Hangers	Deliver neighborhood-specific information directly to residents during targeted outreach and project communication efforts.
Stake / Yard Signs	Increase visibility and awareness of meetings, projects, events, and community initiatives in high-traffic and high-visibility community locations.
Informational Packets	Provide organized materials related to redevelopment projects, grants, initiatives, and community resources during meetings and outreach activities.

8. Metrics & Growth

The following metrics are intended to help evaluate communication effectiveness, community engagement, outreach visibility, and overall growth of North Greenwood communication efforts. Metrics may be reviewed on an ongoing basis to help identify trends, improve outreach strategies, and support future communication planning.

Category	Metric Examples
Community Engagement	NGCAC meeting attendance, outreach event participation, workshop attendance, resident inquiries, and community engagement levels.
Digital Communications	Social media reach, engagement, shares, comments, post interactions, and follower growth across CRA and City platforms.
Website & Digital Access	Website traffic, page views, newsletter sign-ups, resource downloads, and visits to North Greenwood-related webpages.

Video & Storytelling Content	Video views, completion rates, engagement, shares, and interaction with storytelling and redevelopment content.
Print & Outreach Distribution	Distribution totals for flyers, handouts, mailers, door hangers, and outreach materials throughout the community.
Programs & Grants	Grant inquiries, applications submitted, program participation, and engagement related to CRA initiatives and opportunities.
Community Feedback	Resident feedback, stakeholder input, meeting discussion themes, survey responses, and overall community sentiment.
Partnership & Outreach Growth	Growth in outreach partnerships, community collaborations, and participation from organizations, businesses, and community groups.