Sample Conversation Guide

**Introduction**

Thank you again for taking the time to talk with me today. As I mentioned in the email, our city is preparing to launch a series of community engagements on housing. Our current plan is to hold two large community conversations with a diverse mix of people who live and/or work in our city and to conduct broader outreach throughout the community. We want to help the community to come together and to think collaboratively about our shared future.

**Community Starting Points**

Something that we’re doing ahead of the community conversation and that we’ll do in the room together during the community conversation is to learn more about how the community is experiencing the issue of housing.

How is housing affecting you and those you care about?

How much are community members you know talking about housing? What types of things are coming up?

**Information Needs**

We’re also going to be providing background information to help people better understand the issue and our context locally.

What do you think the community needs to know about housing in our community?

Is there anything you think the community might be confused about?

We’re going to prepare some background information about housing to present at the community conversation that we hope will provide a common starting point for all community members, including those who may be less familiar with the issues. Would you be interested in helping review this information ahead of time?

**Meeting Design**

It’s important to us that the community conversation offers community members a different type of experience. We want it to be positive, inclusive and focused on a sense of common purpose – helping people to think about our shared future.

What type of conversation would interest you and those you know? *or* What type of conversation do you think we should be having about housing in our city?

We’re looking to have the first conversation on *date* from 6:30-9 p.m. How would this time work for you and people you know in town?

*If location is not final:* Do you have any thoughts about what location would be best?

**Outreach**

As part of this process, we want to hear from people who may not have participated in previous conversations about housing.

What groups or individuals do you think the City should be reaching out to?

Do you have any other suggestions for how the City can reach new people?

**Closing**

Thank you again for talking to me today. In closing, do you have any questions that I could answer?...

As we get closer to the event, would it be okay if I circled back with you? We’ll have flyers and emails to help promote the event and would love your help getting the word out.

Thanks.

Sample Listening Guide

*Independent of the questions listed above, when conducting outreach and information gathering, team members should be listening for:*

**Community Starting Points**

How are community members experiencing the issue of housing in our city?

How is it affecting their lives and the lives of those they care about?

**Information Needs**

What do people need to know…

* About Housing overall?
* About upcoming development?
* About the broader regional or state contexts?

Where is there confusion or misinformation?

Would they be willing to review draft background information?

**Meeting Design**

What type of conversation would they like to have about housing?

What day, time and location would be best for them?

**Outreach**

What groups and individuals should the city be reaching out to?

How can we reach a wider range of community members?