



# Community Engagement Plan FY2026

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Revision 1: 9/2/25



# INTRODUCTION COMMUNITY ENGAGEMENT



## North Port is committed to building a culture of meaningful engagement that is inclusive, consistent and transparent.

As the level of government closest to residents, the City plays a daily role in shaping quality of life, from essential infrastructure, to cultural experiences, natural spaces, and community events.

Strong civic engagement creates an informed and motivated community. By listening to feedback (whether positive or critical) the City makes better decisions, designs more responsive services, and strengthens trust between residents and government. Engagement is not simply about sharing information; it is about creating dialogue, inviting collaboration, and empowering residents to help shape their City. This approach directly supports the Good Governance Pillar, which calls for transparent decision-making, innovative practices, and stronger community trust. By giving residents a meaningful voice, North Port ensures its programs and services reflect the needs and aspirations of the people it serves.

### Defining engagement

Engagement is the intentional act of organizing individuals, groups, and communities to generate ideas, better understand issues, identify concerns, and collaborate on solutions. It takes many forms: digital communications, community meetings, events, one-on-one conversations, focus groups, or informal dialogues. Each method serves the same purpose: creating opportunities for the community and the City to work together.

Unlike outreach, which is often one-directional, engagement is relational and ongoing. It is about building trust and lasting connections. At its best, engagement becomes a dialogue where both the City and the community speak and listen, creating a cycle of shared understanding.

Effective engagement, however, requires care. It is not a “silver bullet” for every issue, and when used at the wrong time, it can do more harm than good. Too often, government staff assume residents already understand the “why” behind processes and decisions, but what seems obvious internally may feel confusing or inaccessible to the public. Engagement gives the City the chance to bridge that gap.

The most important element of engagement is follow-through. Residents must feel that their input matters; otherwise, participation risks feeling hollow. This does not mean every piece of feedback can or will be implemented, but it does mean the City must explain how input was considered, why decisions were made, and how the community’s voice shaped the outcome. This is the essence of “Closing the Loop.”

Finally, engagement must begin at the start of project planning, not as an afterthought once decisions are already made. When integrated into the earliest stages, engagement helps shape policies and programs in meaningful ways, ensuring they reflect the priorities of the people they are designed to serve.

### Our vision

Meaningful engagement, every time.

### Goals

- Strengthen Engagement Practices
  - Use consistent, strategic processes that are purposeful, cost-effective, and continuously improved.
  - Innovate with new ideas and maintain communication after feedback to “close the loop.”
- Make Participation Easy
  - Provide accessible, inclusive opportunities for input.
  - Raise awareness through education and outreach.
- Build trust by fostering lasting relationships.
  - Reflect North Port’s Diversity
  - Collect varied data to ensure engagement reaches and represents all residents.
- Build Staff Capacity
  - Train and equip staff with resources to deliver high-quality, standardized engagement.

# INTRODUCTION COMMUNITY ENGAGEMENT



## North Port's six strategies for community engagement success

For engagement to succeed, leaders must clearly explain why participation matters. North Port has identified six core strategies to guide this work:

- Learn Together: Build shared skills and a collective understanding of what quality engagement looks like.
- Set Expectations: Use consistent processes, clear communication, and defined roles to build confidence and trust.
- Cultivate Relationships: Strengthen connections with those impacted by City decisions through approaches that are inclusive and welcoming.
- Be Transparent: Explain constraints, share perspectives, and demonstrate how feedback shaped outcomes.
- Use the Right Tools: Select the most effective mix of digital, print, and in-person methods to reach the intended audience.
- Evaluate and Evolve: Commit to honest assessment, innovation, and continuous improvement.

## Engagement framework

Consistency is central to North Port's approach to engagement. Not every project requires the same level of participation, some may be limited by financial, technical, or legal constraints, where explaining decisions is more valuable than seeking input.

To provide clarity, the City applies five levels of engagement when planning participation:

- Inform
- Consult
- Involve
- Collaborate
- Empower

## Level of engagement- increasing level of community input ----->

	 <b>Inform</b>	 <b>Consult</b>	 <b>Involve</b>	 <b>Collaborate</b>	 <b>Empower</b>
<b>Purpose</b>	To share information to build awareness and/or understanding.	To listen, learn and have a dialogue with the community. To test ideas, concepts and develop solutions.	To work directly with the community throughout a process to ensure the community's concerns and aspirations are understood and considered.	To partner with smaller groups from the public to develop recommendations or solutions (i.e. task forces, committees).	To give the public the power to make the final decision. The most common example of this is a vote.
<b>Commitment</b>	We will be transparent and timely in sharing information and updates with the public. We will be sure they know where to go for information and updates.	Obtain community input about options or decisions. Ensure the community's concerns are understood and considered. Inform residents how public input was utilized, if applicable.	Work with the community throughout the process, including developing options and identify the preferred option. Identify and inform residents how public input was utilized.	Partner with the community for advice, perspective and innovation in formulating solutions. Involve in each possible aspect of decision-making. Identify and inform residents how public input was utilized and/or how recommendations were implemented.	Implement what is decided by the majority vote.

# INTRODUCTION CAMPAIGNS

## Community priorities for FY2026

Through recent surveys and ongoing engagement with the community, four clear areas of concern have emerged as priorities for our residents. These themes will guide the City's key campaigns in FY2026, aligning directly with the Strategic Pillars to ensure community voices drive our focus.

### Trust, transparency, and government accountability

Feedback shows that many residents want clearer communication, more transparency in decision-making, and confidence that resources are being managed responsibly. This aligns with the Good Governance pillar. Campaigns will focus on strengthening trust through open dialogue, financial stewardship, and transparent reporting on City initiatives.

### Environmental resiliency and flooding







Concerns about flooding, stormwater management, and long-term sustainability continue to be top of mind. These issues sit squarely under the Environmental Resiliency & Sustainability and Disaster Response & Recovery Management pillars, emphasizing the importance of preparing for storms, protecting natural resources, and building resilience for future generations.

### Traffic, safety, and infrastructure

Residents consistently cite traffic congestion, road conditions, and community safety as pressing concerns. These issues connect directly to the Infrastructure & Facilities Integrity pillar, as well as Safe Community, highlighting the need for thoughtful investments that make daily life safer, smoother, and more efficient.

### Growth, development, and identity

Many residents worry about overbuilding, the strain of rapid growth, and the loss of North Port's small-town character. Calls for balanced growth and a stronger city identity tie directly to the Economic Development & Growth Management pillar, while also intersecting with Quality of Life. Campaigns will focus on communicating plans for sustainable development, showcasing new amenities, and reinforcing North Port's unique sense of place.

Campaign	Strategic Pillar
Q1- Trust, transparency, and government accountability	<div style="display: flex; align-items: center;"> <div style="background-color: #4a5568; color: white; padding: 5px; margin-right: 10px;">Good Governance</div>  </div>
Q2- Environmental resiliency and flooding	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #2e7d72; color: white; padding: 5px; margin-right: 10px;">Environmental Resiliency &amp; Sustainability</div>  </div> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="background-color: #991b4d; color: white; padding: 5px; margin-right: 10px;">Disaster Response &amp; Recovery Management</div>  </div>
Q3- Traffic, safety, and infrastructure	<div style="display: flex; align-items: center;"> <div style="background-color: #0072bc; color: white; padding: 5px; margin-right: 10px;">Infrastructure &amp; Facilities Integrity</div>  </div> <div style="display: flex; align-items: center;"> <div style="background-color: #003366; color: white; padding: 5px; margin-right: 10px;">Safe Community</div>  </div>
Q4- Growth, development, and identity	<div style="display: flex; align-items: center;"> <div style="background-color: #ffc107; color: white; padding: 5px; margin-right: 10px;">Economic Development &amp; Growth Management</div>  </div> <div style="display: flex; align-items: center;"> <div style="background-color: #28a745; color: white; padding: 5px; margin-right: 10px;">Quality of Life</div>  </div>

# INTRODUCTION STRATEGIC PILLARS

## Community engagement in FY2026

In FY2026, the City of North Port will continue to put our community at the heart of everything we do. Guided by the voices of our residents and the feedback gathered over the past year, this Community Engagement Plan is built around the City's seven Strategic Pillars: Safe Community, Quality of Life, Economic Development & Growth Management, Environmental Resiliency & Sustainability, Infrastructure & Facilities Integrity, Good Governance, Disaster Response & Recovery Management. These pillars represent both the community's priorities and the foundation for how we will focus our conversations, outreach, and storytelling in the year ahead.

Our approach will treat the topics within each pillar as overarching campaign themes, ensuring engagement is meaningful, transparent, and connected to the issues that matter most to our residents. Through this lens, we will highlight progress, invite participation, and build trust by showing how North Port is addressing challenges and opportunities in ways that strengthen our shared future.

To achieve this, we will leverage the full range of our communications and engagement channels, tailoring them to reach residents where they are. These include, social media, infographics (for visualizing complex concepts) podcasts, community town halls, North Port University programs, live and on-demand webinars, the City website, newsletters, the Zencity platform for engagement and surveys, traditional media and public events. By using these diverse tools, we will expand access to information, create opportunities for two-way dialogue, and ensure every resident has the chance to be heard and involved.

This plan is more than a roadmap for outreach, it is a commitment to collaboration. Together, we will foster civic pride, strengthen community identity, and ensure North Port continues to grow responsibly, sustainably, and with the values of our residents at the forefront.



Create and sustain a safe community for residents, businesses, and visitors of North Port.



Protect and promote North Port's community wellness and its natural resources, recreational assets, cultural diversity, ethnic, and historical heritage.



Promote sustainable growth, investment, and development to achieve a vibrant and diversified economy, offering a mixture of services and local employment opportunities.



North Port seeks to be the role model in the region as a community that values environmental resiliency and sustainability in the design and operation of its facilities, programs, services, and development through forward-thinking policies, ordinances, and education.



Develop and maintain the City's public facilities, roads, bridges, water control structures, stormwater drainage, waterways, potable water, wastewater collection and treatment (reclamation) systems, and broadband opportunities, and promote multimodal transportation opportunities throughout the City to meet current and future needs.



Develop and promote transparent City governance where policy decisions are considered by the City Commission that foster trust and community engagement, utilizing departmental strengths and innovative approaches to facilitate effective and efficient delivery of municipal services and programs.



In light of North Port's geographic location, ensure that the City's municipal programs and services are proactively structured to plan, sustain during an event, and recover from natural disasters.

# INTRODUCTION CHANNELS

## Turning priorities into action

To make the FY2026 Community Engagement Plan actionable, the City will focus on four priority campaigns that reflect the most pressing concerns raised by residents through surveys, focus groups, and the Zencity platform. These campaigns are rooted in the Strategic Pillars and will serve as anchors for communications throughout the year.

Each campaign will be supported by a layered, multi-channel approach designed to reach residents where they are, using both traditional and digital outlets. This ensures that engagement remains accessible, consistent, and responsive to community needs. By combining broad-reaching awareness efforts with interactive and participatory platforms, the City will create opportunities for two-way dialogue, education, and collaboration. Our engagement efforts will draw on a diverse mix of tools and platforms, including:

	<b>Webinars</b>	In depth deep dive into specific topics within a broader campaign.
	<b>Town Halls</b>	Face-to-face presentations allowing for conversations on complex issues, with Q&A opportunities.
	<b>Podcasts</b>	Storytelling and behind-the-scenes perspectives from City staff and community members.
	<b>Infographics</b>	A visual representation of information or data designed to make complex ideas easy to understand at a glance.
	<b>Blogs</b>	Online blog covering campaign and tactical topics allowing key information to be shared in an informative yet informal manner for self-service digestion.
	<b>Closing the Loop Reports</b>	The ongoing source for updates, resources, and progress tracking.
	<b>Zencity Platform and Surveys</b>	Interactive feedback and data-driven community insights across large projects allowing for regular dissemination of updates, collection of community input and progress tracking.
	<b>North Port University</b>	Civic education and department/division-specific learning.
	<b>Newsletters</b>	Push mechanism for updates, resources and progress tracking.
	<b>Traditional Media</b>	Press releases, interviews, and local news coverage for broad reach.
	<b>Website</b>	The virtual front door of the City, allowing residents to self-serve relevant information and updates.
	<b>Social Media</b>	Timely updates, interactive content, contests, and quick engagement.

**Key**  
 Existing Channels   
 New Channels

# INTRODUCTION TACTICAL PROGRAMS

## Tactical engagement ideas for FY2026

While pillar-driven campaigns form the backbone of the FY2026 Community Engagement Plan, it is equally important to connect with residents in ways that are approachable, creative, and fun. Tactical engagement provides opportunities to spark pride, celebrate our people and places, and invite residents into lighter conversations that strengthen their bond with the City.

These efforts are short-term and flexible, designed to share information on ongoing projects, events, and news while complementing the major campaigns. Their purpose is to keep momentum high, build goodwill, and ensure the community sees North Port not only as a government but as a partner in everyday life.

Through project updates, sharing of relevant information, contests, challenges, seasonal activities, and spotlights on the people who make our City special, we will create touchpoints that are memorable, inclusive, and enjoyable.. Tactical content will include:

### Community spotlights

- **Topics:** resident stories, local businesses, nonprofits, volunteers, citizen heroes, “North Port Neighbors” features.
- **Channels:** social media, newsletters, podcasts, blogs.
- **Why:** builds pride and puts a human face to the community.

### Seasonal and holiday content

- **Topics:** safety tips (fireworks, Halloween), fun facts about North Port, holiday greetings, themed photo contests (pets in costumes, decorated homes).
- **Channels:** social media, traditional media, community events, blogs.
- **Why:** creates shareable, lighthearted touchpoints that foster community identity.

### Interactive challenges and polls

- **Topics:** “Name this park feature,” “Favorite local restaurant,” “What makes North Port home?” photo submissions, trivia quizzes about city history or services.
- **Channels:** Zencity, Instagram/Facebook stories, website, Town Halls/webinars.
- **Why:** quick, fun ways to increase two-way dialogue.

### News and events

- **Topics:** City updates, project milestones, service changes, community achievements, and event highlights.
- **Channels:** website, newsletters, social media, traditional media, podcasts, blogs.
- **Why:** keeps residents informed and connected while building pride and reinforcing transparency.

# INTRODUCTION TACTICAL PROGRAMS

## Behind-the-scenes at the City

- **Topics:** “Meet your firefighter/police officer,” “How storm prep really works,” tours of facilities, “Where your water comes from.”
- **Channels:** podcasts, video shorts on social media, live-stream Q&A, blogs.
- **Why:** transparency + curiosity = trust and engagement.

## Wellness and recreation campaigns

- **Topics:** “Walk North Port” challenge, park-of-the-month features, environmental clean-up events, yoga in the park, highlighting local sports leagues.
- **Channels:** events, social media, newsletters, podcasts.
- **Why:** ties into Quality of Life pillar while being fun and accessible.

## Storm readiness

- **Topics:** hurricane prep checklists, flood safety tips, stormwater updates, recovery resources, and emergency alerts.
- **Channels:** social media, website, newsletters, webinars, Zencity, events, blogs.
- **Why:** ensures residents are informed, prepared, and supported before, during, and after storm season.

## Safety

- **Topics:** crime prevention tips, fire safety reminders, school zone awareness, emergency updates, and seasonal safety campaigns.
- **Channels:** social media, newsletters, website, traditional media, events, blogs.
- **Why:** promotes public safety, builds awareness, and strengthens trust between residents and City services.



# CHANNEL OVERVIEW

HOW WE WILL MAXIMIZE OUR EXISTING CHANNELS IN FY2026





## North Port University (NPU): continuing a cornerstone program

North Port University (NPU) has become a cornerstone of the City's community engagement efforts. Since its launch, NPU has provided residents with direct access to City leaders, an inside look at government operations, and a platform to build civic pride. It has proven to be more than an educational program, it is a bridge between government and community, strengthening trust, transparency, and long-term participation in civic life.

With North Port's rapid growth, continuing NPU in FY2026 is essential. Each year, new residents arrive seeking connection and understanding of the City they now call home. NPU meets that need by equipping participants with knowledge, tools, and relationships that extend far beyond the classroom. Alumni consistently report that the program inspires them to become more engaged (whether by volunteering, attending City meetings, or joining advisory boards) making NPU a direct contributor to stronger governance and a more informed citizenry.

## NPU Teen Edition – investing in the next generation

In parallel, NPU Teen Edition has proven to be an equally valuable investment. By exposing high school students (primarily from the Teen Court program) to City operations, leadership principles, and pathways to public service, the program plants seeds of civic responsibility early. We hope these young participants will become ambassadors within their schools, peer groups, and families, carrying forward the values of engagement and service.

Continuing Teen NPU in FY2026 not only builds on existing momentum but also nurtures the future workforce and leadership pipeline of North Port. At a time when community identity is evolving, empowering teens to be part of the conversation ensures the next generation feels ownership of their city's growth and direction.

## Program timings for FY2026

- NPU Spring: Feb. 5–April 2. Weekly from 9 a.m. to noon
- NPU Fall: Aug. 6–Oct 1. Weekly from 5:00 p.m. to 8:00 p.m.
- NPU Teen Edition: Aug. 18–Sept. 29. Weekly from 3:00 p.m. to 5:30 p.m.

## Planned improvements for FY2026

To make both programs even more impactful, the City will:

- Expand accessibility and lesson types:
  - Launch NPU online, a webinar-style program for residents and teens who cannot attend in person. These sessions will dive deeper into specific topics (see section below on new programs).
- Enhance curriculum:
  - Improve content within existing modules, particularly those with lower levels of interaction (e.g., Class 1: City Government, Class 4: Development Services).
- Grow teen NPU:
  - Strengthen partnerships through the DFY program by inviting participating teens into Teen NPU FY2026. Expand the class size to 20 participants.
- Engage alumni:
  - Formalize an Alumni Network to provide ongoing opportunities for graduates to stay connected, volunteer, and participate in City initiatives. Alumni will be invited to one Alumni Summit per year:
    - When: End of October (following Fall graduation)
    - Where: City Hall Chambers
    - Time: 6:00 p.m.–8:00 p.m.
      - 6:00–6:30 p.m. | Welcome drinks and canapés
      - 6:30–6:45 p.m. | Guest speaker
      - 6:45–7:30 p.m. | City Manager presentation (Budget Update + 2–3 Key Project Updates)
      - 7:30–8:00 p.m. | Q&A
      - 8:00 p.m. | Depart, with gift bags from guest speakers and City Hall swag

## Community Town Hall series – building dialogue and accountability

The City’s Community Town Hall Series has been reintroduced in FY2026 under a new name: North Port Community Town Halls. This change was intentional. “Town Halls” signals openness and two-way dialogue, making it clear to residents that these events are conversations, not just presentations. The goal is to encourage greater participation by emphasizing that community voices are central to the discussion.

In 2025, reception to the Town Hall series was mixed. Attendance patterns revealed that residents were most likely to participate when topics connected directly to their strongest concerns. Participation was highest around:

- Traffic, Safety, and Infrastructure
- Natural Resources and Development

This reinforces the importance of aligning engagement opportunities with the issues residents care most deeply about. In FY2026, Town Hall topics will be directly linked to the City’s campaign themes.

### Why Town Halls matter in FY2026

As North Port continues to grow, Town Halls are a vital tool for ensuring residents have a clear and accessible way to share their voices. They provide visible opportunities for leadership to demonstrate accountability, transparency, and responsiveness. Town Halls are not just about delivering information, they are about listening, learning, and creating dialogue that shapes outcomes.

In FY2026, Town Halls will be used strategically as a mechanism to support closing the loop. Each event will include:

- A dedicated Q&A segment
- A clear follow-up process

This ensures residents know their feedback is acknowledged, acted upon, and reported back—so the community sees that there is not only a forum for concerns but also a system for resolution and response.

### Planned improvements for FY2026

- Focus on Key Concerns: Town Halls will align with the four community priority areas to maximize engagement and relevance.
- Two-Way Dialogue: Each Town Hall will include both a presentation of information and opportunities for Q&A and feedback. Follow-up updates will be shared publicly.
  - Agenda:
    - Presentation – 45 minutes
    - Presentation Q&A – 30 minutes
    - City Manager Q&A – 15 minutes
- Leadership Visibility: Town Halls will be a key opportunity for division and department leaders to engage directly with the community. The City Manager will attend each meeting and host a final Q&A session (as noted in the agenda above).
- Accessibility & Reach: Sessions will be recorded and shared online via Zencity to reach residents who are unable to attend live.
- Integration with “Closing the Loop”: Town Halls will directly connect to the City’s broader closing the loop strategy (outlined in the following pages), ensuring continuity of engagement and accountability.

In FY2026, the Community Town Hall Series will evolve from a traditional information-sharing format into a dialogue-driven accountability tool. By focusing on the issues residents care about most and embedding Town Halls into the City’s broader engagement and feedback loop, we will strengthen trust, transparency, and connection between government and community.

Date & Type	Topic
Q1- Campaign	How City Government Makes Decisions
Q2- Campaign	Stormwater 101
Q3- Campaign	Infrastructure
Q4- Campaign	Balancing Growth and Environment





## Podcasts – informing, inspiring, and connecting

In 2025, the City of North Port expanded its community engagement toolkit with a series of podcasts designed to inform, inspire, and connect with residents in new ways. Podcasts allow the City to meet people where they are (whether commuting, exercising, or relaxing at home) by delivering stories and information in a format that is convenient, accessible, and personal.

The City currently produces three podcast series, each serving a unique role:

- North Port Stories – A deep dive into the people and moments that make our City special, including the Voices of North Port mini-series highlighting resident perspectives.
- North Port Living – A lifestyle guide that shares tips, recreation opportunities, and ways to enjoy all that North Port has to offer.
- North Port Now – A quick, news-driven update on City events, projects, and important announcements.

### Podcasts in FY2026

In FY2026, these podcasts will play an important role in the City’s campaign engagement strategy by producing 1 x podcast per quarter that align with the four key campaign areas, ensuring residents can access clear, consistent, and engaging content around the topics that matter most.

For items outside of the four campaign areas, podcast topics will continue on a bi-weekly rhythm. These episodes will be defined by the City’s Multimedia Specialist, ensuring content remains responsive to timely issues, tactical projects, and opportunities to spotlight the community.

By blending storytelling, practical advice, and timely updates, the podcast series will strengthen transparency, build civic pride, and connect residents more closely to their City.



Date & Type	Topic	Content
Q1- Trust, Transparency, and Government Accountability	STORIES: Residents in Action- How Advisory Boards Support City Government	Highlight/interview residents serving on advisory boards or volunteering
Q2- Environmental Resiliency and Flooding	STORIES: Rising Above- Stories of Resilience	Resident and staff reflections on past storms, preparedness, and recovery
Q3- Traffic, Safety and Infrastructure	STORIES: Behind the Badge: A Day with North Port Traffic Enforcement	Featuring officers sharing real experiences on the road and the human side of keeping streets safe
Q4- Growth, Development, and Identity	STORIES: Roundup-Who's new in business in FY2026	Highlight stories from new business owners who have joined North Port in FY2026

## Social media – a critical tool for connection

In FY2026, the City of North Port will continue to leverage social media as a critical tool for connecting with the community. Platforms such as Facebook, Instagram, and LinkedIn allow us to share timely information, engage in two-way conversations, and support both major campaigns and tactical programs. Social media is often the first touchpoint for residents seeking updates, providing opportunities to:

- Showcase transparency
- Highlight achievements
- Address concerns in real time

By aligning some of our social media content with the City’s four campaign priorities, we will deliver consistent, coordinated messaging across platforms. Each campaign will be reinforced through a mix of storytelling, educational content, and interactive posts, ensuring our online presence remains informative, engaging, and accessible.

## Balancing campaigns with day-to-day content

While the four campaign priorities will guide much of our FY2026 social media content, tactical programs and day-to-day social media (BAU) will continue to be owned and managed by the City’s Social Media Coordinator.

- Content will be coordinated through the weekly content planning meeting to ensure posts remain timely, relevant, and aligned with departmental needs.
- Campaign content will be intentionally slotted into the existing social media flow, balancing:
  - High-priority campaign messages
  - Routine updates
  - Service information
  - Community highlights
- Campaign messaging will also align with other channels such as Town Halls, podcasts, and newsletters, reinforcing themes across platforms.

This approach allows the City to maintain a steady, engaging presence online while giving campaign themes additional visibility—without overwhelming or disrupting the regular rhythm of communication.

## Supporting blogs through social media

In addition to campaign content, social media will be used to highlight each City blog. For every blog created, a corresponding social media tile and supporting post will be developed, ensuring the content reaches a wider audience and sparks further engagement (see blog section below in new channels section).

Date & Type	Topic and Associated Content
Q1- Trust, Transparency, and Government Accountability	Where Your Tax Dollars Go- Link to infographic Residents in Action: How Advisory Boards Support City Government- Link to blog Zencity City Budget Page- Link to page If pitch successful link to article on Residents in Action or Town Hall article
Q2- Environmental Resiliency and Flooding	Building a Hurricane Kit- Link to infographic. Storm Preparedness- Link to on-demand-webinar and blog. If pitch successful link to article on Town Hall article
Q3- Traffic, Safety and Infrastructure	Fire Safety- Link to blog. Road Safety Reminders- Link to Infographic. How to Leave Your Home Safely: Snowbird edition- Link to blog. If pitch successful link to article on Town Hall article.
Q4- Growth, Development and Identity	The History of North Port- Link to blog. Then and Now Photo Infographic with Stats- Link to infographic. City Hall Spotlight: The 5 Divisions of Development Services- Link to blog. If pitch successful link to article on Town Hall article.

## Newsletters: connecting with 10,000 residents

The City of North Port's bi-weekly e-newsletters reach roughly 10,000 subscribed residents, making them one of our most effective and consistent communication channels. In FY2026, newsletters will continue to deliver important updates, events, and resources directly to inboxes, while also reinforcing the City's four key campaign priorities.

Each quarter, selected editions will feature content tied to the current campaign. This content may be:

- Repurposed from existing social media posts
- Adapted from blogs developed as part of the engagement strategy

This approach ensures consistency across channels, maximizes the reach of each piece of content, and provides residents with clear, coordinated messaging. Campaign content will be balanced with:

- Tactical updates
- Service reminders
- Community highlights

This balance will help maintain the newsletter's broad appeal while still giving visibility to priority themes. In FY2026, an additional footer section will be added to each newsletter, directing readers to:

- The new blog page
- The new webinar page
- The "Closing the Loop" page on Zensity

Date & Type	Topic and Associated Content
Q1- Trust, Transparency, and Government Accountability	City Government and City Budgeting- Link to on-demand webinar and Zensity page How City Government Makes Decisions- Link to Town Hall "Closing the Loop" Report Residents in Action: How Advisory Boards Support City Government- Link to Podcast Where Your Tax Dollars Go- Link to blog and infographic
Q2- Environmental Resiliency and Flooding	Stormwater 101- blog and Town Hall "Closing the Loop" report Storm Preparedness- Link to on-demand-webinar and blog Rising Above: Stories of Resilience- link to Podcast Building a Hurricane Kit- Link to infographic
Q3- Traffic, Safety and Infrastructure	Fire Safety- Link to on-demand-webinar and blog Infrastructure- Link to "Closing the Loop" report Road Safety Reminders- Link to Infographic and Public Works blog How to Grow Infrastructure to Support Growing Cities- Link to blog
Q4- Growth, Development and Identity	The History of North Port- Link to on-demand-webinar and blog Balancing Growth and Environment- Link to "Closing the Loop" report Roundup-Who's new in business in FY2026- Link to Podcast Then and Now Photo Infographic with Stats- Link to infographic

## Home Owners Association (HOA) engagement plan

In addition to citywide newsletters, the City also distributes regular newsletters to HOA boards. Maintaining and strengthening these relationships is a vital part of North Port’s community engagement strategy, as HOAs serve as trusted connectors between the City and residents.

HOA leaders provide a direct channel for:

- Sharing timely updates
- Clarifying City initiatives
- Gathering feedback at the neighborhood level

By engaging HOAs consistently, the City extends the reach of its messaging while empowering community leaders to serve as ambassadors of accurate, reliable information. This approach builds stronger two-way communication, reinforces transparency, and ensures residents feel informed and included through both City-led and neighborhood-driven touchpoints.

### Monthly HOA meetings

In addition to newsletters, the City hosts monthly meetings with HOAs to provide updates, share important information, and ensure boards have direct access to senior City staff. These sessions are essential to the engagement strategy because they:

- Create structured opportunities for two-way communication
- Allow the City to explain initiatives in greater detail
- Give HOA leaders a forum to access city leaders, raise questions, share concerns, and provide neighborhood-level insights

Maintaining this consistent dialogue builds trust, strengthens transparency, and fosters collaboration with community leaders who play a key role in relaying accurate information to residents. This approach enhances the flow of communication while deepening relationships, ensuring the City remains connected to neighborhood priorities, challenges, and aspirations.

### Planned improvements for FY2026

- Aligned Messaging: HOA newsletters will follow the same campaign-focused format as citywide newsletters, reinforcing the City’s four quarterly priorities while also delivering relevant tactical updates.
- Enhanced Meetings: Monthly HOA meetings will shift from fully virtual to a hybrid rhythm—alternating between one virtual session and one in-person session each month.
- Shared Hosting: HOAs will be invited to host in-person meetings, creating opportunities for peer-to-peer learning, stronger collaboration, and direct community connection.
- Resident Engagement: When hosting, HOAs will be encouraged to invite residents, giving the City more face time while empowering HOAs to serve as trusted, ongoing sources of information in their neighborhoods.
- Strengthened Partnerships: This approach deepens the City–HOA relationship, fostering stronger lines of communication and ensuring neighborhood leaders are well equipped to share updates with their communities.

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
In-person	Virtual	In-person	Virtual	In-person	Virtual	In-person	BREAK	In-person	Virtual	In-person	Virtual



# WEB & TRADITIONAL MEDIA



## One city, one source

In FY2026, the City’s website will serve as the central hub for campaign content, giving residents a clear and accessible place to find reliable information. Campaign materials will be housed alongside the most relevant department or division pages, creating a logical and intuitive structure for residents seeking details about services, projects, or initiatives.

Every distribution method (whether a social media post, newsletter article, or HOA communication) will link back to these pages, reinforcing the website as the single source of truth and extending the reach of campaign messaging.

To strengthen this approach, two new dedicated pages will be launched in FY2026 (see “New Channels” section for details):

- Blogs Page: A home for deeper narratives and thought leadership on key community topics.
- Webinars Page: A permanent library of on-demand learning opportunities.

Together, these pages will enhance transparency and accessibility, reinforcing the City’s commitment to open, ongoing dialogue.

## Traditional media

Traditional media will remain an important part of the City’s engagement strategy. Each quarter, targeted pitches will be developed to:

- Generate coverage and attendance for City Town Halls and webinars, positioning them as must-attend events for residents and stakeholders
- Share proactive story ideas tied to campaign themes with local and regional outlets

This combined digital + traditional media approach ensures broad, balanced reach and positions the City of North Port as both accessible and proactive in sharing information.

	Channel	Plan
Q1	Traditional Media	Pitch- Success of NPU: Residents in Action on Advisory Boards. Pitch to advertise How City Government Makes Decisions Town Hall.
	Website	Create Blog page. Create Webinar page. Update relevant content on City Manager pages. Blog added to blog pages, Infographic added to transparency pages, Podcast added to Podcasts. Webinar added to Webinar Page.
Q2	Traditional Media	Pitch to advertise Stormwater 101 Town Hall.
	Website	Update relevant content on Emergency Management and Public Works pages. Blog added to blog pages. Podcast added to Podcasts. Webinar added to Webinar Page.
Q3	Traditional Media	Pitch to advertise Infrastructure Town Hall.
	Website	Update relevant content on PD, Fire and Public Works pages. Blog added to blog pages. Podcast added to Podcasts. Webinar added to Webinar Page.
Q4	Traditional Media	Pitch to advertise Balancing Growth and Environment Town Hall.
	Website	Update relevant content on Development Services website/pages. Blog added to blog pages. Podcast added to Podcasts. Webinar added to Webinar Page.



## **CHANNEL OVERVIEW**

**WHAT WILL WE ADD TO OUR CHANNEL MIX IN  
FY2026 TO INCREASE COMMUNITY  
ENGAGEMENT**



# NEW CHANNELS

## Expanding our engagement toolkit

As North Port grows, so must our methods of communication. In FY2026, the City will introduce two new channels, City Webinars and a City Blog, to expand how we connect with residents. These platforms will allow us to share timely, accessible, and transparent information while also highlighting the positive stories that fuel community pride.

### Webinars – learning in real time

City Webinars will give residents the opportunity to hear directly from City staff and subject-matter experts about the issues they care about most. From traffic and infrastructure updates to storm preparedness and growth management, these sessions will provide:

- Clear explanations of complex issues
- Interactive Q&A segments with staff and leadership
- Practical takeaways residents can apply in daily life

Sessions will be recorded and archived, creating a permanent on-demand library of resources that residents can access anytime.

### City blog – stories that connect us

The City Blog will serve as a more conversational, story-driven channel that allows us to share:

- Community-driven issues: Summaries of concerns raised through surveys, Zencity, and events, with explanations of how the City is responding
- Good news stories: Spotlights on local businesses, residents, nonprofits, and City initiatives that make a difference in everyday life
- Tactical updates: Quick insights on seasonal topics, safety reminders, and tips for navigating City services

This platform will complement shorter-form social media and newsletter content while boosting SEO and long-term discoverability.

### Visual tools – infographics

To make complex information easier to understand, the City will increase its use of infographics. These visuals will translate data, processes, and updates into clear, engaging graphics that residents can grasp at a glance. Whether explaining budget allocations, infrastructure projects, or emergency preparedness, infographics will simplify technical topics and strengthen transparency.

### Zencity – a central engagement hub

Zencity will continue to serve as both a survey platform and project engagement hub, helping the City:

- Collect feedback through surveys
- Analyze resident sentiment
- Share Closing the Loop updates
- Track engagement metrics

By providing measurable insights, Zencity ensures resident voices remain at the core of decision-making while building confidence that feedback is being heard and acted upon.

### Integration across channels

Both webinars and the blog, supported by infographics and Zencity, will integrate seamlessly into the City's broader ecosystem of engagement, feeding content into social media, newsletters, and traditional media.



## NPU Online: a new chapter in city learning

The FY2026 Webinars Program is designed to expand the reach and accessibility of the City's educational initiatives by building on the success of the North Port University (NPU) program. Leveraging NPU as a springboard, this new series of City-hosted online classes will focus on important community topics, giving residents an engaging and flexible way to learn more about their City.

### Goals of the program

- Increase access to City education: Provide additional opportunities for residents on the NPU waiting list, ensuring more people can access valuable City information without delay. Webinars will cover both campaign-driven themes and tactical program updates.
- Offer flexible learning options: Host four (4) live webinars annually, with each session recorded and made available on-demand so residents can participate on their own schedule.
- Deepen knowledge on specific topics: Deliver subject-specific classes that allow both new learners and NPU graduates to explore City issues in greater depth.
- Preserve the value of NPU: Ensure webinar content complements—rather than duplicates—the NPU curriculum, maintaining the unique in-person experience of NPU.

### Key differences: NPU vs. webinar program

- Format
  - NPU: In-person, multi-week program with interactive sessions, facility tours, and direct engagement with City staff and departments.
  - Webinars: Virtual, single-session classes delivered live and recorded for on-demand access.
- Content Scope
  - NPU: Comprehensive overview of City operations, services, and governance, covering a wide range of topics.
  - Webinars: Single-topic deep dives focused on specific services or initiatives, aligned to campaigns or tactical programs.
- Experience
  - NPU: Emphasis on networking, face-to-face interaction, and behind-the-scenes experiences.
  - Webinars: Flexible, self-paced learning accessible remotely, ideal for residents unable to commit to the full NPU schedule.

### Process for delivery

The City has developed a comprehensive process to ensure each webinar is professional, well-attended, and accessible.

### The value of NPU Online

This structured approach demonstrates the City's commitment to delivering high-quality, transparent, and widely accessible learning opportunities for residents. The Webinars Program will:

- Enhance community education
- Meet growing demand for flexible learning
- Complement the in-person NPU experience

Together, NPU and NPU Online ensure that residents have multiple pathways to learn, engage, and connect with their City.

Date & Type	Topic
Q1- Trust, Transparency, and Government Accountability	City Government and City Budgeting
Q2- Environmental Resiliency and Flooding	Storm Preparedness
Q3- Traffic, Safety and Infrastructure	Fire Safety
Q4- Growth, Development and Identity	The History of The City of North Port

## Launching the city blog in FY2026

In FY2026, the City of North Port will launch a City Blog as a new channel to keep residents informed, engaged, and inspired. The blog will provide a more conversational, story-driven way to share updates, offering flexibility to cover all types of content.

### Types of blog posts

Posts will fall into two main categories:

- Campaigns: Addressing community-driven concerns and tying directly to the City’s four priority areas.
- Tactical: Celebrating good news stories and providing timely, practical updates on seasonal or service-related topics.

This mix ensures that residents not only see how their feedback is being acted upon, but also experience the pride and positivity that comes from living in North Port.

### How the blog will be promoted

To maximize visibility and engagement:

- Selected blog posts will be featured in newsletters, with a new “Read Our Blogs” section added to the standard template.
- Every blog will be accompanied by a social media tile, promoting it across the City’s platforms to drive readership.
- Content will align with other channels—such as Town Halls, podcasts, and Zencity—to maintain a consistent, coordinated voice.

### Why it matters

By creating an ongoing rhythm of storytelling, the blog will:

- Build stronger connections between residents and their City
- Reinforce transparency by explaining how feedback shapes decisions
- Make City communications more approachable and human

Month	Topic	Alignment
January	Where Your Tax Dollars Go	Campaign: Trust, Transparency, and Government Accountability
January	How does our style of government work	Tactical: Behind-the-scenes
February	Residents in Action: How Advisory Boards Support City Government	Campaign: Trust, Transparency, and Government Accountability
February	Why our new brand matters	Tactical: News and Events
March	City Hall Spotlight: A Day in the Life of the City Clerks Office	Campaign: Trust, Transparency, and Government Accountability
March	HOLD SPACE FOR TIMELY NEWS EVENT	Tactical: News and events
April	Stormwater 101	Campaign: Environmental Resiliency and Flooding
April	Spring Cleaning in North Port: Bulk Pickup, Recycling, and Donation Resources	Tactical: Seasonal Holiday Content
May	Storm Preparedness and Building a Hurricane Kit	Campaign: Environmental Resiliency and Flooding
May	Resident Spotlights: Stories of individuals and families, making a difference	Tactical: Community spotlights

Month	Topic	Alignment
June	City Hall Spotlight: What is Emergency Management?	Campaign: Environmental Resiliency and Flooding
June	HOLD SPACE FOR TIMELY NEWS EVENT	Tactical: News and events
July	City Hall Spotlight: The Public Works Teams Behind the Roads you Drive	Campaign: Traffic, Safety, and Infrastructure
July	4 <sup>th</sup> of July Event	Tactical: News and Events
August	How to leave your home safely: Snowbird edition	Campaign: Traffic, Safety, and Infrastructure
August	Back to School in North Port: What Families Need to Know	Tactical: Seasonal Holiday Content
September	How to Grow Infrastructure to Support Growing Cities	Campaign: Traffic, Safety, and Infrastructure
September	Community Highlights: Features on different areas of the city and what makes them unique	Tactical: Community spotlight
October	The History of The City of North Port	Campaign: Growth, Development, and Identity
October	About the budget	Tactical: News and Events
November	City Hall Spotlight: The 5 Divisions of Development Services	Campaign: Growth, Development, and Identity
November	Poinsettia Event/Thanksgiving	Tactical: News and Events
December	Why is the Environment and Key Piece of Economic Development	Campaign: Growth, Development, and Identity
December	Look back over the year, holiday celebration/thankyou	Tactical: Seasonal Holiday Content

## Zencity – a central hub for engagement in FY2026

In 2025, the City of North Port primarily used Zencity as a tool for gathering insights and managing social media feedback. While this provided valuable information about community sentiment, our direct use of the platform for structured engagement was limited although we successfully launched one project page for the identify refresh project.

In FY2026, Zencity will become a cornerstone of our community engagement strategy, serving as the main platform for housing content, gathering feedback, and tracking sentiment on priority initiatives. By consolidating projects, surveys, and updates in one place, Zencity will provide residents with a clear, accessible hub for staying informed and participating in City decision-making.

### How we will use Zencity in FY2026

To maximize the platform's potential, the City will create and maintain dedicated project pages for key initiatives, including:

- City Identity Refresh: A project page dedicated to updates, surveys, and feedback opportunities as the brand identity evolves.
- Closing the Loop Reports: A centralized library where all reports are published, ensuring transparency and easy access to follow-up communications.
- HOA: A project page set up for all HOA relevant information where we can house content from all meetings or information they may wish to share with their residents. This will become their on-stop-shop for all information and contain links to things like North Report.
- Participatory Budgeting: A page to host updates, results, and engagement opportunities around budget priorities and ongoing financial communication.
- Major Projects & Initiatives: Pages for large-scale projects, polls, surveys, or other engagement opportunities throughout the year.

### Methodology for use

Our approach to Zencity will follow a clear methodology designed to ensure consistency, transparency, and accessibility:

1. Project Creation: Each new initiative requiring resident feedback or updates will have its own dedicated Zencity project page.
2. Content Integration: All communications (social media, newsletters, HOA updates, etc.) will link back to the relevant Zencity page, reinforcing it as the single source of truth.
3. Feedback Collection: Zencity will be used to host polls, surveys, and discussion opportunities, making it easy for residents to participate.
4. Closing the Loop: Resident input collected through Zencity will be summarized into reports published directly on the platform.
5. Continuous Monitoring: Engagement data and sentiment analysis will be tracked through Zencity dashboards, giving City leadership actionable insights and ensuring residents know their voices are being heard.

### The value of Zencity for residents

By making Zencity the central hub for engagement, residents will benefit from:

- Convenience: A single, consistent place to find and participate in City projects.
- Transparency: Clear visibility into how input is considered and decisions are made.
- Accessibility: On-demand access to updates, surveys, and reports.
- Trust: A visible, measurable process that closes the feedback loop and demonstrates accountability.

In FY2026, Zencity will evolve from a behind-the-scenes tool into a frontline platform for civic dialogue. It will serve as the digital home for surveys, project updates, and community conversations—ensuring that engagement in North Port is open, ongoing, and directly connected to the decisions that shape our City.

## Infographics – simplifying information, strengthening transparency

As the City of North Port continues to grow, so does the complexity of the information we share with residents. From budget allocations and infrastructure projects to emergency preparedness and survey results, residents need access to clear, digestible information that is easy to understand at a glance.

In FY2026, the City will expand its use of infographics as a core communication tool. Infographics turn technical or data-heavy content into visual stories that simplify complex ideas, making them both more accessible and more engaging.

### How infographics will be used in FY2026

Infographics will be embedded across multiple channels to support both campaigns and tactical communications. Specific uses will include:

Month	Topic	Alignment
Q1	Where Your Tax Dollars Go	Campaign: Environmental Resiliency and Flooding
Q1	How does our style of government work: Commission Manager form of government	Tactical: Behind-the-scenes (link to blog)
Q2	Building a Hurricane Kit	Campaign: Traffic, Safety, and Infrastructure
Q2	How Your Trash & Recycling Get Collected	Tactical: Behind-the-scenes (link to blog)
Q3	Know the Rules: Road Safety Reminders	Campaign: Environmental Resiliency and Flooding
Q3	How to leave your home safely: Snowbird edition	Tactical: Tactical: Safety (link to blog)
Q4	Then and Now Photo Infographic with Stats	Campaign: Growth, Development, and Identity
Q4	Overview of how we build a budget	Tactical: News and events (link to blog)

### Integration across channels

Infographics will be consistently applied across:

- Zencity project pages to make data-driven engagement more accessible
- Social media for high-impact, shareable visuals
- Newsletters to break up text and reinforce campaign themes
- The City website as evergreen content that residents can revisit

### The value of infographics

By expanding the use of infographics in FY2026, the City will:

- Strengthen transparency by presenting data in a clear, understandable format
- Improve accessibility for residents who prefer visual learning over lengthy text
- Encourage engagement by making information more approachable and shareable
- Reinforce consistency by applying branded, standardized visuals across all communication channels

Infographics will help bridge the gap between complex city processes and everyday resident understanding. By using visuals to tell stories, explain decisions, and highlight outcomes, the City of North Port will ensure that residents can access information quickly, clearly, and with confidence.



# CAMPAIGN OVERVIEW



# TRUST, TRANSPARENCY, AND GOVERNMENT ACCOUNTABILITY



Channel	Plan
Hero content	<p><b>Webinar</b></p> <p>City Government and City Budgeting</p>
	<p><b>Town Hall</b></p> <p>How City Government Makes Decisions</p>
	<p><b>Podcasts</b></p> <p>Residents in Action: How Advisory Boards Support City Government</p>
	<p><b>Infographic</b></p> <p>Where Your Tax Dollars Go</p>
Supporting content	<p><b>Blogs</b></p> <p>Where Your Tax Dollars Go Residents in Action: How Advisory Boards Support City Government City Hall Spotlight: A Day in the Life of the City Clerks Office</p>
	<p><b>Closing the Loop</b></p> <p>Town Hall Write Up: How City Government Makes Decisions</p>
	<p><b>Zencity Platform and Surveys</b></p> <p>Build, City Budgeting Page. Build HOA page, Build Closing the Loop page. Post relevant budget, HOA and Closing the loop content as needed Post updated identity refresh content.</p>
Distribution content	<p><b>North Port University</b></p> <p>Spring class will run from Feb-April. Various classes support this topic</p>
	<p><b>Newsletter</b></p> <p>City Government and City Budgeting- Link to on-demand webinar and Zencity page How City Government Makes Decisions- Link to Town Hall “Closing the Loop” Report Residents in Action: How Advisory Boards Support City Government- Link to Podcast Where Your Tax Dollars Go- Link to blog and infographic</p>
	<p><b>Traditional Media</b></p> <p>Pitch- Success of NPU: Residents in Action on Advisory Boards Pitch to advertise How City Government Makes Decisions Town Hall</p>
	<p><b>Website</b></p> <p>Create Blog page. Create Webinar page. Update relevant content on City Manager pages. Blog added to blog pages, Infographic added to transparency pages, Podcast added to Podcasts. Webinar added to Webinar Page.</p>
	<p><b>Social Media</b></p> <p>Where Your Tax Dollars Go- Link to infographic Residents in Action: How Advisory Boards Support City Government- Link to blog Zencity City Budget Page- Link to page If pitch successful link to article on Residents in Action article or Town Hall article</p>

# ENVIRONMENTAL RESILIENCY AND FLOODING



Channel	Plan
Hero content	Webinar Storm Preparedness
	Town Hall Stormwater 101
	Podcasts Rising Above: Stories of Resilience
	Infographic Building a Hurricane Kit
Supporting content	Blogs Stormwater 101 Storm Preparedness and Building a Hurricane Kit City Hall Spotlight: What is Emergency Management?
	Closing the Loop Town Hall Write Up: Stormwater 101
	Zencity Platform and Surveys Post relevant budget, HOA and Closing the loop content as needed. Post updated identity refresh content. <a href="#">Launch participatory budgeting.</a>
Distribution content	North Port University Spring Class will run from Feb-April. Various classes support this topic
	Newsletter Stormwater 101- blog and Town Hall “Closing the Loop” report Storm Preparedness- Link to on-demand-webinar and blog Rising Above: Stories of Resilience- link to Podcast Building a Hurricane Kit- Link to infographic
	Traditional Media Pitch to advertise Stormwater 101 Town Hall
	Website Update relevant content on Emergency Management and Public Works pages. Blog added to blog pages. Podcast added to Podcasts. Webinar added to Webinar Page.
	Social Media Building a Hurricane Kit- Link to infographic Storm Preparedness- Link to on-demand-webinar and blog If pitch successful link to article on Town Hall article

# TRAFFIC, SAFETY, AND INFRASTRUCTURE



Channel	Plan
Hero content	Webinar Fire Safety
	Town Hall Infrastructure
	Podcasts Behind the Badge: A Day with North Port PD
	Infographic Know the Rules: Road Safety Reminders
Supporting content	Blogs City Hall Spotlight: The Public Works Teams Behind the Roads you Drive How to Leave Your Home Safely: Snowbird edition How to Grow Infrastructure to Support Growing Cities
	Closing the Loop Town Hall Write Up: Infrastructure
	Zencity Platform and Surveys Post relevant budget, HOA and Closing the loop content as needed. Post updated identity refresh content. <i>City Budget page updated following relevant Commission meetings.</i>
Distribution content	North Port University Fall class will run from Aug-Oct. Various classes support this topic Teen class will run from Aug-Sept. Various classes support this topic
	Newsletter Fire Safety- Link to on-demand-webinar and blog Infrastructure- Link to "Closing the Loop" report Road Safety Reminders- Link to Infographic and Public Works blog How to Grow Infrastructure to Support Growing Cities- Link to blog
	Traditional Media Pitch to advertise Infrastructure Town Hall
	Website Update relevant content on PD, Fire and Public Works pages. Blog added to blog pages Podcast added to Podcasts. Webinar added to Webinar Page
	Social Media Fire Safety- Link to blog Road Safety Reminders- Link to Infographic How to Leave Your Home Safely: Snowbird edition- Link to blog If pitch successful link to article on Town Hall article

# GROWTH, DEVELOPMENT, AND IDENTITY

# Q4

Channel	Plan
Hero content	Webinar The History of The City of North Port
	Town Hall Balancing Growth and Environment
	Podcasts Roundup-Who's new in business in FY2026
	Infographic Then and Now Photo Infographic with Stats
Supporting content	Blogs The History of The City of North Port City Hall Spotlight: The 5 Divisions of Development Services Why is the Environment and Key Piece of Economic Development
	Closing the Loop Town Hall Write Up: Infrastructure City Identity Refresh Write Up
	Zencity Platform and Surveys Post relevant budget, HOA and Closing the loop content as needed Post updated identity refresh content
Distribution content	North Port University Fall class will run from Aug-Oct. Various classes support this topic Alumni Summit- Topics to include subjects from this campaign set
	Newsletter The History of North Port- Link to on-demand-webinar and blog Balancing Growth and Environment- Link to "Closing the Loop" report Roundup-Who's new in business in FY2026- Link to Podcast Then and Now Photo Infographic with Stats- Link to infographic
	Traditional Media Pitch to advertise Balancing Growth and Environment Town Hall
	Website Update relevant content on Development Services website/pages. Blog added to blog pages. Podcast added to Podcasts. Webinar added to Webinar Page.
	Social Media The History of North Port- Link to blog Then and Now Photo Infographic with Stats- Link to infographic City Hall Spotlight: The 5 Divisions of Development Services- Link to blog If pitch successful link to article on Town Hall article



  
**North Port**  
FLORIDA