

<p><b>QUADRANT 1: Not Informed, Interested or Engaged</b> <i>(What is Richmond 300?)</i></p> <p>Who:  * People unaware of the project or its impact on their lives.  * People who have no idea what the project is or why it matters.</p> <p>What They Need:  * The most interesting &amp; engaging facts  * How the project may affect their lives  * Multiple and diverse channels of outreach/education  * Interactive and educational content  * Usability &amp; accessibility</p> <p>"What's the Richmond 300 Project?"  "Why should I care?"</p>	<p><b>QUADRANT 2: Not Informed but Interested/Want to Be Engaged</b> <i>(Tell Me How)</i></p> <p>Who:  * People already interested in project but who don't know exactly how to get involved in the process.  * People who'd get involved in the project if they knew how to overcome a barrier to access (e.g., speak Spanish, no Internet access)</p> <p>What They Need:  * Accessibility (information they need)  * Usability (know how to find it/use it)  * Multiple ways to get involved  * Multiple &amp; diverse channels of outreach/education</p> <p>"I've heard about Richmond 300, but don't know how to get involved."  "I'd go to the meetings, but I will need child care."</p>
<p><b>QUADRANT 3: Well-Informed but Unwilling to Get Engaged</b> <i>(Why Should I Waste My Time?)</i></p> <p>Who:  * People aware of the project but who won't get involved because they don't believe their perspective is valued or that it has an impact on their lives.  * People aware of the project but who won't get involved because they don't think it will ever be truly implemented.  <i>Note: People within this quadrant are more likely to express (and spread) cynicism and doubt about the project unless they are effectively engaged.</i></p> <p>What They Need:  * Details about process and outcomes  * Evidence of an inclusive civic engagement process  * Evidence that public comments are being recorded and used  * An understanding of the plan's scope  * Multiple ways to get involved  * Usability and accessibility</p> <p>"Don't waste your time – your voice doesn't matter."  "Richmond 300 won't change anything"  "The project won't affect me."</p>	<p><b>QUADRANT 4: Well-Informed, Interested &amp; Engaged</b> <i>(We Can Help)</i></p> <p>Who:  * People who are already interested and informed in the project  * People who are aware of the project and know how to be / plan to be fully engaged in the process.  * People who want to help implement the plan after it is finalized.</p> <p>What They Need:  * Lots of details!  * Multiple ways to get involved  * An understanding of the plan's scope  * Evidence that public comments are being recorded and used  * Usability &amp; accessibility</p> <p>"Richmond 300 – know all about it."  "I'm aware of the project and can't wait to share my opinions!"  "I want to help implement the project."</p>