

# DTPR Signage Engagement Plan

## Attend Community Meetings

- Share the intent of data transparency and solicit signage feedback at existing block club and community meetings starting in April 2024
- Collect feedback on communication preferences and incorporate into future signage plans

## Website Engagement Metrics

- Digital engagement will be measured through anonymous analytics traffic to the Transparency Portal through the use of the QR Code or URL

## Collect Realtime Feedback

- Launch a social media campaign to collect feedback on signage design and placement
- Setup feedback stations at Michigan Central community events happening throughout the pilot period

## Results and Adjustments

- Pilot signage is temporary
- Continue to collect, analyze, integrate and report back on feedback. All feedback will inform engagement plans and future sign usage.

