

PROJECT ENGAGEMENT PLANNING WORKSHEET

This worksheet should be used by planning and program staff to assist in assessing your process, purpose, audiences, potential barriers, impacts and strategies to inform the overall approach to creating an engagement plan for your project. Fill out the worksheet as completely as you can. You'll note several places, identified with an asterisk (*) where it will be appropriate to consult with Council outreach staff prior to finalizing any engagement plans. Once you have completed this worksheet, you should contact the outreach staff to finalize your outreach plan and identify specific way to achieve your engagement outcomes and reach the appropriate audiences. Outreach staff will also be able to help you identify existing community partnerships that may benefit your effort.

1. Project Name and Objective(s)

Briefly describe your project and what the project will accomplish. Include a timeline and any other process-related information that may affect engagement decisions. In your timeline, indicate opportunities to conduct mid-project evaluations of engagement efforts.

2. What is the purpose of engagement on your project? What engagement goals does your project hope to achieve?*

3. Who will specifically be affected by your project (both potential positive and negative impacts)? Specify how they will be affected.

Examples include: cities, counties, neighborhoods, specific populations. Use data when available to identify populations affected.

4. Will your project directly or indirectly address any of the following groups or regional issues?

- Communities of color
- People with disabilities
- People who speak a language other than English
- Other racial/ethnic groups
- Institutional racism or other racial disparity
- LGBTQ Communities

Describe specifically how:

5. What do you know about public and stakeholder perspectives on the issues involving this project? What information will they need? How can we otherwise address any concerns?*

6. What specific outcomes are anticipated with this project? What decisions will result from this project?

7. How can stakeholders be involved in the decision-making process? Consider both public officials (elected and staff) and community members.

8. Are there specific opportunities with this project to promote inclusion, reduce disparities, or otherwise address equity considerations?*

9. Are there specific opportunities with this project to build leadership capacity in the community?*

10. What resources will you need for engagement?*

- Internal project management:
- Lead outreach/engagement staffer:
- Other staff:
- Community resources:
- Funding:

11. Will you be using contracted services for this project? Are there opportunities to support local or community-based professionals or organizations to do any work on this project?

12. As part of the planning process, staff will likely meet with external stakeholders to discuss goals for engagement. Do you have recommended community stakeholders we should interview or meet with?