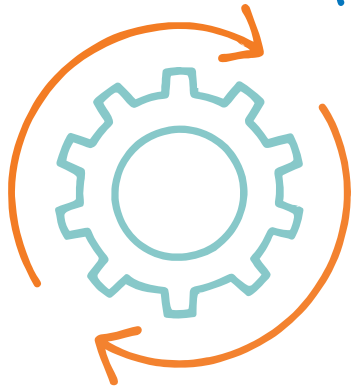


Community Engagement



TOOLKIT

Hands-on activities
and prompts

5x5 Worksheet

Instructions: Use this worksheet to think through the pertinent facts of the initiative before determining engagement tactics.



- Are the project details?
- Decisions will be made?
- Is not open for discussion/able to be changed?
- Details might be confusing or controversial?
- Data will be used to make decisions?



- Does this project affect, both in our organization and in the community?
- Understands that neighborhood/population?
- Can help promote constructive dialogue?
- On our staff might have historical knowledge or connections?
- Will make the final decision(s)?

5x5 Worksheet (contd.)



- Will this project take place?
- Is something similar being done? (other cities)
- Can people learn more about this type of problem? (web articles, etc.)
- Else could it happen if this neighborhood is not suitable?
- Will the money come from?



- Is the best time to do this project? (weather impacts, etc.)
- Will a decision be made?
- Will the project be completed? (How long will it take?)
- Will this impact our budget?
- Could this project be rescheduled, if necessary?

5x5 Worksheet (contd.)



- Is this project needed?
- Is public engagement needed?
- Is the project timeline so short/long?
- Might this project upset someone?
- Does it cost what it costs?



|| How to reach more people

Instructions: Check the box next to the idea(s) you want to explore further.

- Contacting local service organizations and asking their advice?
- Contacting schools to investigate opportunities to engage their young people?
- Visiting places they visit, both digital and real-world?
- Giving a presentation at a neighborhood association meeting?
- Holding events in locations with public transport access or providing other transport options?
- Offering different times and levels of commitment to accommodate busy schedules?
- Providing child care at your event?
- Providing refreshments at your event?
- Having games or entertainment at your event?
- Asking local influencers to help spread the word?
- Involving the Community Connectors?
- Collaborating with another department that has the needed connections?
- Hosting a virtual meeting or live-streaming a presentation?
- Having a diverse team involved in designing the engagement?
- Including options for people to identify their gender and preferred pronouns?
- Providing incentives or remuneration?
- Preparing accessible information in a variety of formats and languages?
- Having someone not involved in the project proofread your materials?

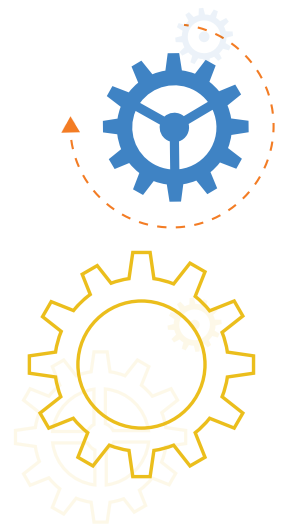


Project Engagement Checklist:

Instructions: Utilize this checklist in conjunction with your Engagement Plan template to assign tasks and resources for the applicable type of engagement.

Engagement Type: Distributing Project Information

- Community Connector contact information
- Hard copy mailer/door mail (project information and opportunities for participation)
 - Staff designing:
 - Print authorization request submitted to _____ on _____
- Email (project information and opportunities for participation.)
- Social media posts (project information and opportunities for participation)
- Press release (project information and opportunities for participation)
 - Seeking air time with:
 - Live air time scheduled:
- PSA
- Community Calendars
- Project videos (Please note the Staff creating and deadline for publication)
 - To launch the project:
 - To provide updates:
 - To respond to key questions or concerns:



Engagement Type: Self-directed input

- BeHeard project name & launch date:
 - Inviting submissions in a range of formats including surveys, photos, video, audio or written comments/questions. (circle those being utilized)
- Digital Surveys, distributed via:
 - Date range:
- Hard copy Surveys, distributed via:
 - Date range:
- Automated telephone feedback service for people to provide structured feedback.

Engagement Type: One-to-one interactions

- In person, telephone or video interview, briefing or discussion. (Give people the option and let them book a time.)
- Telephone survey (We cold-call interested parties, initiate conversation.)
- Telephone hotline (People call and leave voice mail, we follow up.)



Project Engagement Checklist:

Engagement Type: Public Info Session/Open House

- In Person meeting
 - Date/Time:
 - Location:
 - Staff host:
 - Packets/Info provided:
 - Print authorization request submitted to _____ on _____

- Webinar/Virtual meeting
 - Date/Time:
 - Staff host:
 - Link to join:
 - Link to download info:



Engagement Type: Walking tour or site visit

- In Person meeting
 - Date/Time:
 - Location:
 - Staff host:
 - Packets/Info provided:
 - Print authorization request submitted to _____ on _____

- Virtual tour
 - Date/Time:
 - Staff host:
 - Link to join:
 - Link to download info:

Engagement Type: Keep the conversation going

- Provide project update(s), next steps to all who provided feedback in any of the above engagements if/when additional input is needed
 - Be Heard project status update
 - Email those who commented
 - Hard copy posted to public bulletin boards
 - Social media
 - Hard copy mailer
 - Print authorization request submitted to _____ on _____

Project Engagement Checklist:

Engagement Type: Finish the conversation/Close the loop

- Share council's decision/project outcome, with timeline of next steps, project implementation
 - BeHeard project status update
 - Email those who engaged
 - Hard copy public bulletin board
 - Social media
 - Hard copy mailer
 - Print authorization request submitted to _____ on _____

Engagement Type: Recognize and Celebrate (Success Stories)

- Publish end results when project is fully actualized; acknowledge community's vital role
 - City Source
 - Website update (Before/After photos)
 - Press release
 - Social media



Use this space to reflect on what worked well or needs improvement next time.

Capital Project Overview

	CONCEPT DEVELOPMENT	PRELIMINARY DESIGN	FINAL DESIGN	CONSTRUCTION PROCESS
KEY TASKS	<ul style="list-style-type: none"> Assemble data Identify options & recommend action Collaborate with other City departments Collaborate with other organizations 	<ul style="list-style-type: none"> Survey property Environmental Analysis Further develop alternatives Continue to collaborate with other departments and organizations 	<ul style="list-style-type: none"> Purchase easements Coordinate utilities needed Continue to collaborate with other departments and organizations 	<ul style="list-style-type: none"> Secure land permits Conduct quality control inspections
COMMUNICATION & ENGAGEMENT TASKS	<p>Draft communication and engagement plans, including:</p> <ul style="list-style-type: none"> Mailer to interested parties Calls to interested parties Email to interested parties Prepare meeting materials Create project contact log Interested Parties meeting Meeting with stakeholders 	<p>Implement communication plan, including:</p> <ul style="list-style-type: none"> Publish BeHeard project Press release Interested Parties meeting Public Hearing at Council 	<p>Continue communication plan, including:</p> <ul style="list-style-type: none"> Update BeHeard project every 3 months Post progress updates on social media every 1-2 months 	<p>Complete communication plan, including:</p> <ul style="list-style-type: none"> Publish web article Produce project video Issue media advisory Host ribbon-cutting ceremony Gather post-project feedback
KEY PRODUCTS	<ul style="list-style-type: none"> Scope of Work (RFP) Cost estimate Budget allocation 	<ul style="list-style-type: none"> Basic design (30% complete) Detailed cost estimate Presentation materials (maps, etc.) Manage project contracts 	<ul style="list-style-type: none"> Final design plans & specs Easement acquisition package Permit applications Bid document 	<ul style="list-style-type: none"> Finished project As-built design