

Public Participation - Community Engagement Worksheet

1. Why are you doing community engagement?

- a. Goals/intended outcomes

2. Who are you going to engage?

- a. Can you further refine the audience so that “community” and/or “public” are more defined?
- b. What will you risk/gain by further refining your audience?
- c. What is their role in the process? What is your promise to them?

3. What strategies will you use?

- a. How will you approach this work?
- b. How does your public participation goal inform your approach?
- c. How does your specific audience inform your approach?
- d. What does your audience need to effectively engage?
- e. What else should you consider when thinking about your overall approach?

4. What specific methods or activities will you utilize to engage your audience?

- a. Outline the activities, tasks, when and where you will engage people.
- b. Do these align with the budget/capacity you have to accomplish the work?

5. What will you ask them? How will you ask it?

- a. Consider how the information will be used/compiled to inform the format of your questions.

6. What additional resources and support are needed for success?

- a. Who will be leading this?
- b. Who will help?
- c. What additional resources will you/they need?