





Public Engagement Planning Tool*


Planning Step	Questions for Consideration
<p>Step 1: Issue Framing</p> 	<p>Key Question: Given the nature of the issue, is it appropriate for significant public engagement?</p> <ol style="list-style-type: none"> 1. What is the issue as we understand it now? 2. Who is this issue likely to impact in our community, and how? 3. How is it being framed, and by whom? 4. How complex is this issue? <ol style="list-style-type: none"> a. Are there multiple conflicting values involved? b. Is the problem systemic? c. Are there competing solutions to the problem? d. Are there technical issues or challenges associated with this issue? e. How likely is it that technical solutions alone can resolve this issue? f. What information do stakeholders need in order to engage effectively?


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<p>Step 2: Environmental Assessment</p> 	<p>Key Question: Given the history and current environment surrounding this issue, is it appropriate for significant public engagement?</p> <ol style="list-style-type: none"> 1. What is the history of this issue in our community? <ol style="list-style-type: none"> a. When was this issue was last addressed in our community? What happened? b. What happened that was positive? c. What happened that we would not want to happen again? d. What did we learn from past public engagement efforts on this issue? e. What should we do again, do better, or not do at all next time? 2. What unique tensions are there across our community with this issue? <ol style="list-style-type: none"> a. What trends do we see or are emerging in our and other communities around this issue? b. How do we see these trends developing? c. What segments of our community are <i>most</i> likely to engage with this issue? d. What segments of our community are <i>least</i> likely to engage with this issue? e. Who are potential supporters and champions within our community? f. Who are potential detractors within our community?


* Adapted from Public Engagement Planning Tool developed by Bill Rizzo, UW-Extension Local Government Center.

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<p>Step 3: Engagement Purpose</p> 	<p>Key Question: What purpose(s) do we want to accomplish by engaging the public on this issue?</p> <table border="1" data-bbox="561 310 1243 558"> <thead> <tr> <th>Public Engagement Purpose†</th> <th>Check all that apply</th> </tr> </thead> <tbody> <tr> <td><i>Inform the public</i></td> <td></td> </tr> <tr> <td><i>Consult with the public</i></td> <td></td> </tr> <tr> <td><i>Involve the public</i></td> <td></td> </tr> <tr> <td><i>Collaborate with the public</i></td> <td></td> </tr> <tr> <td><i>Empower the public</i></td> <td></td> </tr> </tbody> </table> <p>† From the IAP2 Public Participation Spectrum</p> <p>When considering the purpose of public engagement:</p> <ol style="list-style-type: none"> Are there mandates or expectations around engaging the public around this issue? (E.g., Established by law/rule, driven by public opinion, or that exist in some other form.) What expectations/promises are we willing to make and keep with regard to public engagement? 	Public Engagement Purpose†	Check all that apply	<i>Inform the public</i>		<i>Consult with the public</i>		<i>Involve the public</i>		<i>Collaborate with the public</i>		<i>Empower the public</i>	
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<p>Step 4: Engagement Objectives</p> 	<p>Key Question: What specific public engagement objectives do we want to accomplish for each purpose we have selected?</p> <table border="1" data-bbox="561 1119 1416 1367"> <thead> <tr> <th>Public Engagement Purpose</th> <th>Public Engagement Objectives</th> </tr> </thead> <tbody> <tr> <td><i>Inform the public</i></td> <td></td> </tr> <tr> <td><i>Consult with the public</i></td> <td></td> </tr> <tr> <td><i>Involve the public</i></td> <td></td> </tr> <tr> <td><i>Collaborate with the public</i></td> <td></td> </tr> <tr> <td><i>Empower the public</i></td> <td></td> </tr> </tbody> </table> <p>For each engagement objective selected:</p> <ol style="list-style-type: none"> How will we measure progress toward each objective? Who are potential collaborators for each objective? With whom do we need to develop or improve a relationship will enable new or more effective collaboration? What resources do we need to accomplish each objective? What existing resources do we have access to? What new resources do we need? Where can we get them? At what cost? 	Public Engagement Purpose	Public Engagement Objectives	<i>Inform the public</i>		<i>Consult with the public</i>		<i>Involve the public</i>		<i>Collaborate with the public</i>		<i>Empower the public</i>	
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<p>Step 5: Engagement Activities</p> 	<p>Key Question: Based on our public engagement objectives, what specific public engagement activities do we want to implement?</p> <p>For each engagement activity:</p> <ol style="list-style-type: none"> Who are our potential collaborators for each activity? What champions or supporters will we need? What information does the public need to effectively engage with us? What are we seeking to accomplish with the intended activities? What resources do we need to carry out each activity? What can go right? What can go wrong?

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<p>Step 6: Implementation</p> 	<p>Key Question: Who will do what, when, and how?</p> <p>For each engagement activity we have chosen:</p> <ol style="list-style-type: none"> What logistical and other details need to be attended to? Who is leading and/or facilitating implementation of the activity? Which units within and outside our jurisdiction have a major role to play in implementing the activity? What are their roles? What performance indicators will we use to assess progress or success of this activity? How/to whom/when will we communicate progress on this activity? How can we be more inclusive and engage both traditional and nontraditional audiences in the activities?

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<p>Step 7: Evaluation</p> 	<p>Key Question: Overall, what did we learn from this public engagement experience?</p> <p>In reflecting on our engagement strategy:</p> <ol style="list-style-type: none"> How accurately did we assess the issue? How accurately did we assess the engagement environment? How effective were our strategies at accomplishing our engagement objectives? How effective were our engagement strategies in accomplishing our overall purpose and goals?