



# ENGAGEMENT PLANNING

WINTER 2019

Used in conjunction with the Civic Engagement Guide, this worksheet is designed to help you plan the public outreach for a project from its inception through completion. This includes, informing the public about next steps and communicating how their feedback influenced the project outcome.

## PROJECT INFORMATION

Project Name:	Department/Division:
Project Manager:	Phone: Email:
Contacts/Team:	
Brief Description of Project:	
Project Timeline:	
What type of project is this? <i>(Master Plan, New Project, Construction, Changing Program)</i>	
What is the goal of this project?	
Who has signed-off/approved this project?	
Does a decision need to be made? If so, who makes the final decision? <i>(Elected Officials, Administration, Boards/Commissions, Work Groups, Ad-hoc Committees)</i>	
Does this project have a legal requirement to engage the public?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Project Budget: <i>(estimate)</i>	
Engagement Budget: <i>(estimate)</i>	

# ENGAGEMENT PLANNING

Key Issues:

Key Messages *(what is the goal of your project? What are you trying to say?)*:

What is your call to action? What does the public need to do throughout the project?

Who needs to be engaged? *(stakeholders/advocates/opponents)*

Which kinds of engagement is needed? *(check all that apply. Inform will be used throughout the entire process)*

Consult

Involve

Collaborate

When does outreach need to happen? *(timeline of which levels and when they need to happen, when will you kick off outreach?)*

What engagement methods will be used? *(expand on how you are going to use inform, consult, involve, & collaborate)*

What is the desired outcome for successful engagement?

Is this a single engagement event or will there be multi engagement projects needed?

What is your outreach number goal?

Have you considered ADA needs as a part of your engagement plan?  Yes  No

Are you planning an online survey?  Yes  No

Do you need graphic design support?  Yes  No

Do you need SLC Media Services support?  Yes  No

Will you be using social media to inform of engagement opportunities?  Yes  No

Do you anticipate promoting or boosting your social media posts?  Yes  No