

Strategic Planning for Public Engagement Worksheet*

1. Where are you at in the project development continuum?

- Long-range or mode-specific plans?
- CHIP development?
- Scoping a project?
- Designing or letting a project?
- Constructing a project?
- Operating and maintaining the system?
- Other? _____

2. What are your engagement goals/objectives?

- Learn more about the community and their priorities?
- Explore ideas and concepts?
- Raise awareness and education?
- Avoid and/or transform conflicts?
- Contribute to decision-making?
- Mobilize collective action/support?
- Other? _____

3. How will our decisions affect partners, stakeholders and the general public?

Who is affected/impacted? What is the degree of impact/opportunity? (Stakeholder Analysis)

Name (Group/Individual)	What is impact/opportunity?	What is the degree of impact/opportunity?

4. What level of engagement are we promising the public? (IAP2)

- Inform
- Consult
- Involve
- Collaborate
- Empower

5. How will we execute the level of engagement we are promising?

(NOTE: This is where you develop a specific public engagement plan for this project phase)

6. How will we follow through and evaluate our engagement?

*Please refer to Strategic Planning for Public Engagement document for more details on how to fill out this worksheet.