Community Engagement Plan Template

[**Purpose**](#_[Name_of_Chapter)

Use these activities to create a plan for ongoing engagement with different groups involved in or impacted by the resilience building process. The activities will guide your team through considering capacity for engagement and expanding inclusion of various groups.

**What you’ll Need**

**Who:** Core team; local partners as advisors and reviewers

**Where:** In-person or virtual

**How long will it take:** Several 1-2 hour sessions

**Activity 1: Decide on Scope of Outreach and Engagement**

**Directions**

1. Refer to the outputs from the previous activities, including centering equity and identifying and diagraming community connections.
2. Use this information to go back to your Community Connections Table and fill out column “E,” noting what type of engagement you will carry out.
   1. For example, key participants may be invited to all the activities, updated on the planning processes, and consulted for feedback throughout the process. Key stakeholders may include actors like the mayor, leaders of trusted organizations, or other stakeholders heavily involved in resilience planning. Important actors may be consulted or updated throughout the process more than the public, but it isn’t feasible to invite all actors to participate in all the workshops. The audience levels are a suggestion and can be adapted for your community. ​
   2. Write down steps the team can take ensure that your engagement activities can strengthen community empowerment. For example: inclusion in activity development; feature local leaders as speakers at outreach events; consult community groups about expectations and intended outcomes; provide opportunities for two-way sharing of progress and ideas;

**Activity 2: Write a Plan**

**Directions**

1. Gather the core team together. Confer with any already established local partners and ask about best practices and expectations for engagement and communication. If possible, someone from one of these organizations should join the Community Engagement Planning team.
2. Refer to your Community Connections Table, Community Connections Diagram and discussion notes thus far. Fill out the community engagement plan table below. (We’ve provided an example row already filled out.)
3. The table has been pre-populated the table with ERB activities and important moments for engagement for each activity. We encourage the team to modify the table as needed for your community – add rows with additional actions or combine activities. We also have sections where we make suggestions for ongoing engagement and outreach.
4. When planning, consider:​

* How you will invite and communicate with participants (utilizing multiple outreach methods for best results)​
* Accommodations to help participants overcome potential barriers (childcare, transportation, internet access, etc)​
* Scheduling the activity and sending invitations, as well as scheduling pre-planning and reflection sessions with the core team. ​
* Preparing for the tangible needs of the activity (materials, financial, meeting space)​
* Try to plan some engagement activities that go beyond a town hall or public meeting. Examples are:
* Have an info booth at a local store/restaurant
* Create an “open office hour” at a local café or coffee shop where community members can sit and talk with you informally
* Give a talk at a local school and encourage students to ask questions

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| **Engagement Activity** | **Time allotted:** | **Date:** | **Audience(s) invited:** | **Venue Details** | **Accommodations** | **Materials and Budget** | **Communication Plan:** | **Timeline (include pre-planning and reflection)** |
| Ongoing |  |  |  |  |  |  |  |  |
| Ongoing Engagement activities outside of ERB |  |  |  |  |  |  |  |  |
| Initial contact with specific communities |  |  |  |  |  |  |  |  |
| Quarterly update with community |  |  |  |  |  |  |  |  |
| Attend community events |  |  |  |  |  |  |  |  |
| ERB engagement activities |  |  |  |  |  |  |  |  |
| Recruit for Workshop |  |  |  |  |  |  |  |  |
| Workshop 1 – Listen & Connect |  |  |  |  |  |  |  |  |
| Report out / Share back |  |  |  |  |  |  |  |  |
| Recruit for Workshop |  |  |  |  |  |  |  |  |
| Workshop 2 – Assess Resilience |  |  |  |  |  |  |  |  |
| Report out |  |  |  |  |  |  |  |  |
| Recruit for workshop |  |  |  |  |  |  |  |  |
| Workshop 3 – Results to Action |  |  |  |  |  |  |  |  |
| Report out |  |  |  |  |  |  |  |  |

**Example of Table Details**

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| **Engagement Activity** | **Time allotted:** | **Date:** | **Audience(s) invited:** | **Venue Details** | **Accommodations** | **Materials and Budget** | **Communication Plan:** | **Timeline (include pre-planning and reflection)** |
| Example:  Workshop 1 -  Hazards, Disasters, and Threats Storytelling Activity | 4 hours | 12/1 | Public | City Hall | -Translators for Spanish and ASL  -Childcare provided  -Printed agenda and instructions | -Sticky notes, whiteboard, templates printed  -$XX for translation and childcare | 10/1- Announcement on social media  10/1- Post on Nextdoor Facebook group  10/1- Distribute flyer to key stakeholders and important actors  10/15- Speak at XYZ meeting and invite participants  11/15- Reminder post on social media | WHAT IS THE PLAN FOR UPDATES? HOW LONG AFTER A WORKSHOP?  9/1- Initial meeting to plan communications and prepare workshop objectives (Core team + key participants)  11/15- Meeting to complete Ch 3 step 1 and 2 (core team and key participants)  12/1- Public Workshop  12/3-Reflection meeting (core team + key participants), feedback form sent to important actors |

**What to do next**

You are ready to move on to the next ERB step.

*\*\*Come back to this plan at the end of the ERB process to complete the final activity in this worksheet.*

**Activity 3: Assess progress**

**Directions**

1. Reflect on engagement you’ve done so far. Consider:
   * What did you commit to doing? Have you followed through with our engagement commitments?
   * Update your original community connections diagram and plan for future connections
   * Review your reflection diary as a whole – final thoughts or further reflection?
   * Are there new ideas that have emerged about working with specific groups
   * What have you learned about engagement that you can apply in other places/next planning activities?
     + Has ERB been a catalyst for other community engagement and action?
2. Continue to plan engagement activities to sustain relationships you’ve built. For example:

* Continue to convene reoccurring outreach meetings and events
* Maintain communication with your existing network
* Continue to use Community Engagement Plan as a guide
* Revisit the community engagement plan
* Review all of your planned activities and actions
* Identify any engagement actions or activities that are still outstanding
  + Plan how to address these gaps

1. Continue to regularly share the outputs of your work with various audiences. For example:
   1. Make data and information available and accessible to community members
      1. Review ownership of data guidelines - see Data and Ethics
   2. Make the case for resilience with your office and other departments
      1. For example, brief city council, apply for funding, …
   3. Celebrate accomplishments with the community
   4. Post pictures displayed at public place
   5. Write a newspaper article
   6. Ask community members how they want to use the data and information in the future and future projects