

PUBLIC ENGAGEMENT PLANNING TOOL

Developed by Bill Rizzo, Ph.D.

University of Wisconsin-Extension Local Government Center

September 2014

Planning Step	Planning Questions
<p style="text-align: center;">Step 1</p> <p style="text-align: center;">Issue and Environment Assessment</p>	<p><u>Issue Assessment</u></p> <ul style="list-style-type: none"> • Who is this issue likely to impact, generally, in our community, and how? • How complex is this issue? <ul style="list-style-type: none"> ○ <i>How clear or easily defined is this issue to us? How clear is its solution?</i> • What major technological issues and challenges are associated with this issue? <ul style="list-style-type: none"> ○ <i>How likely is it that technical solutions alone can resolve this issue?</i> ○ <i>What technical and other information does the public need to enable them to engage?</i> ○ <i>What do we need to do to teach our citizens how to engage effectively?</i> • Given the complexity and technical aspects of this issue, is it an appropriate issue for significant public engagement? <ul style="list-style-type: none"> ○ <i>Why or why not?</i> <p><u>Engagement Environment Assessment</u></p> <ul style="list-style-type: none"> • What is the history of this issue, in our community? <ul style="list-style-type: none"> ○ <i>When this issue was last addressed in our community, what happened?</i> ○ <i>What happened that we would want to happen again?</i> ○ <i>What happened that we would <u>not</u> want to happen again?</i> ○ <i>What special or unique tensions are there, across our community, with this issue?</i> ○ <i>What did we learn from our last public engagement effort, on this issue?</i> ○ <i>What should we do again, do better, or not do at all next time?</i> • How, if at all, does this issue affect our and other jurisdictions within our county or region? <ul style="list-style-type: none"> ○ <i>What trends do we see, or that are emerging, around this issue, in our and other communities?</i> ○ <i>Where do we see these trends developing?</i> • How have communities been engaged around this issue, in the past. <ul style="list-style-type: none"> ○ <i>How, if at all, have we engaged the public around this issue before?</i> <ul style="list-style-type: none"> ▪ <i>If so, what was done to engage the public?</i> ▪ <i>What happened when the public was last engaged, on this issue?</i> ▪ <i>What segments of our community are most likely to engage with us, on this issue?</i> ▪ <i>What segments of our community are least likely to engage with us, on this issue?</i> ○ <i>How, if at all, have other communities engaged the public around this issue before?</i> <ul style="list-style-type: none"> ▪ <i>If so, what was done to engage the public?</i> ▪ <i>What happened when the public was engaged?</i> ▪ <i>What segments of our community are most likely to engage with us, on this issue?</i> ▪ <i>What segments of our community are least likely to engage with us, on this issue?</i> • Who are our potential supporters, champions, and detractors, within our community?

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<p style="color: blue; font-weight: bold; font-size: 1.2em;">Step 2</p> <p style="text-align: center;">Engagement Purpose Development</p>	<ul style="list-style-type: none"> • What are the public engagement mandates around this issue, if any, established by law, driven by public opinion, or that exist in some other form? • What purpose(s) do we want to accomplish by engaging the public around this issue? <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #D3D3D3;">Public Engagement Purpose **</th> <th style="background-color: #D3D3D3;">Why do we want to do this?</th> </tr> </thead> <tbody> <tr> <td>To Inform the Public</td> <td></td> </tr> <tr> <td>To Consult with the Public</td> <td></td> </tr> <tr> <td>To Involve the Public</td> <td></td> </tr> <tr> <td>To Collaborate with the Public</td> <td></td> </tr> <tr> <td>To Empower the Public</td> <td></td> </tr> </tbody> </table> <p><small>** International Association for Public Participation, Public Participation Spectrum</small></p>	Public Engagement Purpose **	Why do we want to do this?	To Inform the Public		To Consult with the Public		To Involve the Public		To Collaborate with the Public		To Empower the Public	
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<p style="color: blue; font-weight: bold; font-size: 1.2em;">Step 3</p> <p style="text-align: center;">Major Engagement Objective Development</p>	<ul style="list-style-type: none"> • Based on our assessment work and the purposes of this public engagement effort, what specific engagement and related objectives do we want to accomplish? <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #D3D3D3;">Public Engagement Purpose **</th> <th style="background-color: #D3D3D3;">Intended Engagement Objectives</th> </tr> </thead> <tbody> <tr> <td>To Inform the Public</td> <td></td> </tr> <tr> <td>To Consult with the Public</td> <td></td> </tr> <tr> <td>To Involve the Public</td> <td></td> </tr> <tr> <td>To Collaborate with the Public</td> <td></td> </tr> <tr> <td>To Empower the Public</td> <td></td> </tr> </tbody> </table> <p><small>** International Association for Public Participation, Public Participation Spectrum</small></p> <ul style="list-style-type: none"> • For each engagement objective: <ul style="list-style-type: none"> ○ What metrics should we use to measure our progress toward each objective? ○ Who are our potential collaborators for this objective? <ul style="list-style-type: none"> ▪ Who do we need to develop or improve a relationship with that would enable new or more effective collaboration? ○ What resources do we need to accomplish this objective? <ul style="list-style-type: none"> ▪ What resources do we have or have ready access to? ▪ What resources do we need to obtain, where can we get them, and at what cost? 	Public Engagement Purpose **	Intended Engagement Objectives	To Inform the Public		To Consult with the Public		To Involve the Public		To Collaborate with the Public		To Empower the Public	
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<p>Step 4</p> <p>Engagement Strategy Development</p>	<ul style="list-style-type: none"> • Who are our potential collaborators for each of our major strategies? • What does the public need to learn first to effectively engage with us? • Based on our major engagement objectives, what specific public engagement strategies and methods are likely to be most effective? • For each strategy and method we choose: <ul style="list-style-type: none"> ○ What can go right? ○ What can go wrong? ○ What resources will we need? ○ What champions or supporters will we need? ○ Who do we need to collaborate with, if anyone?
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<p>Step 5</p> <p>Implementation Planning</p>	<ul style="list-style-type: none"> • For each engagement strategy/activity: <ul style="list-style-type: none"> ○ Who is leading this implementation strategy/activity? ○ Which units within and outside have a major role to play in implementing this strategy/activity? What are their roles? ○ With who, if anyone, should we collaborate to most effectively implement this strategy/activity? ○ What performance indicators will we use to assess progress on this strategy/ activity? ○ How, to whom, when, and how often will we communicate progress on this strategy/activity? ○ How can we make any in-person events more likely to be attended by traditionally disengaged audiences AND traditionally engaged audiences? ○ If we do what we've identified, who will we likely miss?
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<p>STEP 6</p> <p>Plan Evaluation</p>	<ul style="list-style-type: none"> • How accurately did we assess the issue? <ul style="list-style-type: none"> ○ What did we learn from our experience? • How accurately did we assess the engagement environment? <ul style="list-style-type: none"> ○ What did we learn from our experience? • How effective were our engagement objectives at accomplishing our purpose? <ul style="list-style-type: none"> ○ What did we learn from our experience? • How effective were our engagement strategies at accomplishing our engagement objectives? <ul style="list-style-type: none"> ○ What did we learn from our experience?