



Pillar 2: INITIATE

Step 1: PE Approach Template

Element	Intended Outcome <i>How does this activity help meet your engagement goals?</i>	Cost Guesstimate <i>Staff hours (how time intensive?): 1-5 (1 very little time, 5, very time intensive)</i> Hard Cost: \$-\$\$\$	Target Audience
[Example] Survey	Learn community preferences on city projects (e.g., park amenities)	Hours: 1 (Won't take too long to draft and send) Hard cost: None (Our agency already has a subscription)	Residents within .5 mile of the park Families with young children (city-wide)
[Example] Digital 'Coffee meetings' with 10 key stakeholders	Understand major issues that may come up in this engagement process; learn best outreach methods; receive feedback on X	Hours: 1 (minimal time to schedule and attend meetings) Hard cost: None (all materials are shared electronically)	Youth sport leagues Non-profits that work with families Special districts – parks and rec Maintenance staff
[Example] Bang the Table	Inform about the project, share documents, answer questions, provide an opportunity to submit comments	Hours: 1-3 (depends on level of service vendor can do the heavy lift on webpage upkeep) Cost: 4-5 (depends on level of service)	All residents and stakeholders

THINK

INITIATE

ENGAGE

REVIEW

SHIFT

