



# THINK

## Public Engagement Approach

**Purpose of this template:** To help you think through an effective Public Engagement Approach.

**Directions:** Use this template to create your own Public Engagement Approach. Consider what actions should be in-person versus digital efforts.

### PART A: Brainstorm Elements

#### In-person Efforts

Category	Examples	Brainstorm
'Smaller' Engagement Efforts	<ul style="list-style-type: none"> <li>○ 'Coffee' meetings w/ 1 or 2 stakeholders</li> <li>○ Small group meetings (one stakeholder group for ex)</li> <li>○ House parties</li> <li>○ Focus groups (informal)</li> </ul>	
'Larger' Public Meetings	<ul style="list-style-type: none"> <li>○ Workshop</li> <li>○ Townhall</li> <li>○ Gallery Walk</li> <li>○ Table Level Facilitated Groups (6-8 people per table)</li> <li>○ Open Space</li> <li>○ Conversation Cafe</li> <li>○ Other dialogue techniques</li> </ul>	

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## Digital Efforts

Category	Examples	Brainstorm
<b>Inform... Presenting information</b>	<ul style="list-style-type: none"> <li>○ Website</li> <li>○ Newsletter</li> <li>○ Blogs</li> <li>○ Infographics</li> <li>○ Visual simulations</li> </ul>	
<b>Consult... Ask community for input on a defined issues</b>	<ul style="list-style-type: none"> <li>○ Survey</li> <li>○ Poll</li> <li>○ Budget Challenge</li> </ul>	
<b>Involve... Community helps to define the issue w their input</b>	<ul style="list-style-type: none"> <li>○ Ideation</li> <li>○ Prioritization</li> <li>○ Mapping</li> <li>○ Online forum</li> <li>○ Trade off exercises</li> </ul>	
<b>Collaborate... Community helps decide and/or implement</b>	<ul style="list-style-type: none"> <li>○ Interactive community planning platforms</li> <li>○ Joint data generation apps</li> <li>○ Collaborative writing/ hacking</li> <li>○ Neighbor to neighbor apps</li> </ul>	

## Questions to Consider

- Who will facilitate?
- Who will take notes?
- What are options for providing comment (hand written/ verbal/ post-it/ dots/ etc.)?
- Who will compile comments that are gathered?
- Who/ how will data be 'themed' and analyzed?
- What will be done with 'off-topic' comments or concerns?
- What is 'Plan B' if there are very disruptive folks/people with very strong emotions/concerns?
- How will in-person input be aggregated with input received online?
- How/when will public see what happened to their comments?

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## PART B: Draft Plan

Element	Staffing. # of Staffer(s)	Cost. Beyond staff time is there a cost for the element?	Time. How time intensive? 1-5 (1 less intensive, 5 very intensive)
<i>[Example] Survey (internal)</i>	<i>1 or 2 staffers (draft and review)</i>	<i>No. Our agency already has a subscription</i>	<i>1. Won't take too long to draft and send</i>
<i>[Example] 'Coffee meetings' w 10 key stakeholders</i>	<i>2 lead staffers. Some meetings together; some divided.</i>	<i>Very little. (coffee!) Travel.</i>	<i>1-3. depends on project</i>



## About the Institute for Local Government

The Institute for Local Government's (ILG) mission is to promote good government at the local level with practical, impartial and easy-to-use resources for California communities. ILG is the nonprofit 501(c)(3) research and education affiliate of the League of California Cities, the California State Association of Counties and the California Special Districts Association.

For more information about the TIERS Framework and Learning Lab, please contact [publicengagement@ca-ilg.org](mailto:publicengagement@ca-ilg.org)

To access the Institute's resources on public engagement, visit [www.ca-ilg.org/engagement](http://www.ca-ilg.org/engagement)

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