

## **Pillar 1: THINK**

**Purpose of this template:** To contemplate the various components, resources, and constraints that come into play when planning a public engagement process.

**Directions:** Fill in the document the best you can; you do not need to go in order.

Category	Fill in if applicable	Note
Overview of Program/ Service/ Policy Addressed		
Purpose and Intended Outcome of Engagement		
Time horizon		Weeks/ months
Geographic focus		Whole jurisdiction or subsection; be specific

Target outreach groups		E.g.: Homeowners, renters, youth, ethnic groups, business owners, parents of afterschool program recipients
Equity Considerations		Consider which marginalized populations your project may benefit or burden to ensure equitable outcomes for your policy/program/service.
Level of public input desired	<i>Tip: Address this category when resource constraints are clear.</i>	Could depend on the amount of time/resources available; significance of issue; what just happened or is coming soon with other engagement. Also see <u>IAP2 Engagement Spectrum</u>
What will happen with public input		If a resident asks "What happened to my input/ suggestion" what are you going to say?
Budget	\$: Staff time:	If no dollar budget, note 'in house' or in-kind resources that are important. Staffing: be sure to consider how much time it is likely to take to input public feedback, analyze and/or theme input, and, if applicable, prepare input summary for public view

Potential formats of in person engagement		E.g.: Small meetings with stakeholders, focus groups, town hall, workshops, open house, listening sessions (similar to coffee with a cop)
Digital components		<ul><li>E.g.: Website; surveys; instant polling; ideation; etc.</li><li><i>Tip: At a minimum have information easily accessible on your website</i></li></ul>
Outreach efforts	See Outreach Template	
Potential locations/ platforms to hold events/ meetings		E.g.: Community Centers, schools, libraries, government buildings, faith- based, community rooms at institutions such as banks, foundations, non-profits, etc.
Lead staff		Name(s); role(s)
Supporting staff		E.g.: PIOs, Manager's Office, CAO's Office, Director's Office, I.T., printing department; utilities (for mailers), etc.
Consultant(s) (If applicable)		Name(s); role(s)
Role(s) of Elected Officials		E.g.: Provide welcome at meetings in their area, keeping those with keen interest in the loop regularly; assign staff to help plan events
Key stakeholders		Short list of a few key stakeholders; these folks should have various perspectives on the issue(s)

Tricky potential issues	01 S1	Consider <u>Internal challenges</u> (e.g., ver these three months we are witching IT servers; over these nonths our Director is retiring).
	ve bu ar ho m as po eq go	Consider <u>External challenges</u> (e.g., ery vocal group will be against; a usiness is being built in that area nd residents are still upset about ow that went; Measure failed two nonths ago and people might ssociate this with that; A recent olice shooting has neighborhood on dge and especially distrustful of overnment.
Legal consideration	w	Policy or legal issues to consider, Pork with your legal counsel (city ttorney, county council, etc.)
Title of effort	In	nternal title or formal title