Community Engagement Plan

# Overview

## Objective

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.

## Preparation

**Who will be involved:** your core team; local partners as advisors and reviewers

**Suggested activity length:** several 1–2 hour sessions, plus time for outreach

## Output

A plan for ongoing engagement with different groups involved in or impacted by the resilience building process.

## Example of Completed Community Engagement Plan

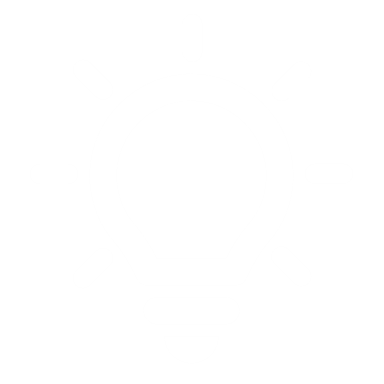
|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Engagement Activity | Date and time | Invitees | Venue details | Accommodations | Materials and budget | Communication | Timeline |
| Example:  Workshop 1-  Hazards, Disasters, and Threats Storytelling Activity | 12/1 | Public | City Hall | * + Translators for Spanish and ASL   + Childcare provided   + Printed agenda and instructions | * + Sticky notes, whiteboard, templates printed   + $ 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 | 9/1- Initial meeting to plan communications and prepare workshop objectives (Core team + key participants)  11/15- Follow-up meeting with core team and key participants  12/1- Public Workshop  12/3-Reflection meeting (core team + key participants), feedback form sent to important actors |

**Community Engagement Plan**

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

## **Instructions**

1. Refer to the outputs from the Equity and Engagement Exercise and Identifying and Diagraming Community Connections.
2. Use this info to fill out column “E” in your Community Connections Table, noting your chosen engagement type. Consider:
   * **Different groups may need different levels of engagement.**
     + Some parties might be invited to all the activities, updated on the planning processes, and consulted for feedback throughout the process.
     + Other key stakeholders or partners such as the mayor should be regularly updated.
     + It may not be feasible for all people to participate in all the workshops, so plan to engage specific populations or stakeholders.
   * **Incentives, interests, and goals vary across actors.**
     + Understand why each person is there, what their interests are, and what they hope to gain out of the exercise to plan accordingly.
   * **Write down steps for the core team to ensure engagement activities strengthen community empowerment.**
     + *For example*:
       1. Inclusion in workshop planning and activity development.
       2. Feature local leaders as speakers at outreach events.
       3. Consult community groups about expectations and intended outcomes.
       4. Provide opportunities for two-way sharing of progress and ideas.

 Tip

Some groups may be feeling **engagement fatigue**, if they are often asked to participate in planning activities but never see any benefits.

## **Activity 2: Write a Plan**

## **Instructions**

1. Gather the core team together. Confer with established local partners and ask about best practices and expectations for engagement and communication.
   1. If possible, someone from 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 below.
   1. An example plan is filled out below.
3. The Community Engagement Plan is pre-populated with ERB activities and important moments for engagement. Modify the table as needed for your community – add or combine activities. Suggested sections for ongoing engagement and outreach provided.
4. When planning, consider:​

* Inviting and communicating with participants
  + E.g., utilize multiple outreach methods
* Accommodations for participants to overcome barriers
  + E.g., childcare, transportation, internet access
* Scheduling:
* The activity and sending invitations
* pre-planning and reflection sessions with the core team
* updates to report out to the broader community
* Activity needs
* (e.g., materials, financial, meeting space)​
* New engagement activities:
* An information booth at a local store/restaurant
* “Open office hours” at a local café or coffee shop
* A talk at a local school

**Community Engagement Plan**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Engagement activity | Date and time | Invitees | Venue details | Accommodations | Materials and budget | Communication | Timeline |
| 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 and Connect |  |  |  |  |  |  |  |
| Report Out / Share Back |  |  |  |  |  |  |  |
| Recruit for Workshop |  |  |  |  |  |  |  |
| Workshop 2 – Assess Resilience |  |  |  |  |  |  |  |
| Report Out |  |  |  |  |  |  |  |
| Recruit for Workshop |  |  |  |  |  |  |  |
| Workshop 3 – Results to Action |  |  |  |  |  |  |  |
| Report Out |  |  |  |  |  |  |  |

## **Activity 3: Assess and Maintain Progress**

## **Instructions**

1. Reflect on engagement you’ve done so far.
   1. Consider:
      * What are your commitments? Have you followed through?
      * Update original Community Connections Diagram and plan for future connections.
      * Review reflection diary – final thoughts or further reflection?
      * Have new ideas emerged for working with specific groups?
      * How can you apply lessons learned in subsequent planning or engagement activities?
        + Has **ERB** been a catalyst for community engagement and action?
2. Continue to plan engagement activities to sustain built relationships.
   1. For example:
   * Convene reoccurring outreach meetings and events
     + (ex: an info booth at a community festival, BBQ, coffee meetups)
   * Decide who will lead ongoing engagement
   * Maintain communication with existing network
     + (ex: newsletter, email listserv, social media page, monthly calls)
   * Use the Community Engagement Plan as a guide and update as community goals or networks change
   * Identify any outstanding engagement actions or activities
     + Plan how to address these gaps
3. Regularly share the outputs of your work with various audiences.
   1. For example:

* Make data and information available and accessible to community members
* Review ownership of data guidelines - see Data Ethics resource
* Make the case for resilience with your office and other departments.
  + (ex: brief city council, apply for funding)
* Celebrate accomplishments with the community
  + - Post pictures in public places
    - Write a newspaper article
* Ask community members how data and information should be used