Inclusive Public Engagement Plan

Identify the need for and purpose of public engagement. Identify the appropriate level of community involvement with staff and through early consultation with key stakeholders. Develop a public involvement plan, including strategies for inclusive engagement.

What are the scope and goals of the issue/process?

Provide description: (Does it build on something existing or is this new? Is it demographically based? Region-wide versus smaller geographic area; non-geographic; affects everyone equally or some groups more than others. What is the final product?)

Does the proposed project/issue directly or indirectly impact (check all that apply):

☐ **Racial disparity** (different outcomes for individuals based on race. e.g. are some services benefiting some communities more than others?)

☐ **Institutional racism** (policy or program change that Impacts communities of color)

☐ **Multiculturalism** (equal rights and respect for all cultural groups. Creating the conditions for understanding, respect and interaction between cultures.)

☐ **Raise awareness** (explicitly educates about the importance of historical and contemporary facts regarding race, racial disparities, and/or culture)

Please describe:

Adapted from: City of Seattle (2009). "Inclusive Public Engagement Plan." *Inclusive Outreach and Public Engagement Guide.*

Who's affected by the proposed project/policy?

General population: _____

Race and ethnic population: _____

Specific groups: _____

Specific area(s): _____

Please describe how these groups are affected:

[ ]

What's the timeline for completion of this process?

Deadline for project completion _____

Describe timeline (include any legal requirements, political commitments, and staff goals):

[ ]

What is the public's perspective in this process/project? What degree of public influence is possible?

(It is important to manage expectations. Be clear about what you want participants to contribute to the process, what they will gain from taking part, and the extent to which their input can influence decision-making.)

What are the objectives in involving the public in this process/project?

To help with policy making:

☐ Use it to define the problems, to find solutions, or both.

☐ Establish the complexity of an issue.

☐ Develop innovative policy options.

☐ Test out ideas.

☐ Build consensus.

☐ Identify and understand the risks.

☐ Find the most effective and cost-efficient solutions to problems.

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To help relations with community:

- [ ] Ensure community feels heard on the policy-making process.
- [ ] Sharing with community the pros and cons of policy options.
- [ ] Building relationships with specific racial/ethnic communities.
- [ ] Strengthening relationships between constituencies.
- [ ] Developing alternative methods for public engagement for racial/ethnic communities.
- [ ] Partnering with community organizations.
- [ ] Maintaining and deepening relationships within a community.

Please describe:

What are the constraints to public influence?

- [ ] Previous agency commitments
- [ ] Funding limitations (amount, how it can be used)
- [ ] Legal constraints (laws that constrain scope and/or solutions)
- [ ] Other:_____

Please describe:

Public role (check all that apply):

- [ ] **Inform** – Educate the public about the rationale for the project or decision; how it fits with agency goals and policies; issues being considered, areas of choice or where public input is needed.

- [ ] **Consult** – Gather information and ask for advice from citizens to better inform the agency's work on the project.

- [ ] **Collaborate** – Create a partnership with the public (key stakeholder groups) to work along with the agency in developing and implementing the planning process or project.

- [ ] **Shared Decision-making** – Decision-makers delegate decision-making power to stakeholders or give them a formal role in making final decisions to be acted upon.

Describe any legally mandated public involvement:

What type of decisions are to be made in this process?

Describe nature of decision: (What is the decision to be made? Who do they affect? Who influences and who makes the decisions? Who puts together the recommendations for making the decision? Who makes the decision?)

Who are the Decision-Makers? (check all that apply)

- ☐ Mayoral priority
- ☐ Council priority
- ☐ Other level of government: _____
- ☐ Appointed officials: _____
- ☐ Other Decision-Makers: _____

Who are the stakeholders in the process?

Include all who are affected: client, sponsor, influencers, end users, "bystanders," media, others affected by the process/action. Pay particular attention to identifying those who typically don't participate or have a voice, but who are affected like people of color, immigrants, low income households, elderly, youth, etc.

Identify specific stakeholders:

- ☐ General Public: _____
- ☐ Racial/Ethnic Groups: _____
- ☐ Community Based Organizations (advocacy groups, non-profit agencies): _____
_____

- ☐ Private Sector (business community, development community): _____
_____

- ☐ Decision makers (Department Director; Mayor; Council; other legislative bodies): _____
_____

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☐ Agency Department(s): _____

☐ Other Public Agencies: _____

☐ Other (those directly affected by the outcome): _____

_____

What are the stakeholders' interests/concerns?

(Consult with community representatives such as the Immigrant and Refugee Advisory Board as "sounding boards" to help address questions. List the interests/concerns for each stakeholder group.)

What changes do they want and what do they want left unchanged?

What are their expectations?

What resources do they have?

How can they benefit from the policy/project?

How would they be affected by the risks? (Are they harmed?)

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What relationships do they have with others?

Is there a need for an advisory group or community partnership?

How will this be accomplished? Will you use or build on an existing group or to create a new advisory group? What is the purpose of the group? Specify resources needed.

What is the basic communications strategy and goals for the project?

What are the key messages that need to be shared about the project?

What is the strategy for communicating with the media? (Include strategies for working with Ethnic media outlets)

What are the translation and interpretation needs of the project?

What public involvement tools/activities are appropriate for the project?

Describe engagement tools/activities (Refer to the Public Engagement Matrix (section 5) to determine types of appropriate engagement. e.g. survey, public meeting, etc.):

Do the tools/activities achieve inclusive engagement?

☐ **Build personal relationships with racial/ethnic community** – Activity deepens existing relationships or establishes new relationships.

☐ **Develop alternative methods for engagement** – Approach provides multiple ways for contributing input and feedback and direct communication with racial and ethnic community.

☐ **Partner with diverse organizations and agencies** – Activity provides opportunity to collaborate with organizations of color and draws upon leadership from communities of color.

☐ **Maintain a presence within the community** – Activity builds upon presence in community, or establishes ongoing relationship.

☐ **Increase accessibility** – Activity takes into account language and barriers to participation like location, time, transportation, childcare, and power dynamics.

☐ **Create a welcoming atmosphere** – Activity reflects the culture of the community and is welcoming.

What resources and responsibilities are needed to carry out the public involvement activities?

Staff Responsibilities and Roles (Project manager, public involvement lead, other staff)

Community responsibilities and roles (if applicable):

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Funding needs – communications, public events, consultant services

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What is the public involvement schedule?

Develop a timeline and month-by-month calendar of tasks and activities for public involvement. Show how these are connected to project timeline and milestones. In developing these schedules, work back from deadlines to determine what types of involvement is possible given timeframe and deadlines for the project.

Key Dates:

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What are the reporting mechanisms?

- [ ] Identify products that document and report on the outcomes of the public involvement.
- [ ] Media/communications pieces (press packet, news release)
- [ ] Progress report(s)
- [ ] Final report
- [ ] Formal recommendations
- [ ] Briefings and presentations for decision-making bodies (involve community participants)

Describe:

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