



Community Engagement Worksheet

This worksheet is designed to assist you with the process of creating and executing a successful public engagement process. Before undertaking any engagement project, an organization needs to identify the project purpose, primary/target audience, potential communication barriers, desired impacts to communities, and strategies for effective communication.

The worksheet consists of three components: Project Background, Target Audience, and Engagement Planning. Each section poses several questions that will help guide you through the public engagement process. The sidebar provides additional tips and recommendations to guide you in developing your public engagement plan.

SECTION I: PROJECT BACKGROUND

1. Briefly describe your project.
 - a. Project title
 - b. Project manager/lead and role
 - c. Project goal (i.e., revise land use plans, community development project, special use permit, etc.)
 - d. Project scope and timeline
2. Describe the decision-making process.
 - a. What decisions/approvals need to be made in order for the project to be implemented?
 - b. Who makes the decision and how is it made? (i.e., elected officials, stakeholders, community leaders, citizens)
 - c. If a collaborative team is convened, how will this group make decisions? What happens if a decision cannot be reached?
 - d. Will the decision occur before or after the engagement process?
 - e. How will the decision affect the community?
3. Purpose of the public engagement process.
 - a. What is the main purpose for involving the community?
 - b. What is the highest level of community engagement envisioned? (See the [Community Engagement Spectrum](#))

SECTION II: TARGET AUDIENCE

1. Gather information and research relevant groups and communities in your project area.
 - a. What specific **population, issue-related or historically underrepresented** groups may be impacted?

Public Engagement Checklist

Successful public engagement processes should consider the components listed below.

- Complete project background
- Identify purpose of engagement
- Identify community engagement technique
- Identify the target area
- Identify the target audience
- Identify stakeholders and partners
- Identify appropriate communication strategies
- Identify resources and available timeframe
- Create a public engagement plan
- Create an appropriate budget
- Monitor and evaluate the engagement process – complete progress reports
- Ensure accessibility and transparency throughout the process
- Seek feedback on the process from the target audience
- Evaluate the outcome
- Report on the process and outcome to appropriate decision makers
- Share your engagement experience with SNS

- b. What is your **target area**?
 - c. What are the demographics in your **target area**?
2. Using the information collected above, determine your target audience.
 - a. Who is the primary audience you desire to reach?
 - b. Who are the key community leaders and/or stakeholders within this audience?
3. Assess your existing access to your target audience.
 - a. Does your organization have existing connections and partnerships in place to engage with your target audience?
 - b. If not, what organizations and groups could be contacted to partner with you on the engagement process?
4. Identify challenges and opportunities for engaging your target audience.
 - a. What are the potential **barriers and challenges** for reaching your target audience?
 - b. What **opportunities** exist for reaching your target audience?

SECTION III: ENGAGEMENT PLANNING

1. Identify your role and time frame for public engagement.
 - a. What is the anticipated timeline for the engagement process?
 - b. What will your organization's role be in the public engagement process (i.e., leader, supporting, none, etc.), and what will it entail (i.e., execution of plan, provide technical assistance, make staff recommendations, etc.)?
2. Determine your strategies for effectively reaching all audiences identified section II on target audience
 - a. What tools and tactics will be used to engage your target audience? (See the [Community Engagement Spectrum](#))
 - b. What is your plan to address identified **communication barriers** such as language and literacy needs?
 - c. What steps are being taken to ensure that **impacted and underrepresented communities** are included?

Tools

- Use the [Community Engagement Spectrum](#) to help identify the community engagement technique that is most appropriate for your project.
- Use the [Southern Nevada Community Data Map](#) to find key socioeconomic and demographic data within Clark County.
- Use the [Southern Nevada Community Engagement Contact Request](#) form to identify and contact partner organizations and stakeholders for community engagement.

Tips

- Public engagement is a fluid process. Start with what you know and work from there.
- Once you've begun executing your engagement plan, you may need to return to the worksheet and modify your plan as new information is learned.
- Don't be afraid to make mistakes; public engagement is hard work. But the rewards of successful public engagement are great.
- Use a combination of techniques (in-person and virtual), ensuring that the process provides adequate opportunities for broad participation.

Recommendations

- Note **population or issue-related groups** such as neighborhoods, race & ethnicity, language, age, gender, tribal, etc.
- Note **historically underrepresented groups** that may be impacted by the project such as African Americans, Hispanic and Latinos, women, etc.

- d. What existing **communication opportunities and resources** can you leverage?
 - e. What can **partner organizations and stakeholders** contribute to the engagement process?
3. Determine your budget and the resources needed to support your strategies.
 - a. What is your staff availability? Do you need to hire additional staff to manage or assist with the engagement process? (i.e., consultants, translators, etc.)
 - b. Do you need to **budget** for venues, translation equipment, tech equipment (A/V), food/refreshments, etc.?
 - c. What materials are needed to support your strategies and what is the **budget** for these items?
 4. Determine reporting mechanisms for monitoring and evaluating the engagement process.
 - a. How will the target audience be informed of benchmarks, progress, and decisions of the project?
 - b. What quantifiable results will be obtained?
 - c. What does **success** look like for the project? For the community?
 - d. What does final evaluation for the process look like? (i.e., public briefing, published report, etc.)
 - e. How will your target audience be included in your evaluation process? (i.e., feedback, surveys, public comment, etc.)
 5. Determine how the engagement process will affect the decision-making process.
 - a. What does the community perceive as the benefits and consequences of the project?
 - b. What alternatives can/should be considered?
 - c. What unintended consequences could result?
 - d. What strategies are in place to mitigate/alleviate the unintended consequences?
 - e. What decisions will be made after the public engagement process?

- **Target area** may be defined as zip codes, school zones, transportation corridor, etc.
- Potential **communication barriers** include language, education, culture, age, income, social structures, etc.
- Potential **accessibility challenges** include transportation, child care, technology, environment, resources, crime, etc.
- Potential **communication opportunities** include existing social gatherings, resource distribution centers, community radio, social media, etc.
- Look to **partner organizations and stakeholders** to assist with providing contact information, sponsorship, legitimacy/credibility, etc.
- Strategies for overcoming **communication barriers** include translation and interpretation, reading level of provided materials, etc.
- Consider alternative or non-traditional approaches for **impacted communities** such as providing a play area for children with supervision, providing fresh/healthy food, etc.
- Consider **existing opportunities and resources** such as attending church/community organizations, radio station PSAs, joining social media groups, etc.
- **Budget** for supporting materials such as notification mailers, informational brochures and handouts, survey service provider, etc.
- Define and evaluate **success** both in terms of process and outcome. (See the [Community Engagement Evaluation Guide](#))