

Planning for Successful Citizen Engagement in **10** Easy Steps

TOPIC:

- 1 What is your purpose or call to action – what are you seeking input on or problem you need to solve?** E.g. Get feedback on new bylaw? How to improve communications? Close landfill?
- 2 Who is your audience?** Who do you need to reach, who will be impacted. E.g., front line staff, elected officials, neighbourhood residents, dog owners?
- 3 What level of consultation do you want to achieve?** Inform only? Consult? Involve? Pick one per audience.
- 4 What are your key messages?** Be audience focused: What does this mean to them?

5 How will you consult your audiences, what methods will you use? Set up an advisory committee? Hold an open house? Host an online forum? Go to where they are?

6 How will you collect feedback, gain input? Conduct a survey? Online or at event?

7 How will you promote, what communication tools will you use? Send a news release, newsletter? Advertise? Put up posters? Email? Online?

8 What's your timeframe for completing these steps? What's your last day for feedback? When do decisions need to be made? When will you report out?

9 Create an action plan. Identify who needs to do what by when and with what resources (people and money).

10 How did it go? Were you successful?