

A Strategic Framework for Public Engagement

Six considerations before you start your next public engagement initiative

#1

What question(s) are we asking the public?

- What is the opportunity for engagement?
- What questions does the public want to address?
- What is on or off the table?
- What are the risks of not engaging (more deeply)?

#2

What are we trying to achieve?

- Raising awareness & education
- Transforming conflicts
- Exploring ideas & information
- Contributing to decision-making
- Mobilizing collective action

Adapted from NCCD Streams of Engagement: ncdd.org

#3

How will our decisions affect communities?

- What is the impact on the whole community?
- What is the impact on specific areas and/or groups within the community?

Adapted from SPARC BC Community Engagement Toolkit: sparc.bc.ca

#4

How will the community's input affect our decisions?

Based on the IAP2 spectrum, what is our commitment to the public?



International Association of Public Participation: iap2canada.ca

#5

What is the scale of engagement?

- How broad should the reach of engagement be?
- What is the budget for engagement and how does it relate to the overall project budget?

#6

How will we follow through?

- How will we report back to the community?
- How will we continue to engage and work with the community?