

Building a Project Community Engagement Plan



Building and implementing an effective community engagement strategy can be vital to the success of a project—not only does it involve raising awareness, but done well, it can generate buy-in from stakeholders and use the considerations, knowledge, and experience of the community to shape the design and implementation of the project. A comprehensive engagement plan should be informed by a deep understanding of the community and its stakeholders. As part of the process, engagement managers should:



1

Identify the goals and objectives of community engagement

Resources: Refer to the **IAP2 Spectrum of Public Participation** to identify your goals for community engagement

2

Interview key internal and external stakeholders

Resources: Refer to the **Community Engagement Assessment Report and Community Engagement Strategy** for background on stakeholder interests and community engagement preferences

3

Identify your timeline and budget

Resources: Refer to the **Public Engagement Plan** for the minimum of time promised for a comment period

Considerations that may require a longer timeline:

1. Are you reaching out to a new community where there is no existing relationship?
2. Are Tribes involved?
3. Are translations or accessibility accommodations needed?
4. Will information be distributed by mail or through community partners?

Considerations for budget:

1. What can the Community Engagement Manager help with?
2. Are there partner organizations that can provide resources to help with community engagement?
3. Will you need to bring on a consultant to help with outreach?

4

Develop key messages

Resources: Refer to the **Community Engagement Strategy** for basic key messages

Tip: Ensure messages are written in plain language and are understandable to the general public.

5

Identify engagement tactics and communication channels

Resources: Refer to the **Community Engagement Strategy** for potential engagement tactics

Tip: Ensure your identified tactics are the preferred method of engagement for the community you are trying to reach.

6

Develop key performance metrics to measure success of your engagement efforts. Metrics could include attendance at engagement events or feedback from participant surveys.