maptionnaire

FREE TEMPLATE

Community engagement plan

Plan how your project will involve the community, from the first invitation to the final results.
Fill in the project first, then one row per engagement goal in each phase. Orange cells add up in Step 4.

STEP 1

Know the project

Project name	Pin Peak Neighborhood Park	**Client**	City of Pin Peak
Prepared by		**Date**	

What are the project's goals?
What does the project need to deliver, for the community and for decision-makers?

Reinvest in the park: a conceptual design for the layout, paths and new playground.

What's the scope for engagement?
The project scope (geographic or otherwise), what is already decided, and what is open for community input.

Site boundary and overall budget are fixed. Layout, paths and the new playground are open to community input.

Who's the community?
Everyone who lives, works, visits or owns property in the area, even if only indirectly affected. Note target groups, like those under-engaged in the past.

Neighbors, park users and the nearby elementary school. Families with children and school stakeholders matter most for the playground.

What's the project timeline?
Deadlines, milestones and deliverables. Mark which are fixed and which are flexible.

6 months. Conceptual design due in month 6. Phase 1 (months 1-2) park uses, Phase 2 (months 3-5) playground design.

What's the engagement budget? ($)
A given budget or one you'll propose.

10000

Grey text is a fictional example from our guide How to Prepare a Community Engagement Plan.

STEPS 2 & 3

Set engagement goals and match methods

Write each goal as: [level of engagement] on [topic] with [who]. One row per goal.

		ENGAGEMENT							
Phase Usually tied to a project deliverable.	**Month**	**Engagement goal** What you need to learn	**Level of engagement** Scaled to how much the project (or a part of it) impacts the community or target group	**Who in the community** The whole community (per step 1) or a target group for a particular topic.	**Methods, where, and in what formats** Match to the level of engagement. Consider what your community prefers (language, compensation, privacy) and what your analysis needs.	**Analysis** How will you process large response volumes? If you're cross-analyzing demographics, comments and locations, how will you keep that data together?	**Communication** How will you invite people beforehand, share results after, and inform between activities?	**Who's responsible** Your team, the client or a partner?	**Cost ($)**
Phase 1: Park uses	1-2	Current and desired park uses	Invite input	All neighbors, every block	Online map survey, open throughout. Pop-ups at the park and school events with tablets.	Map responses by location to see every block.	Park signs and project page link to the survey. School newsletter two weeks before each pop-up.	City parks team; school office	3000
			Choose a level						
			Choose a level						
			Choose a level						
Phase 2: Playground design	3-5	Playground design alternatives	Shape together	Families with children, school	Kids and parents mark ideas on a park map. In-person co-design session with teachers and parents.	Compare families and school with all neighbors; map ideas by location.	Post what we heard on the project page and at the park. Invite families to the session.	Consultant team; school	2500
	3-5	Playground design alternatives	Shape together	Families with children, school	Online co-design activity at their own pace, instead of a second workshop.	Same survey as the row above, so results stay together.	Project page and school newsletter.	Consultant team	1500
			Choose a level						
			Choose a level						

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STEPS 2 & 3, CONTINUED

Set engagement goals and match methods

Write each goal as: [level of engagement] on [topic] with [who]. One row per goal.

		ENGAGEMENT							
Phase Usually tied to a project deliverable.	**Month**	**Engagement goal** What you need to learn	**Level of engagement** Scaled to how much the project (or a part of it) impacts the community or target group	**Who in the community** The whole community (per step 1) or a target group for a particular topic.	**Methods, where, and in what formats** Match to the level of engagement. Consider what your community prefers (language, compensation, privacy) and what your analysis needs.	**Analysis** How will you process large response volumes? If you're cross-analyzing demographics, comments and locations, how will you keep that data together?	**Communication** How will you invite people beforehand, share results after, and inform between activities?	**Who's responsible** Your team, the client or a partner?	**Cost ($)**
			Choose a level						
			Choose a level						
			Choose a level						
			Choose a level						
Continuous communication	1-6	Project basics, schedule, results at each round	Sharing information	Everyone	Project page and signs at the park entrances.		Update the page after each round: what we heard, what changed. In month 6, show how input shaped the design.	City parks team	1000
			Sharing information						

STEP 4

Put it all together

- Does the total fit the budget? Several activities can share one event or survey.
- Does it fit the timeline and its fixed milestones? Some activities can run in parallel.
- Does it reach the groups from Step 2 at the levels you chose?
- Does every activity have someone responsible?

Total cost ($)	Engagement budget ($)	Left / over budget
8000	10000	$2,000 left

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