




Community Engagement: Building your Planning Canvas

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Consulting Director, Community Engagement



**What is your
aspiration for
engagement?**



**What's holding
you back from
engaging the way
you want?**



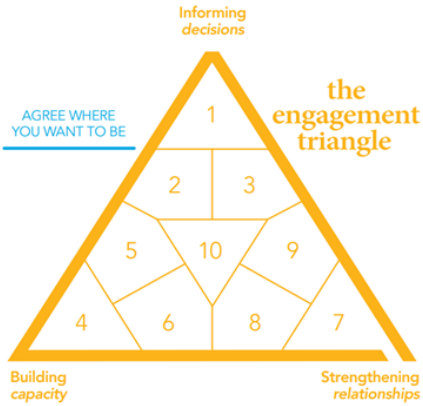
COMMUNITY ENGAGEMENT PLANNING CANVAS

This planning tool will help you work through the main considerations you need when planning to engage community. Use this as a space to reflect, generate ideas, and refine your thinking.

WHY ENGAGE?

PURPOSE

Shade the segment of the triangle based on your purpose for engagement.



ENGAGEMENT GOALS

What are the main reasons for wanting to engage the community? What do we hope to learn? What are the beneficial outcomes for the community?

1.
2.
3.

HOW ARE YOU ENGAGING?

LEVEL OF ENGAGEMENT

Circle the appropriate level of engagement based on your purpose and goals.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives and solutions.	To obtain stakeholder feedback on analysis, alternatives and/or decisions.	To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood.	To partner with stakeholders in each aspect of the decision from development to solution.	Shared leadership of community-led projects with final decision-making at the community level.
STYLE	"Here's what's happening."	"Here are some options, what do you think?"	"Here's a problem, what ideas do you have?"	"Let's work together to solve this problem."	"You care about this issue and are leading an initiative, how can we support you?"

METHODS OF ENGAGEMENT

What methods will you use to engage people?

GUT CHECK

- What's the benefit to the community?
- How invested is the community in this topic? Is this a polarizing issues?
- What decisions have already been made? What's open for discussion?
- Who is already working on this topic or with this community? Have previous engagements been done?
- How are you making this inclusive and accessible?

WHO?

What are the characteristics of the people we want to engage? What would 'qualify' them to be someone we want to engage with? Would anything disqualify them?

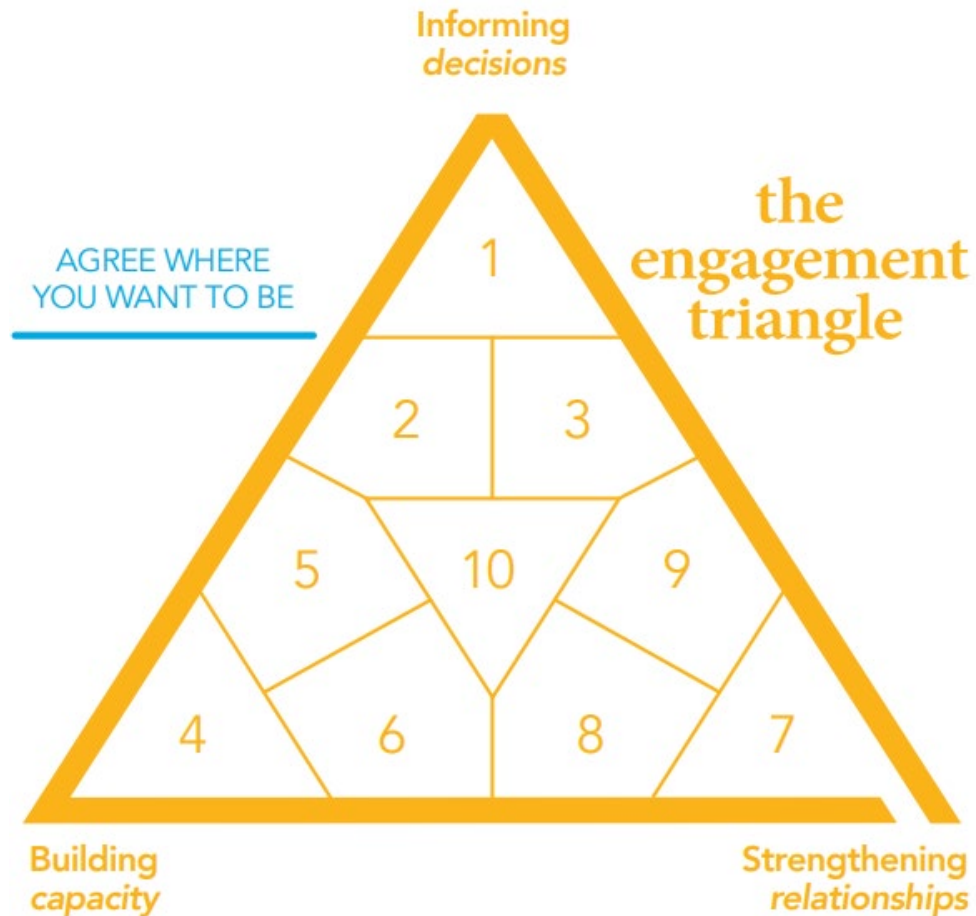
RESOURCES REQUIRED

What things (staff, money, external supports, etc.) do we need to make this happen?

HOW WILL YOU EVALUATE?

EVALUATION QUESTION Based on engagement goal	DATA SOURCE Where will you find the information?
1. <input type="text"/>	<input type="text"/>
2. <input type="text"/>	<input type="text"/>
3. <input type="text"/>	<input type="text"/>

Why engage?



Create a Youth Engagement Strategy



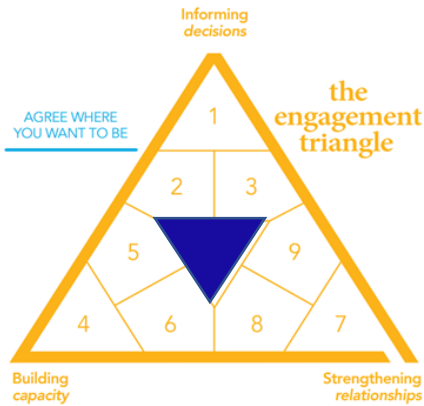
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1. Provide ownership of the plan & build leadership skills
2. Generate ideas & understanding between youth and orgs
3. Connect with underrepresented youth

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METHODS OF ENGAGEMENT

What methods will you use to engage people?

1. Youth planning workshop
 - Design consultation process
2. Youth engaging youth
3. Youth synthesis workshop
4. Co-design session with orgs serving youth
5. Youth strategy-writing workshop

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Methods for Engagement

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
EXAMPLE TECHNIQUES	<ul style="list-style-type: none"> • Website • Email • Public meeting • Videos • Infographics • Social media • Ads • Posters • Information hotlines • Presentations/ live streaming • Expert panel • Displays / exhibits • Site visits / tours • Media coverage 	<ul style="list-style-type: none"> • Polls • Voting • Surveys • Interviews • Focus groups • Online forums • Online commenting • Social media discussion/ townhalls • Voicemail commenting • Door-to-door • Kitchen table talks • Open houses / pop ups • Comment boxes • Art & theatre 	<ul style="list-style-type: none"> • Workshops • Crowdsourcing ideas / ideation • Mapping • Digital storytelling • Design charrette • Mind-mapping • Visioning • Scenario testing • Citizens panels • Hackathons • Participatory budgeting • Leadership development • Theatre 	<ul style="list-style-type: none"> • Workshops • Large group meetings • Document Co-creation • Online communities • Open space • Working groups/ study circles 	<ul style="list-style-type: none"> • Decision-making platform • Citizen committees • Citizen juries • Asset-based Community Development

<http://www.tamarackcommunity.ca/library/index-of-community-engagement-techniques>

Methods for Engagement

A range of tools and techniques have been mapped on the Engagement Triangle, based on the intent of the community engagement.

These tools and techniques are just mediums to facilitate the community engagement. The content and delivery needs to be tailored on a project by project basis.

Note: This sample of tools and techniques are drawn from Capire's recent projects and experiences.

	One-to-one												Small group				Large group				Drop-in				Online									
	Interviews	Telephone survey	Intercept survey	Vox pop	Briefing	Meeting	Focus group	Walking tour	Consultative group	Citizen jury	Kitchen table discussion	Workshop	Field trip	Deliberative forum	Pop-up	Listening post	Information session	SpeakOut	Written			Forums (eg Engagement HQ)	Website	Film (eg YouTube)	Mapping (eg CrowdSpot)	Photo sharing (eg Instagram)	Social network (eg Facebook)	Micro blog (eg Twitter)	Blog (eg Tumblr)	Online survey				
																			Self-completion survey	Formal submission	Ballot													
1 To inform decisions	★	✓	✓	✓		✓	★		✓	★		✓		★		✓		✓	✓	★	★	✓			✓						✓			
2 To primarily inform decisions and secondly build capacity	✓			✓	✓	✓	✓	✓	✓	✓	★		✓				✓				★			✓										
3 To primarily inform decisions and secondly strengthen relationships	✓			★	★	✓	✓	✓	✓	★	✓	✓	✓	✓	✓	✓	✓							✓										
4 To build capacity					✓			✓				✓				✓						★	★		✓		✓	✓		★				
5 To primarily build capacity and secondly inform decisions	✓			✓		✓	✓	★	✓	✓	✓		✓		✓		✓																	
6 To primarily build capacity and secondly develop relationships					★										✓		★					✓				✓								
7 To strengthen relationships								✓			✓		✓													✓								
8 To primarily strengthen relationships and secondly build capacity					✓	✓		✓		★		★				✓										★	★							
9 To primarily strengthen relationships and secondly inform decisions	✓			✓		★		★	★	✓		★		✓	✓			✓																
10 To inform decisions, build capacity and strengthen relationships	✓					✓	✓	✓	✓	✓	✓	✓		✓	★	★		★																

<https://www.tamarackcommunity.ca/hubfs/Resources/Tools/Capire%20Triangle%20Booklet.pdf>

Create a Youth Engagement Strategy



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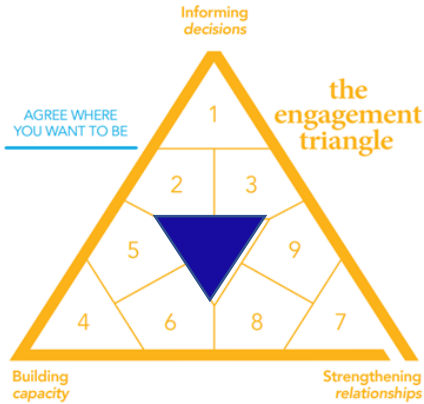


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WHO?

What are the characteristics of the people we want to engage? What would 'qualify' them to be someone we want to engage with? Would anything disqualify them?

1. Youth
 - Unrepresented youth
 - Youth leaders
 - Broad population
2. Orgs serving youth

RESOURCES REQUIRED

What things (staff, money, external supports, etc.) do we need to make this happen?

1. Organizational-buy-in to a youth-led strategy
2. Youth coaching

HOW WILL YOU EVALUATE?

EVALUATION QUESTION	DATA SOURCE
Based on engagement goal	Where will you find the information?
1. Did youth feel empowered and equipped?	Post-project interview (eg. identify new skills)
2. Did youth & orgs connect and generate new ideas	Summative evaluation
3. Were underrepresented youth engaged?	Summative evaluation



7 FOUNDATIONS FOR AUTHENTIC ENGAGEMENT

Inform well

Recognize all expertise

Build relationships

Establish ownership

Ensure contribution

Be adaptive

Close the loop

FOUNDATIONAL IDEA

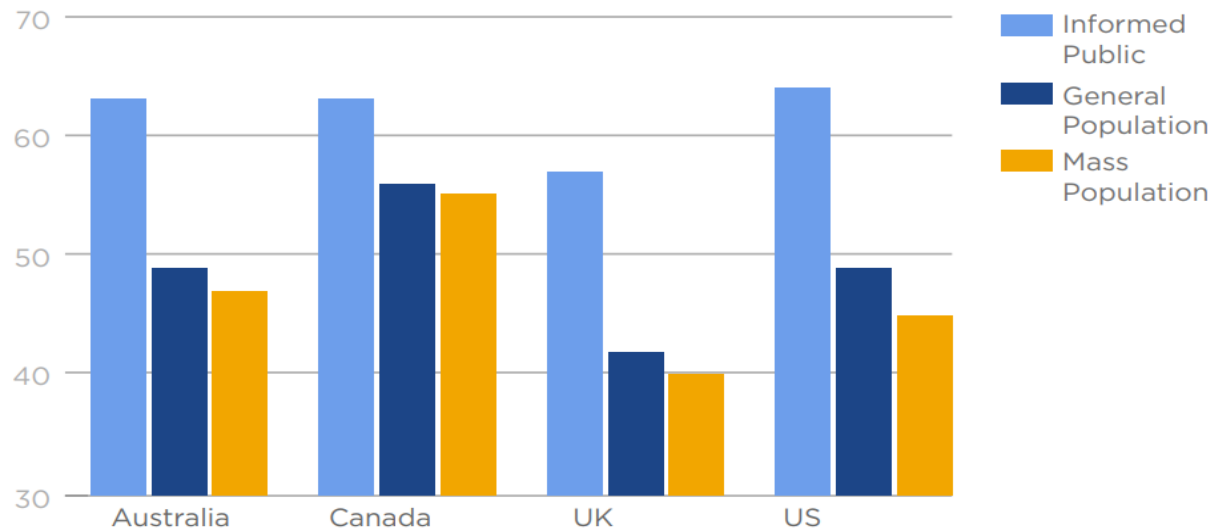
Inform well

Have you made it easy for people to find and understand the information? Is the process clear and transparent?

It's important for the community to be well-informed for bi-directional trust.

Being informed builds trust

2015 Public Trust in Institutions



Source: <http://www.edelman.com/insights/intellectual-property/2016-edelman-trust-barometer/global-results/barometer/global-results/>

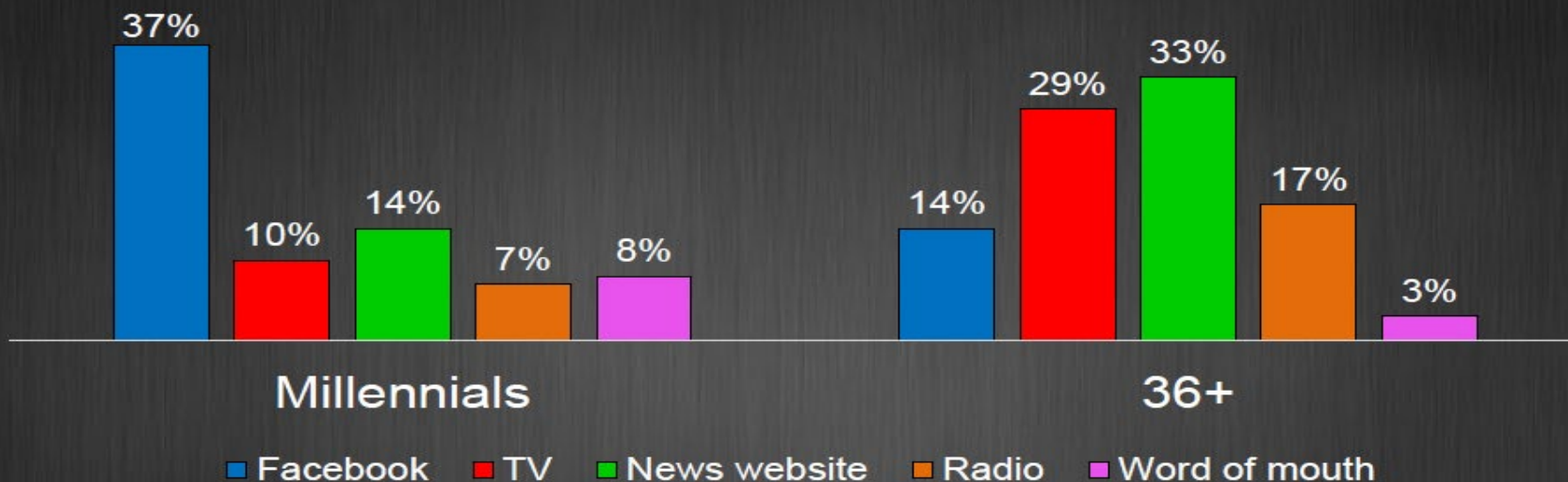
FOUNDATIONAL IDEA

Inform well

Inform your community in ways that cut through the clutter:

- Videos, infographics
- Plain language, humour, surprise
- Explain why it should matter to them
- In the right channels

If a major news event occurred, where would you most likely hear about it first?



FOUNDATIONAL IDEA

Recognize all expertise

Content Experts are professionals, staff in your organization, service providers, and leaders with formal power who have the knowledge, tools, and resources to address the issue.

Context Experts are community members who experientially know about the issue and feel the impact it has on their everyday lives. These are individuals who know the issue intimately and experience it day to day.

FOUNDATIONAL IDEA

Build relationships

Understand the layers within a community.
Establish connections. Go out of your way.
Pay attention to people and their preferences. Be humble.

FOUNDATIONAL IDEA

Ensure contribution

“The price of participation is contribution” ~ Michael McAfee

- Why are we inviting the community to engage? Be transparent. What’s on and off the table?
- How will the process help shape the work?
- How will activities be structured for optimum participation (remove barriers), dialogue, and how will we balance power?
- Are there ways the community can add value to the ultimate and ongoing success of the effort?
- What success indicators will be used to assess the value of the effort?

FOUNDATIONAL IDEA

Establish ownership

Understand the difference between buy-in and ownership.

- **Buy-In:** Someone else has developed the idea, made the decision, designed an action plan and then asks and needs the staff/citizens to approve it and/or implement it.
- **Ownership:** Front line staff/citizens develops the idea, makes the decisions, designs the action plan and acts on it.

FOUNDATIONAL IDEA

Be adaptive

Learn as you go. Build check in points into your plan where you ask:

- Is our engagement representative?
- Who have we not heard from? How will we ensure their voice is heard?
- What feedback did you receive that you had not considered in your planning thus far?
- Is there anything we need to do differently?

FOUNDATIONAL IDEA

Always close the loop

Ensure the community feels heard. Communicate before a decision is made. Say, "this is what we heard from you" rather than "this is the choice we made."

When the community sees themselves reflected in the process, they will not only feel acknowledged but also more accepting of the final decision.

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Close the loop

What is the role of the community?

Recipient



Information

Source



Participant



Leader





Ask yourself:

- Are there clear (both immediate and long-term) benefits to engagement that resonate with your audience?
- Have we sought to understand the potential harms from engagement?
- To what extent do you personally have the ability to follow through on the outcomes of engagement? What are your limitations and how will you make them explicit?
- Have similar consultations been conducted in the past? When and by whom? How do we know?

Minimizing Potential Harm

- Social stigma (e.g., 'outing' or labelling someone)
- Weaponizing data
- Time and energy
- Reinforcing power structures
- Tokenism
- Trauma

Maximizing Potential Benefit

- Feeling heard
- Human connections
- Empowerment
- Building capacities
- Financial benefits



Reach out to me anytime:
lisa@tamarackcommunity.ca