



## **Partnership for Public Service PPCE Planning Document** (Resource created in 2024)

*Below we provide a planning document for any agency interested in implementing a Public Participation and Community Engagement (PPCE) activity. We have divided the process into six phases of engagement: 1. Problem definition; 2. Resource allocation; 3. Pre-engagement; 4. Selecting a method for engagement; 5. Engagement; and 6. Post-engagement follow-up.*

*We recommend starting at Phase I and working your way through all questions. If the agency takes the time to address these questions, they will have a thorough plan for their PPCE from design to implementation, to evaluation, to learning. This includes actionable approaches for embedding evaluation, identification of valid output and outcome measures, and strategies to collect and analyze the data so that it can contribute to a shared pool of learning to inform future PPCE across government.*

### **Phase I – Problem Definition- Roles and Responsibilities**

<b>The agency should clarify the problem</b>	What is the challenge they are trying to address?
<b>Define roles and responsibilities</b>	Who is responsible for making decisions?
<b>Identify who is being affected by the interventions</b>	Who is being affected? Individuals Communities Business
<b>Decide/define the level of public participation that the agency is expecting</b>	To what extent is the public able to get involved? Inform Consult Collaborate Empower

## Phase II – Resource Allocation & Goals

<p><b>Define the goals of the activity</b></p>	<ul style="list-style-type: none"> <li>• What are the goals of public participation?</li> <li>• How does public participation fit into the challenge that is being solved?</li> <li>• What are some metrics the agency is trying to achieve?</li> </ul>
<p><b>Allocate resources - staff time, money, consultant</b></p>	<ul style="list-style-type: none"> <li>• How many resources can be allocated to this effort?</li> <li>• Are participants being paid for their time?</li> </ul>
<p><b>Define roles of public participating in the exercise</b></p>	<ul style="list-style-type: none"> <li>• How much influence will the public have over the final decision?</li> <li>• Who from the agency side is making the final decision?</li> <li>• What are the responsibilities of the public and what are the responsibilities of the agency?</li> <li>• Who will be responsible for implementing the decisions?</li> <li>• Who is responsible for evaluating the success of public engagement?</li> </ul>

## Phase III – Pre-engagement- Specifying who is being affected

<p><b>Directly affected individuals/communities</b></p>	<p>Who will be directly affected by the interventions?</p>
<p><b>Indirectly affected individuals/communities</b></p>	<p>Who will be indirectly affected by the interventions?</p>

<p><b>Identify communities/individuals already engaged with the agency. These individuals/communities can be used a resource</b></p>	<p>Who is already engaged or has contacted us about this issue?</p>
<p><b>Anticipate barriers/challenges</b></p>	<ul style="list-style-type: none"> <li>• Who can claim a legal standing (legal rights to...) that would be affected by the decision /interventions?</li> <li>• Have people not engaged in the past even though they are affected by the intervention?</li> </ul>
<p><b>Find allies</b></p>	<p>Who is committed to the various interest groups, such as community groups or business groups, and will be responsible for acting as liaison and leader?</p>

### Phase IV Selecting a method for engagement

<p><b>What is the most appropriate method that can be used for the engagement?</b></p>	<p>Consult the <a href="#">Partnership toolkit (Partnership for Public Service PPCE Dashboard and Partnership for Public Service PPCE Copilot)</a></p> <ul style="list-style-type: none"> <li>• What is the desired level of involvement?</li> <li>• How many participants can be involved?</li> <li>• How much will it cost to conduct the participatory process?</li> <li>• How long will it take to conduct the participatory process?</li> </ul>
<p><b>Selecting the method according to the desired outcome</b></p>	<p>Was the method of engagement selected according to the desired outcome?</p>

<p><b>Planning the evaluation</b></p>	<p>What is the plan for evaluating the success of the engagement?</p> <p>After selecting the method using the interactive tools, consult the Evaluation Guide (from the <a href="#">Partnership toolkit</a>) to learn more about the method to design the evaluation.</p> <p>Consider whether an external evaluation partner/consultant would be helpful. Contact the Partnership for Public Service monitoring, evaluation and learning team (<a href="mailto:mel@ourpublicservice.org">mel@ourpublicservice.org</a>) for a consult, if applicable.</p>
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## Phase V Engagement- Preparing for the Engagement

<p><b>Identifying barriers to public participation</b></p>	<ul style="list-style-type: none"> <li>• What are the outreach methods being used to create awareness?</li> <li>• Are the outreach methods reaching the intended communities/audiences?</li> <li>• Does the agency have staff who are from the community? If yes, can they liaise with the community? If no, how will they bridge this gap?</li> </ul>
<p><b>Access to information</b></p>	<ul style="list-style-type: none"> <li>• Is the information being disseminated accurate?</li> <li>• How is the information being disseminated/provided?</li> <li>• Does the information need to be translated?</li> <li>• Is the information in plain text?</li> </ul>
<p><b>Preparing for the meeting/event</b></p>	<ul style="list-style-type: none"> <li>• Is the meeting location accessible?</li> <li>• Is it expensive to travel to the meeting location?</li> <li>• Is the meeting set for a convenient time?</li> </ul>

	<ul style="list-style-type: none"> <li>• If the meeting is hybrid or virtual, do all the participants have access to a reliable internet connection?</li> <li>• Is the meeting formation culturally sensitive and appropriate?</li> </ul>
<b>Event planning</b>	Who is responsible for planning the event?
<b>Trust building</b>	Has the agency staff (not from the community), learned about the historical and current trauma that communities have faced?

### **Phase VI post-engagement follow-up**

<b>Communicating the results of public participation</b>	<ul style="list-style-type: none"> <li>• Who is responsible for communicating with the community after the event?</li> <li>• How soon after the public participation event with the communication occur?</li> <li>• What will be the platforms used for communication? (social media, website, newsletter, meeting minutes etc.)</li> </ul>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Was the evaluation of the public engagement completed?</li> <li>• Were the goals of the engagement met?</li> <li>• Did the agency achieve the metrics set in phase II?</li> <li>• What were the lessons learned from the engagement(s)?</li> <li>• How does the agency plan to apply the lessons learned?</li> <li>• How will the information be shared with other agencies?</li> </ul>