

Community Engagement Plan Template

Although a Community Engagement Plan is not a formal part of your Mobility Action Plan, your Community Engagement Lead may wish to draft a one to set forth the activities that the Mobility Coalition will undertake to engage community members throughout the lifetime of the Mobility Action Planning process. A Community Engagement Plan should discuss how to inclusively engage with community members with varying backgrounds and lived experience, which engagement methods will be used, who is leading the overall engagement and associated activities, how partner organizations may contribute to the engagement, and key ethical considerations for engaging marginalized community members. It should be reviewed by other members of the Mobility Coalition before it is put into action.

In preparing this plan, you will undergo the following steps:

- Phase 1: Define Your Goals
- Phase 2: Prepare for Engagement
- Phase 3: Select Your Engagement Method

Phase 1: Define Your Goals

- Describe how engaging the community aligns with your Mobility Coalition's mission and work.
- Identify how engaging community members will contribute to your understanding of local mobility conditions.
 - Are there any specific outcomes you expect from this engagement?
 - Describe the types of community members you want to engage
- Share how you will engage a range of people throughout your community, especially communities that have experienced structural racism and those with lived experience of poverty.
 - How do you plan to identify the community members you want to engage?
 - How will you ensure that your engagement strategy reflects the geographic diversity of your community?
 - Who is often left out of these conversations, and how can you create space for them to get involved?
- Write your goals related to community engagement.
 - Are your goals specific, measurable, and realistic?
 - How will you know whether you have achieved your goals?

Phase 2: Prepare for Engagement

- Build on previous work.

- What recent community engagement activities can you draw insights from so you don't need to repeat those exact efforts?
- Will you be reengaging community members that the Mobility Coalition has already engaged?
- How will you build on what you've previously learned?
- Describe the extent to which individuals engaged will be involved in the Mobility Action Planning process.
 - Will they gather and analyze quantitative or qualitative data?
 - Can they help you set priorities for the future or identify strategic actions for your MAP?
 - Can they help you disseminate the MAP and its recommendations once it's published?
- Describe which community engagement best practices you will use to conduct your engagement.
- Outline your plans to maintain engagement with the community throughout the lifetime of this initiative and beyond.

Phase 3: Select Your Engagement Methods

- Select one or more engagement methods to use throughout your Mobility Action Planning process.
- Explain how your selection aligns with your goals.
- Describe the steps, timeline, and responsible actors for each planning and implementing each activity.
- Describe how you will follow-up with community members after the activity.
- Consider how you will train or prepare your participants so that they can participate meaningfully in the activity.
- Consider how you will compensate the participants.