

Engagement Planning Worksheet



Engagement Planning Worksheet

Cuyahoga County Climate Action Toolkit

Use this worksheet to plan and structure your community engagement activities for climate action planning. It will help you clarify your goals, identify key audiences, choose outreach methods, craft messages, and develop a timeline for implementation.

1. Engagement Purpose & Goals

What are you trying to achieve with this engagement effort?

(Check all that apply and describe.)

- ☐ Inform the community about draft climate strategies
- ☐ Gather feedback on priorities or concerns
- ☐ Identify lived experiences and community insights
- ☐ Build relationships and trust
- ☐ Co-design solutions with stakeholders
- ☐ Empower community members to participate in implementation
- ☐ Other: _____

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Summary of Engagement Goals:

2. Priority Audiences

Who needs to be involved for climate planning to be successful?

(List specific groups, demographics, neighborhoods, or partners.)

- Primary Audiences (highest priority):
- Secondary Audiences (helpful but not essential upfront):
- Underserved / frontline communities to intentionally include:

Notes on Access, Barriers, or Equity Considerations:

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3. Engagement Methods (Ladder of Engagement)

Which methods best fit your goals and audiences?

(Choose one or more from each level.)

Inform (one-way communication)

- ☐ Fact sheets
- ☐ Social media explainers
- ☐ Newsletter updates
- ☐ Public presentations / webinars

Consult (two-way feedback)

- ☐ Surveys or polls
- ☐ Listening sessions
- ☐ Public workshops
- ☐ Comment forms or idea boards

Collaborate (shared decision-making)

- ☐ Stakeholder roundtables
- ☐ Community co-design sessions
- ☐ Youth or resident advisory groups
- ☐ Cross-community learning sessions

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Empower (community-led action)

- ☐ Resident leadership roles
- ☐ Community-led pilots or projects
- ☐ Partnerships with neighborhood groups

Selected Outreach Methods & Rationale:

4. Key Messages

What do people need to understand from this engagement?
(3–5 simple, plain-language messages)

Any tailored messages for specific audiences?

Map out when each engagement activity will occur.

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6. Roles & Responsibilities

Who is responsible for planning, outreach, facilitation, and follow-up?

- Engagement Lead(s): _____
- Support Staff or Partners: _____
- Community Partners / Organizations: _____
- Facilitation Support Needed: _____

7. Resources Needed

What is required to implement the engagement plan?

(Check all that apply)

- ☐ Meeting space
- ☐ Translation / interpretation
- ☐ Childcare
- ☐ Food or incentives
- ☐ Graphic design or printing
- ☐ Survey tools
- ☐ Staff or facilitator support
- ☐ Other: _____

Estimated Budget (if needed):

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8. Evaluation & Follow-Up

How will you know the engagement effort was successful?

- Measures of success (e.g., attendance, diversity of voices, quality of feedback):

- How feedback will be documented and integrated:

- How results will be reported back to the community ("closing the loop"):