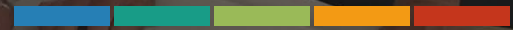




does it have to be so hard?

DEVELOPING EFFECTIVE PUBLIC ENGAGEMENT PLANS STEP BY STEP





when do you need a public engagement plan?



FUNDING
REQUIREMENT



DEMONSTRATE
SUCCESS



EXTENDED
TIMEFRAME



DYNAMIC
STAKEHOLDERS



PUBLIC FEEDBACK



VISIBILITY &
TRANSPARENCY

crucial public engagement plan components

THE NON-NEGOTIABLES



crucial public engagement plan components

THE NON-NEGOTIABLES



SCOPE

What you will engage on.

Contract requirements.

Defines study area.

STAKEHOLDERS

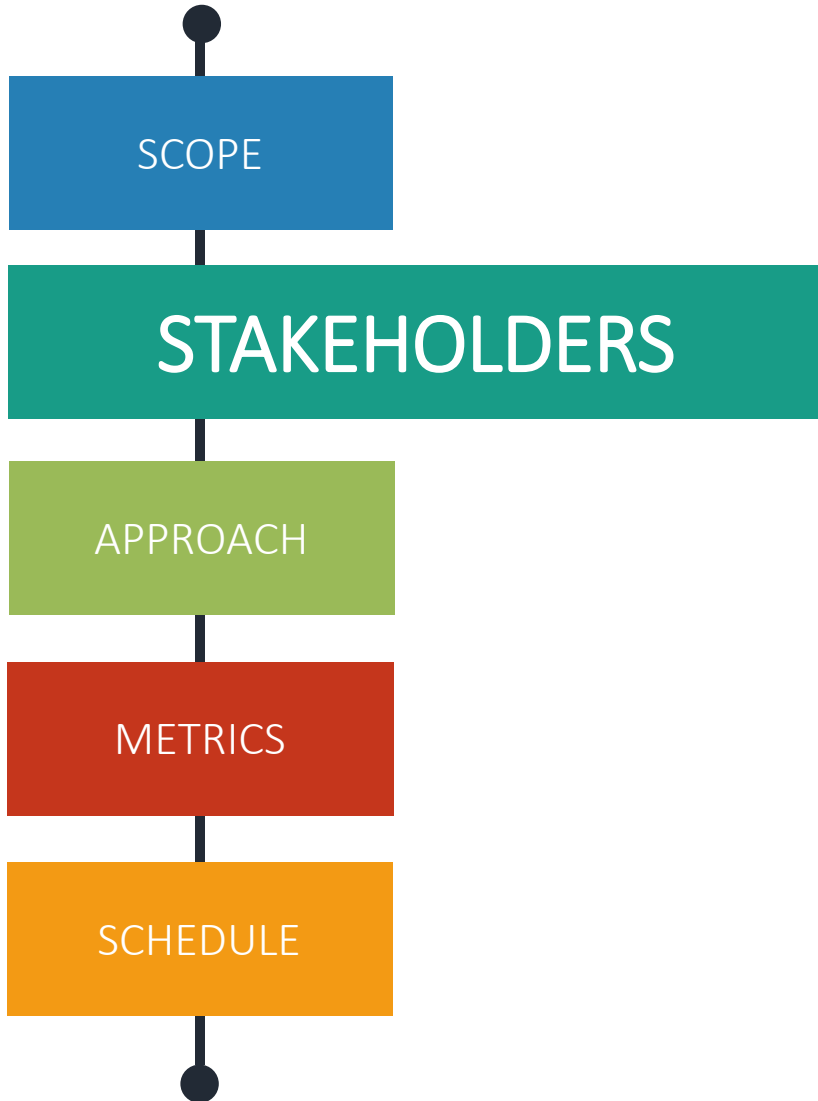
APPROACH

METRICS

SCHEDULE

crucial public engagement plan components

THE NON-NEGOTIABLES



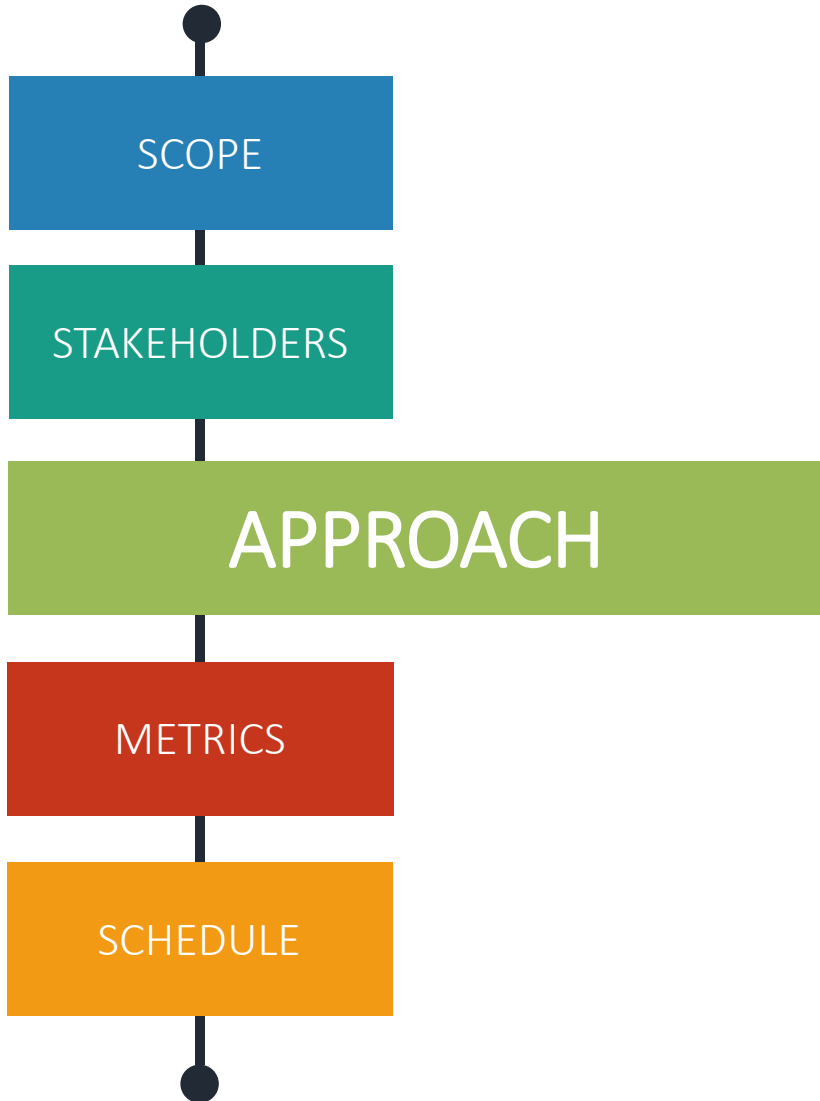
Who you engage with.

Levels of stakeholders.

- Crucial Stakeholders
- Secondary Stakeholders
- Ambassadors

crucial public engagement plan components

THE NON-NEGOTIABLES



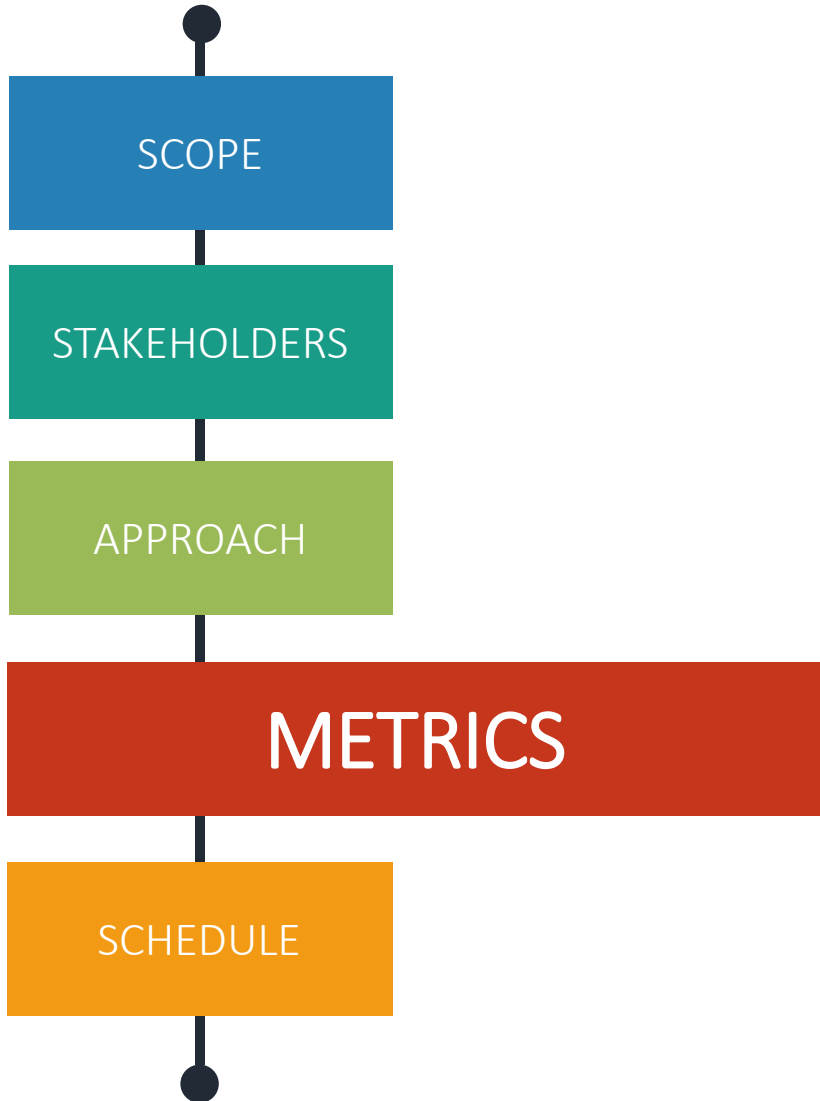
Your purpose.

The frequency.

Methodology & tools.

crucial public engagement plan components

THE NON-NEGOTIABLES

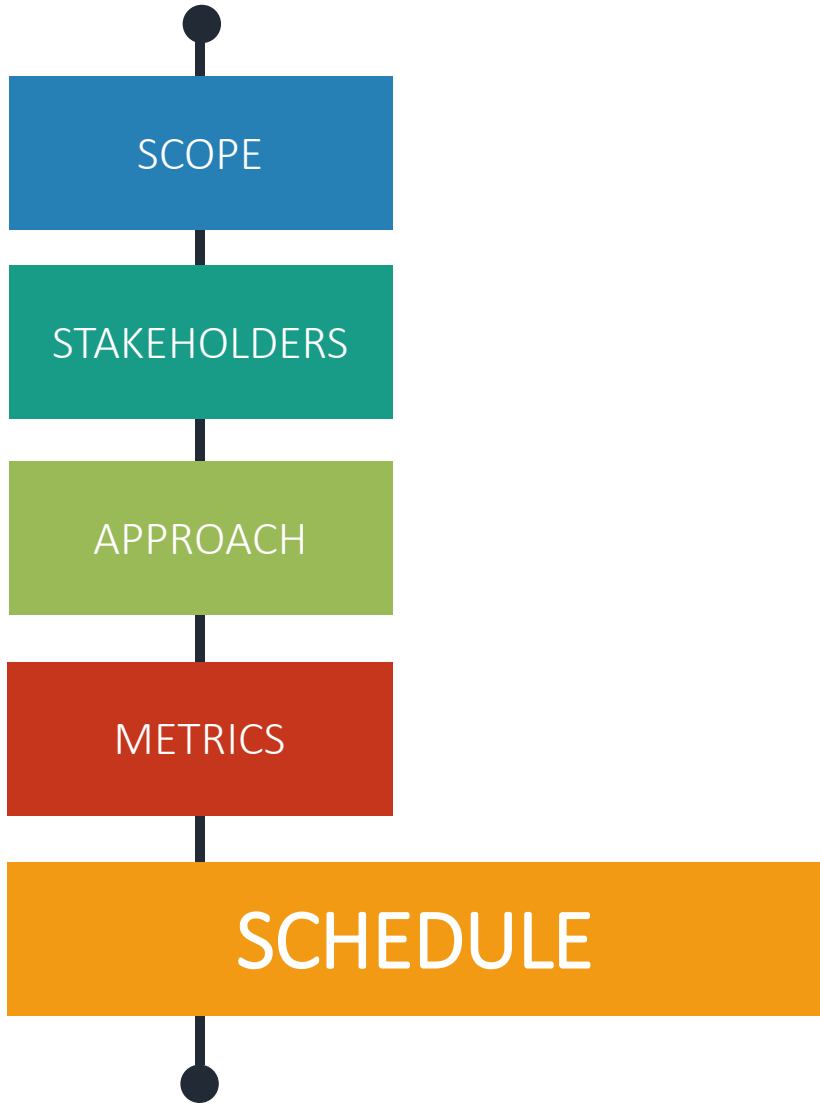


Define success.

Define failure.

crucial public engagement plan components

THE NON-NEGOTIABLES



Milestones.

Project Schedule.



Photo courtesy of Christian Petersen via news.com.au. No changes made.

thank you!



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