

# SET COMMUNITY ENGAGEMENT GOALS

## *Refine Community Outreach Plan and Project Milestone Schedule*

At the time of application, you submitted a Community Outreach Plan to show how community engagement would inform your project, and a Project Milestone Schedule, to lay out a timeline for your project's major achievements. Holding these up together and pairing engagement strategies with your milestones will help you set goals for community engagement.

Review your Community Outreach Plan from your application. You might have goals identified or need to tease them out. Here are some steps to help refine your goals, center them around community decision making, and tie them to your project's timeline.

## *Establish an Engagement Timeline*

Looking at the milestone schedule and community outreach plan, identify major milestones for and where there are opportunities for synergy to engage and include the community. Ensure there is sufficient time to plan and prepare for the engagement, build relationships and trust, and incorporate community in a meaningful way.

### *Key Milestones to build your engagement timeline around:*

**Project Kickoff** - before service begins, it's not too early to bring in the community, establish relationships, and start building buzz.

**Planning Phase** - A crucial opportunity to build trust, create community buy-in, and leadership.

**Construction Phase** - If installing charging stations, docks for bikes, or even using a public parking space for a shared vehicle, it's vital to let the community know what to expect, and get feedback. Critical here too is anticipating any political pushback and using engagement to get ahead of it.

**Project Launch** - This is a chance to celebrate the project with the community that helped bring it to life.

**Operations Period** - Engagement doesn't stop when the service starts. Keep engaging the community throughout the operations period to continually improve it to better meet the community's needs, and market the service to build sustainability beyond the grant period.

## Worksheet

### *Identify Target Participants*

An important step before determining how you engage the community is to establish who to involve in the process (e.g., who you want to inform, get feedback from, and lead specific project elements).

- Define what 'community' means to your project; describe the groups of people the mobility team aims to impact with the mobility project and bring in through engagement.
- Which priority populations or groups are you trying to ensure use the service?
- Which groups of people in your project area have been historically marginalized?
- Who is often excluded from engagement? Who is most impacted by projects? Are these the same groups? Different groups?
- Who often chooses not to participate in community engagement efforts in your project area?



After identifying these groups, think about what that history will mean when trying to involve them. It may not be as simple as inviting them to a meeting. For more about building trust, see “Establish Context and Principles of Community Engagement” below

**TIP!**

## Write Out Engagement Goals

What are you hoping will happen because of this engagement process?  
How do you want community engagement to impact your project?

After thinking about the above, you could write out goals like this:

“We want \_\_\_\_\_ (target audience) to \_\_\_\_\_ (role/action) during \_\_\_\_\_ (project phase or activity).”

Examples:

“We want **Spanish-speaking seniors** to **identify key drop-off locations** during the **planning phase of the service.**”

“We want **local businesses** to **learn that on-street parking is being removed for service** during the **construction phase.**”

“We want **students** to **use the service** during the **operations phase.**”

“We want **six representative residents** to **lead 10 house visits** to collect feedback during **the entire project period.**”



For help identifying roles and levels of participation for community members in your engagement process, see the [IAP2 Spectrum of Participation](#).

**TIP!**