A Tour of the Framework

The first step in an engaged process is to gather, organize, and understand information.

Engage the community to discuss and evaluate feasible options.

Hone down the best options to create the final recommendation.

Carry out the project as planned, with continued communication and outreach, so the community can monitor implementation and know their work is being honored.

**Phase 1 Information (Gathering, Organizing, Understanding)**

- **Key Principles:**
  - Meaningful Engagement
  - Mutual Accountability
  - Early Involvement
  - Easy Participation
  - Inclusiveness and Equity
  - Respect

- **Engagement Activities:**
  - Hold public meetings that are well-organized and include group work to hear community opinions
  - Collect research and identify community concerns
  - Educate community on important issues about the project (online and in person)
  - Reach out to the community to encourage participation (phone calls, door knocks, flyers, online)
  - Visit a project location as a group

- **Tools:**
  - Offer online participation (surveys, forums, social media)
  - Use graphics, maps, 3D models, & pictures to explain project

- **Products:**
  - Community engagement plan
  - A preliminary report that describes the project, schedule, tasks, and budget
  - Clear goals for each step of the process that must be met before moving to the next step
  - Community’s list of issues to address and their view of what we should be working toward

**Phase 2 Options (Discuss and Evaluate Options)**

- **Key Principles:**
  - Sustained Collaboration
  - Easy Participation
  - Transparency
  - Inclusiveness and Equity
  - Respect

- **Engagement Activities:**
  - Hold public meetings that are well-organized and include group work to hear community opinions
  - Provide information about options, including what has worked well in other places
  - Research possible options and potential impacts

- **Tools:**
  - Offer online participation (surveys, forums, social media)
  - Hold group meetings with people who are affected by project
  - Use graphics, maps, 3D models, & pictures to explain project

- **Products:**
  - Short term report with realistic options for achieving the shared view
  - Provide tools to help the community choose between the options

**Phase 3 Recommendations**

- **Key Principles:**
  - Transparency
  - Easy Participation
  - Sustained Collaboration
  - Mutual Accountability
  - Meaningful Engagement
  - Respect

- **Engagement Activities:**
  - Hold public hearings where community members can make statements for City officials to consider, revise, and/or approve
  - Hold meetings open to the public for elected officials to hear comments

- **Tools:**
  - Offer online participation (surveys, forums, social media)
  - Hold group meetings with people affected by project
  - Hold meetings open to the public for elected officials to hear comments

- **Products:**
  - Report with options that have been reviewed and chosen; Report will show how community ideas guided the final recommendation, and will include the proposed plan and schedule to complete the work
  - Notify community about public meetings

**Phase 4 Implementation and Maintenance**

- **Key Principles:**
  - Transparency
  - Meaningful Engagement
  - Sustained Collaboration
  - Mutual Accountability
  - Evaluation
  - Respect

- **Engagement Activities:**
  - Offer visits to project sites as needed
  - Evaluate how well the plan is being carried out
  - Identify someone from the City who is responsible for the work and who citizens can call
  - Involve the community in carrying out the plan in each phase of the process

- **Tools:**
  - Provide a schedule of project activities to carry out the plan
  - Notify community about public meetings

- **Products:**
  - Use objective measurements to determine if the community engagement in the decision-making process was successful
  - Provide regular progress reports

**For each phase, be mindful of applicable Key Principles that should guide all actions and decisionmaking.**

For the Complete Civic Engagement Framework worksheet, see Appendix D on page 72

**CITY OF ALEXANDRIA | CIVIC ENGAGEMENT HANDBOOK**