



## Energy Efficiency and Conservation Block Grant (EECBG) Program

# Blueprint Cohorts Community Engagement Activity Sheet

This Activity Sheet is designed to assist EECBG Blueprint Cohort participants in planning, designing, and implementing one of the most common key activities included across the 13 blueprint topic areas: community engagement. Follow along with the activities in this workbook if you're looking to incorporate community engagement into your EECBG project, but aren't sure where to start.

STEP 1



### Think about your goals

- 1.1 Brainstorm:** Why is community engagement important to your EECBG project or program? What outcomes do you hope to achieve? Is there specific feedback you are hoping to solicit?



## Identify impacted communities and opportunities for local partnership

- 2.1 Fill In:** Fill in the table below to identify communities or stakeholder groups that you should consider engaging as part of your EECBG project.

*Tip: If you're unsure who is most impacted in your community, check our EPA's Climate and Economic Justice (CJEST) Screening Tool (CJEST) at <https://screeningtool.geoplatform.gov/>*

Who will be most impacted by your EECBG Project?	Who are potential allies that will likely support your EECBG project?	Who are potential opponents of your EECBG project?

- 2.2 Brainstorm:** Can any of your potential allies serve as key partners in your EECBG community engagement? What role could they serve to expand or deepen your engagement efforts?



## Select the approach you will take when engaging with community

- 3.1 Review:** The International Association for Public Participation's (IAP2) Spectrum of Public Participation was designed to assist organizations in establishing and communicating clear expectations regarding the intent of projects. Check out the table below to understand what "levels" of engagement you may undertake as part of your EECBG project.

### INCREASING IMPACT ON THE DECISION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide the public with balanced objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis, alternatives, and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	To place final decision making in the hands of the public
PROMISE	We will keep the public informed	We will keep the public informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision	We will work with the public to ensure that its concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision	We will look to public for advice and innovation in formulating solutions and incorporate advice and recommendations into the decisions to the maximum extent possible	We will implement what the public decides

International Association for Public Participation (IAP2). The Spectrum of Public Participation. IAP2

- 3.2 Brainstorm:** What level of engagement (according to the table in 3.1) will you utilize when engaging the community about your EECBG project? Aka, will you INFORM, CONSULT, INVOLVE, COLLABORATE, OR EMPOWER?

*Tip: Consider different approaches for different community or stakeholder groups! Your engagement doesn't have to be a one-size fits all approach.*



## Tailor your engagement to meet your communities unique needs

**4.1 Fill In:** Use the table below to identify barriers your community might face when attempting to participate in engagement activities. Then, brainstorm ways you can design your engagement activities to address these barriers.

*Tip: Think about transportation, childcare, compensation, event location, venue accessibility, etc. Consider asking your community what their barriers are!*

What barriers might your community face when attempting to participate in engagement activities?	How can you design your engagement to best address these barriers?
<i>E.g., Our community is large but doesn't have reliable public transit. People might struggle getting to public meetings at city hall.</i>	<i>E.g., Table at events like farmers markets outside of the city center to meet community members where they are!</i>

**4.2 Brainstorm:** What methods will you employ to engage your community?

*Tip: think about public meetings, workshops/focus groups, tabling, webinars, online surveys, flyers, etc.*