

Community Engagement Strategies

You live in a medium sized community in an area known for recreation (fishing, boating, golf) and agriculture. In addition to working in agriculture and tourism, many commute to a nearby urban area.

Climate change is affecting your region (e.g., dangerously high heat, heavier precipitation, sea level rise, flooding, increased salinity of estuaries & aquifers).

You have been asked by the local municipality to design a civic engagement strategy that will help the community address these unprecedented issues.

1. As you begin to develop your strategy, discuss the following questions:
 - ✓ How complex is this issue?
 - ✓ How politically sensitive is the issue?
 - ✓ As possible solutions to these issues are developed, what are the potential community impacts and/or outrage?
2. Now, consider the following questions:
 - ✓ What do you wish to achieve with your civic engagement strategy?
 - ✓ Who do you want to involve?
3. Read page 99 – *Identify Civic engagement Goals* [Resource #10]. Given your analysis, which of the civic engagement goals (Inform, Consult, Involve, Collaborate, and/or Empower) match your needs? Why?
5. Read page 100 – *Match Civic Engagement Techniques and Goals*. Given the goals you identified, what technique or techniques would you propose?
6. Using chart paper, create a presentation for municipal leaders.