



Community Outreach Assessment Tool

The City has created this optional assessment tool which is designed to help you navigate the decision to undertake outreach and provides guidance on high-level outreach considerations based on the impact of your proposed project and the community complexity.

When filling this out, it can be helpful to do some initial research into past projects in the area as this will help inform your answers for more accurate results. Also, ensure when you are answering these that you are putting yourself in the shoes of the community. Remember that how you answer today, is reflective of the context of today and isn't a guarantee that no issues will arise in the future as you move through your process.

COMMUNITY IMPACT	1 Point	2 Points	3 Points	Enter Values
How similar is your project to what already exists in the community?	Similar projects exist in the community and is a low level of change for community.	Community is not that familiar with this project type and will be a moderate change.	Major change or redevelopment being proposed and likely a big change for the community.	
What is the duration of your project (to occupancy)?	Under 2 years	3 - 5 years	5 + years	
How broadly will this project impact the surrounding community?	Likely to affect immediate neighbours.	Could have an impact within a few blocks.	Likely to have an impact community - wide.	
How common is redevelopment within the community?	Redevelopment is common in community.	Moderate redevelopment has occurred.	Little to no redevelopment has occurred.	
TOTAL				
COMMUNITY COMPLEXITY	1 Point	2 Points	3 Points	Enter Values
How do you anticipate the community will react to this project?	Little attention - project unlikely to be a public issue.	Anticipate there will be some attention. Disagreement or differing opinions are expected.	Anticipate this to be a highly sensitive issue.	
How inclined will stakeholders be to accept this project?	Likely minimal to no issues anticipated.	Some issues anticipated.	Many issues are anticipated.	
What level of influence do stakeholders have over project decisions?	No decisions open for input, willing to inform stakeholders of project details.	Willing to listen to stakeholders and learn about their ideas and respond where possible	Willing to collect input to influence specific project decisions.	
TOTAL				

IMPACT SCORE

4 to 6	1
7 to 9	2
10 to 12	3

COMPLEXITY SCORE

3 to 5	A
6 to 9	B

COMMUNITY IMPACT	COMMUNITY COMPLEXITY	
	3A	3B
	2A	2B
	1A	1B

Your Project's Score:

Outreach Approach Assessment	
Direct approach (1A, 1B)	Your project is likely of low impact to the community and is not proposing a major change or disruption. For higher complexity, you may have to put a bit more effort in developing content to educate and inform stakeholders about your project details. Consider choosing 2 - 3 tactics suited for a targeted audience*.
Moderate approach (2A, 3A)	Your project is of medium to high impact for the community, but is not very complex and likely little attention and/or issues are expected. Given the level of impact consider expanding your reach beyond the immediate neighbours to inform them of the project details and collect input if needed. Consider choosing 4 - 6 tactics for a range of targeted and broader audiences*.
Comprehensive approach (2B, 3B)	Your project is of medium to high impact for the community, and of higher complexity. There are likely issues that will need to be mitigated and addressed and extra effort will be needed to educate and inform stakeholders about your project. Consider a broader approach with the community and be open to an iterative process with multiple tactics where input could help inform better decisions*.

*For an overview of outreach tactics and techniques you could consider, click here.