

TOOL 03 – STRATEGIC PLANNING

OBJECTIVES				
<i>What are the objectives of participation?</i> <i>What are we trying to achieve through public participation?</i>	OBJECTIVE 01 –	OBJECTIVE 02 -	OBJECTIVE 03 -	OBJECTIVE 04 -
<i>Which levels of public participation are considered appropriate for this situation?</i>	INFORM	INVOLVE	COLLABORATE	
<i>What is the level of interest from the local community?</i>	WEAK INTEREST	MODERATE INTEREST	ELEVATED INTEREST	
<i>What is the system's capacity to respond based on the information collected from the public?</i>	LOW CAPACITY	MEDIUM CAPACITY	HIGH CAPACITY	
<i>What information do we need to collect? What are the best methods to collect it?</i>	METHOD 01 –	METHOD 02 -	METHOD 03 -	METHOD 04 -
<i>Who should be involved?</i>	See the “Stakeholder Analysis” tool			
<i>Which activities would be appropriate?</i>				
RESOURCES				
<i>Budget</i>	How much money do we need?			
<i>Budget</i>	How much money do we have available?			
<i>Time</i>	How much time do we have available?			

<i>Time</i>	Key dates					
<i>Experts</i>	Which experts do we need to engage?	Public hearing facilitator <input type="checkbox"/>	Graphic designer <input type="checkbox"/>	Web designer <input type="checkbox"/>	PR expert <input type="checkbox"/>	Volunteers <input type="checkbox"/> Number _____
		Roundtable and discussion moderator <input type="checkbox"/>	Urban planning experts <input type="checkbox"/>	Marketing agency <input type="checkbox"/>	Jury members (in case of idea competitions) <input type="checkbox"/>	Workshop facilitator <input type="checkbox"/>
<i>Technology and equipment</i>	What do we need to carry out the activities?	Video and audio recording <input type="checkbox"/>	Info stands <input type="checkbox"/>	Sound system <input type="checkbox"/>	Web site <input type="checkbox"/>	Writing and drawing materials and equipment (for workshops) <input type="checkbox"/>
		Printed information material <input type="checkbox"/>	Other <input type="checkbox"/>			
<i>Venue</i>	Where will the planned activities take place?	Municipal hall <input type="checkbox"/>	Local community centers <input type="checkbox"/>	Public urban spaces <input type="checkbox"/>	Online <input type="checkbox"/>	Other available venues <input type="checkbox"/>
<i>Media coverage</i>	Which media can report on the planned activities?	Local radio and TV stations <input type="checkbox"/>	Cantonal radio and TV stations <input type="checkbox"/>	National and regional radio and TV stations <input type="checkbox"/>	Web portals <input type="checkbox"/> Specify: _____	Društvene mreže <input type="checkbox"/> Specify: _____
<i>Media coverage</i>	Will this service be paid for, or do we rely on free dissemination of information?					