COMMUNITY ENGAGEMENT

STRAEGY CHART

Be specific. List all the possibilities. Develop a timeline.

1. PURPOSE OF ENGAGEMENT

Ask yourself these questions. They will help you define the purpose of engagement.

- Why is community input and involvement necessary to the project?
- What does successful engagement look like in the short and long-term?

Are you looking to inform, collect information, or empower?

Inform

Connect Information

Empower

Sender → Message → Receiver

Sender → Message

Receiver

Sender → Message

Receiver

Action!

Feedback

Receiver

2. STAKEHOLDER ANALYSIS

1. Get to know the community
   * Visit the area
   * Read local news
   * Conduct interviews
   * Use local/regional data

2. Create a list of stakeholders
   Examine demographic and socioeconomic data.
   Is anyone being left out of the process?

3. Explore each stakeholder. Consider:
   - How could they be impacted by the project?
   - What's their level of support for the project?
   - How could they impact project outcomes?
   - What is their level of influence on the project?

3. RESOURCES, CHALLENGES, OPPORTUNITIES, & SCALE

List the resources your office brings to the project. Consider budget, staff time, local partners and established relationships in the community.

Are there internal and/or external factors that can limit or strengthen your efforts?

Based on steps 1-3, select your Scale of Engagement:

- **Broad**: Most stakeholder groups are taken into account during the planning process.
- **Moderate**: Some stakeholders’ opinions are taken into account.
- **Limited**: Only a targeted segment of stakeholders inform the process.

4. MESSAGING

1. **Appeal to people’s self interest.** What is in it for them? Why should they care?

2. **Tailor your message to each audience.** If I was [stakeholder X], why would I care about the goals or outcomes of the project?

3. **Delivering the message.** Who is the best messenger? How can the message be delivered most effectively (*flyers, social media, radio, local access TV, etc.*)? Does anything need to be translated?

   * **Best practice**: Talk to community leaders to find out community interests and concerns in advance.

5. APPROACH

Now, with the messaging and stakeholders in mind, list the tools and techniques you’ll use.

**To Inform**
- Fact sheets
- Websites/flyers
- PowerPoints

**To Empower**
- Resident advisory committees
- Advocacy trainings
- Participatory decision-making
- Resident juries

**To Collect Info**
- Focus groups
- Surveys/polling
- Public meetings
- Community mapping
- Visioning workshops
- Open houses

**Need more ideas?**
Explore MAPC’s Recipe Book!

Your approach must:
- Be in context and make sense to your audience.
- Be directed at a specific constituency.
- Be flexible and creative.