

COMMUNITY ENGAGEMENT

STRATEGY CHART

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



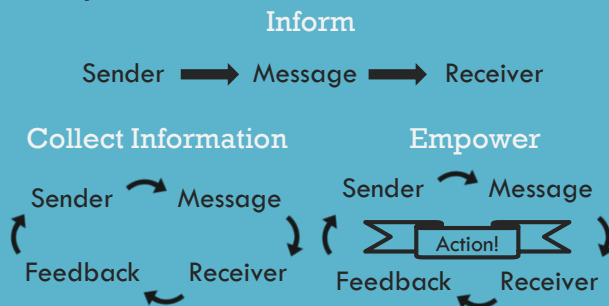
Metropolitan Area Planning Council
Community Engagement Division – 617-933-0735
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Last updated: 6/15/17

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?



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?

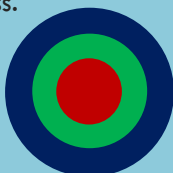
3. RESOURCES, CHALLENGES, OPPORTUNITIES, & SCALE

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 Collect Info

- Focus groups
- Surveys/polling
- Public meetings
- Community mapping
- Visioning workshops
- Open houses

Need more ideas?
Explore MAPC's Recipe Book!

To Empower

- Resident advisory committees
- Advocacy trainings
- Participatory decision-making
- Resident juries

Your approach must:

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