

# Community Engagement

*Makes Things Happen*



**Getting your community involved in a project gets your community involved in its future.  
*And that's good for everyone.***

**D**one right, community engagement builds trust — even when consensus is out of reach. It brings fresh thinking, new voices, and creates a more informed and involved public. Decisions made *with* the public are better decisions, and better accepted.

**But the reality of crafting and running an engagement process can be overwhelming.** It takes a methodical, data-driven strategy, ease with all kinds of stakeholder groups, and a knack for making it easy and fun to get involved.

**MAPC brings award-winning community engagement to your project.** We seek people out and draw them in, even from groups that tend to be hard to reach and engage. That means new ideas, new participants, and plans with wider support.

We work to make data, tradeoffs, and the entire planning process inclusive, clear, and accessible to all.



**Our team is always strategizing. Not just finding the new idea, but finding the right idea.**

Town-hall-style meetings can work. But so can open houses, board games, photo booths, hackathons, visual polling, video games, and more! We're consistent in trying to find the right engagement approach based on the needs of your project.



MAPC has helped pioneer the use of high-tech tools such as wireless keypads, interactive websites, and innovative online data collection methods.

**However, we know that sometimes the simplest things work best to get people involved.** A phone call, collaborating with a local organization, talking to people where they are.

**GET  
STARTED**

TECHNICAL ASSISTANCE  
& CONSULTING FOR  
COMMUNITY ENGAGEMENT

**LEARN**

EXTENSIVE RESOURCES

*Flip page for details*



# LEARN

## Who knows what's best for a community?

The people who live, work, and play there, of course. That's why innovative public engagement is so vital to MAPC.

Some resources include:

- MAPC Community Engagement Guide
- Community Engagement Strategy Chart
- MetroBoston DataCommon: Free online tool for stakeholder analysis
- MetroFuture "Walks & Talks" community building events



For information and resources, visit [mapc.org/CommunityEngagement](http://mapc.org/CommunityEngagement)



To discuss how YOUR project can benefit from our community engagement expertise, contact:

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# GET STARTED

MAPC now offers community engagement consulting in the following areas:

- Data-supported stakeholder analysis
- Community Engagement strategies and workshops
- Communications materials, messaging, and social media
- Engaging, interactive websites
- Meeting design and facilitation
- Coordination of interpretation and translation
- In-language focus groups
- Cultural competency, leadership, and facilitation trainings

## ALWAYS IN OUR TOOLBOX

- Electronic devices, including polling keypads, tabletop projectors, and interpretation equipment.
- On-the-ground engagement expertise and tools (in-a-box meetings, pop-ups, galleries)
- Deep connections with diverse networks and partners across the region

**CONTRACT WITH MAPC DIRECTLY AND SIMPLY.** MGL Chapter 30B Sections 1 (b)(3) and (b)(9) exempt municipalities from having to issue a Request for Proposals or an Invitation for Bids, or from engaging in any other procedures required by procurement law, when working directly with MAPC.