

The background features a collage of images. On the left, a mural of a woman in a yellow hat and orange jacket is visible, with a sign that says "RECORDS" above her. On the right, there is a photograph of a community garden with several raised beds filled with green plants. The background is overlaid with large, overlapping geometric shapes in teal, yellow, red, and dark blue.

Community Engagement Conversations

*Building & Engaging
Community Groups*



Welcome!

Group Agreements

- Listen for understanding, not disagreement
- Consider the opinions and experiences of others
- Bring a spirit of experimentation and creativity
- Step up, step back (take turns speaking, make room for others to speak)
- Have fun

Welcome!



Agenda



**Introductions
and Overview**



'Trust' Quote
Breakout groups



Taking a Step Back



**Breakout
Discussion &
Reflection**



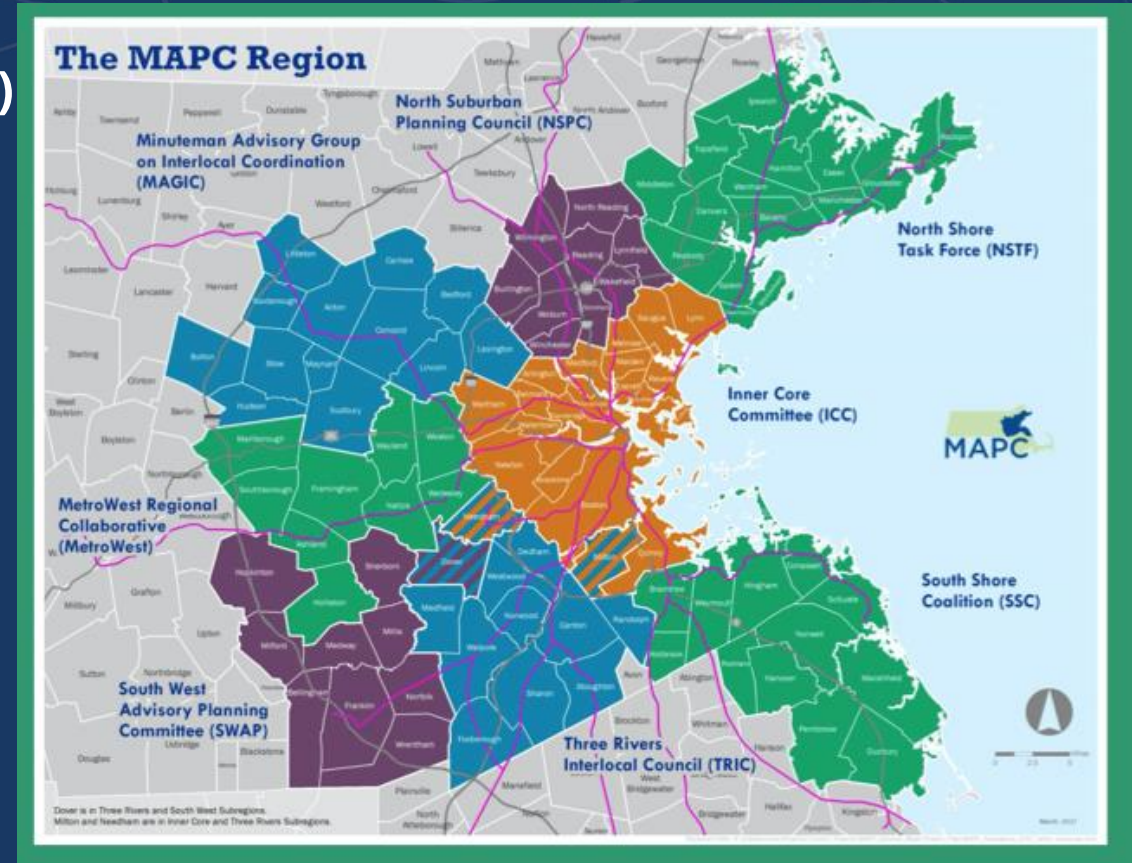
**Closing and
Next Session**

What is MAPC?

The Metropolitan Area Planning Council (MAPC) is the regional planning agency serving the people who live and work in the 101 cities and towns of the Metropolitan Boston region.

Our Mission: Our mission is to promote smart growth and regional collaboration.

Areas of Work: arts and culture, clean energy, climate, community engagement, land use planning, economic development, environment, housing, public health, public safety, transportation, public procurement, Community Engagement



Community Engagement Conversations

Objectives for This Series:

- Create a space for attendees to share barriers they face around community engagement
- Gain a group understanding of community engagement principles, strategies, and frameworks
- Introduce participants to MAPC Community Engagement Team and how they can support your work

Objectives for Today's Session:

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- Provide a pathway to involve community leaders/partners in decision-making process
 - Provide a space to meet new people

Build the Connection!

- **"Move at the speed of trust. Focus on critical connections more than critical mass- build the resilience by building the connection..."** Adrienne Maree Brown- Emergent Strategy



Breakout Discussions

Discussion

Instructions: You will have 5-6 minutes in breakouts. Go around and introduce yourself. Then, discuss the following prompts. When you come back to the main group, each person will share one ah-ha moment or alternate term in the chat.

What speaks to you about the quote below?:

"Move at the speed of trust. Focus on critical connections more than critical mass- build the resilience by building the connection." - Adrienne Maree Brown- Emergent Strategy

Taking a Step Back



Define Community Engagement

The practice of using diverse, numerous strategies to provide opportunities for all residents particularly those historically excluded, underrepresented or under-resourced to be informed and participate in public planning and decision-making processes to achieve equitable outcomes.

Be Clear on Why Community Engagement

- Community members understand the social fabric of their communities
- Historically excluded groups should be informed on what decisions are being made within their communities
- Engagement allows for community members and external partners alike to form potential connections
- Creates a better understanding of what engagement practices are successful/unsuccessful

Community Engagement- Is A Process

Integrate Community Engagement into the fabric of your department/organization

- Begin small and connect to rest
- Two conversations a month with two different community organizations/community leaders etc.
- Learn about people's interest, what issues do they care about? Why they do what they do
- Share projects you are working on and gain their interest

One on One Conversations

- **What:** 30–45 minute conversation to understand each other’s motivations and common goals.
- **Why:** To build a relationship with another person and identify common ground for collective action.
- **How:**
 - Introduction: Who are you and why the conversation is important.
 - Ask Questions/Active Listening: Ask the questions about their interests and connect them with the issue.
 - Build a Vision: What would both of you want to see?
 - Invitation to Action: Most one-on-ones do not end in a specific ask because goal is to get a sense of the other person's values and self-interests. If there is clear interest demonstrated and a clear activity that you can plug them into, move the participant to action by extending a specific invitation.
 - Evaluate and Reflect: Reflect on the meeting and determine how this person may get deeper involved with the work.

Enhance the Network

- Be a Connector:
 - Allow space for community organizations and Municipal government to share about common interests, projects, and histories.
 - Work towards what is possible

Example from Field

- "Immersion Days" with Community Based Organizations in Milford:
 - Convened key CBOs and Service Providers to talk about their vision for Milford as part of the Milford Comprehensive Masterplan
 - Space included time for connection, resource exchange and sharing of visions and perspectives
 - Laid the foundation for future collaboration in the project
 - Connected municipal staff to CBOs (Enhancing thr Network) Beyond the flyer- what creative ways can you do outreach and communicate with potential connections?

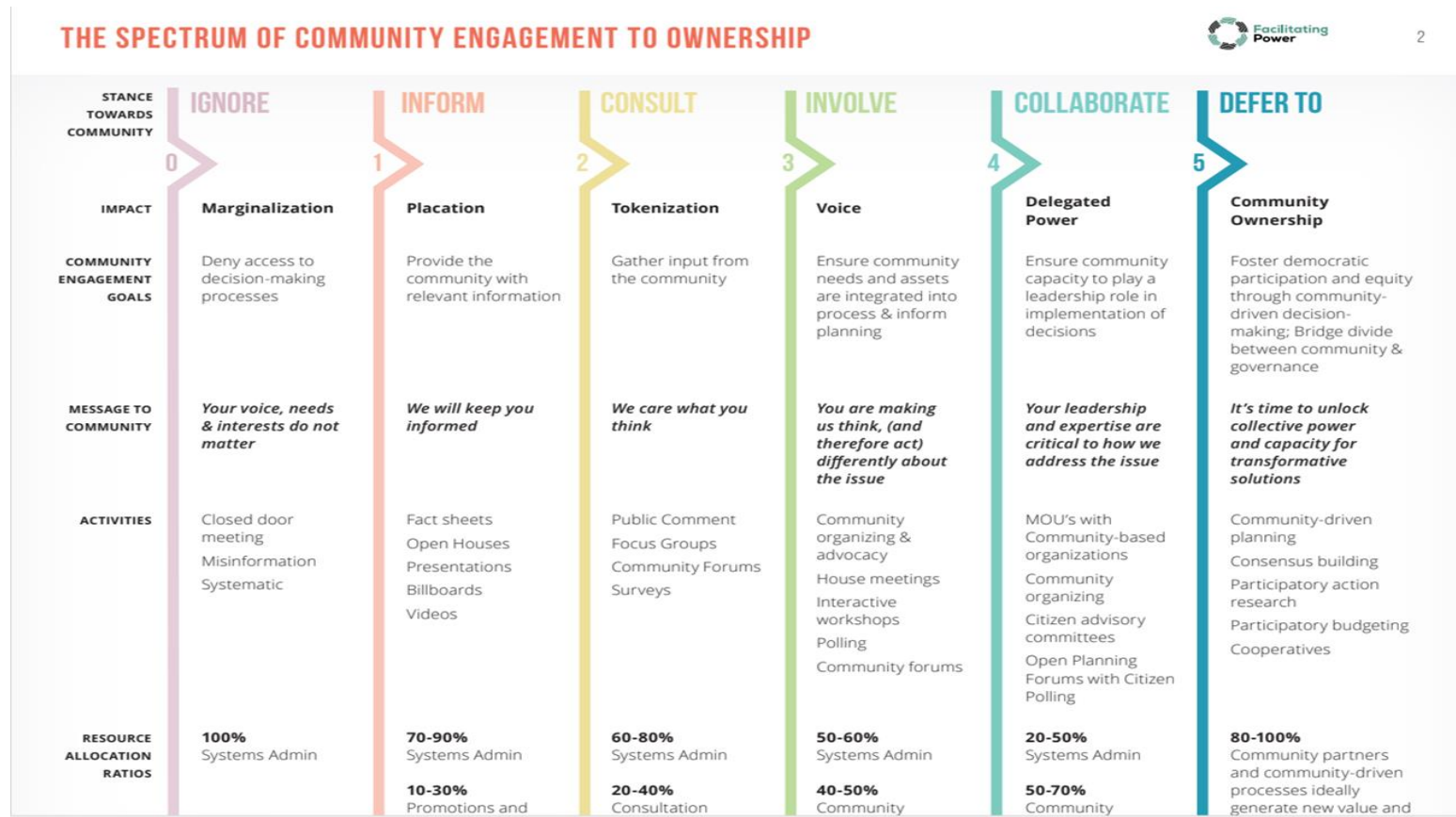
Update Landscape Analysis:

- **Learn** about major players in the municipality (CBOs, neighborhood associations, shops, events and festivals, gathering places)
- **Hear** about project partner's existing knowledge or experience about what works or doesn't work for outreach and engagement in municipalities
- **Understand** the community context and existing relational dynamics in which engagement for the project will happen
- **Start** compiling a comprehensive list of partners and stakeholders that the municipal partners to begin the initial outreach.
- **Always** ask and answer the questions, "Who must be reached?" "Who are we not reaching?" and "How do we design and include those who have historically not participated?"

Community Engagement Activities

- Create Space for Conversation
- Create welcoming space
- Provide food and childcare to create greater accessibility and a welcoming environment
- Host sessions for community partners can come together to learn about what others are doing in the community and for us to share updates
- If there is an issue/project you need help on, be clear about time commitment and what you are asking for participation
- Understand Community Engagement Spectrum
 - [The Spectrum of Community Engagement to Ownership Spectrum 2-1.pdf](#)

The Spectrum of Community Engagement to Ownership





Breakout Discussions

Breakout Discussion

Instructions: You will have 5-6 minutes in breakouts. Go around and introduce yourself. Then, discuss the following prompts. When you come back to the main group, each person will share one ah-ha moment or alternate term in the chat.

- What spoke to you about what you're heard so far?
- Based on what you learned in today's session, what would you change if you could do it over again?
- Based on what you learned in today's session. What areas need attention and why?

Closing

Reflections on Today's Session

Closing Questions:

- Something that squared up, or affirmed, what I already know?
- Something that changed my thinking or is new knowledge?
- Something that has me thinking in a new direction that I will take forward by applying or learning more about?



Please complete our feedback survey!

Next Community Engagement Conversation

<p>September 19, 2024 12:00 - 1:00 p.m.</p> <p>Principles of Community Engagement</p> <p>You will be introduced to MAPC's approach to community engagement work.</p>	<p>October 17, 2024 12:00 - 1:00 p.m.</p> <p>Conducting a Stakeholder Analysis</p> <p>How to engage different voices when considering your strategic direction and plans.</p>	<p>November 21, 2024 12:00 - 1:00 p.m.</p> <p>The Community Engagement Wheel</p> <p>Learn about the framework that can be used to approach any community engagement project.</p>
<p>January 16, 2025 12:00 - 1:00 p.m.</p> <p>Establishing Relationship Foundations</p> <p>Gain an understanding of how to build core foundational relationships with stakeholders, members of your community, partners, and others.</p>	<p>February 27, 2025 12:00 - 1:00 p.m.</p> <p>Designing Accessible Engagement</p> <p>Build an understanding of tools you can use to make engagement accessible for people of different languages and for persons with disabilities.</p>	<p>March 20, 2025 12:00 - 1:00 p.m.</p> <p>Building/Engaging Community Groups</p> <p>Learn about the best ways to involve key stakeholders in decision-making processes and how to manage expectations from residents while leading impactful public participation work.</p>
<p>April 17, 2025 12:00 - 1:00 p.m.</p> <p>Evaluating Community Engagement</p> <p>Build an understanding of tools to implement evaluation of equity in your community engagement.</p>	<p>May 6, 2025 12:00 - 1:00 p.m.</p> <p>Facilitation Techniques</p> <p>Build an understanding of how to facilitate digital and in-person meetings to help your participants share their needs and challenges.</p>	

Register at
mapc.org



Reach Out – We Can Help

Services

- Development of Community Engagement Strategies
- Facilitation
- Strategic Coalition, Partnership, and Network Development
- Creative Engagement

Trainings and Workshops

- Principles of Community Engagement
- Hybrid Engagement
- Language Access
- Stakeholder Analysis
- Building and Engagement Community Advisory Groups

Contact us at: CommunityEngagement@mapc.org

Thank you!