# MetroWest Communications & Engagement Best Practices





## The Problem:



- Community members feel disconnected from local government;
- Low municipal staff & budget capacity;
- Intense reliance on technology further disconnecting people from each other & shifting communication norms.

The Result: Low rates of public participation in local government processes.

## The Solution:



# **Building Relationships**

Knowledge

Trust

Communication



## **The Project:**

- Work with 3-4 MWRC Communities to:
  - Establish relationship foundations with key populations so that municipalities can better share out information with those communities.
  - Focus on engaging populations who have historically been marginalized by or excluded from public process.
  - Approach engagement from an evaluation lens, setting specific metrics for success in reaching targeted populations through specific strategies.
- Document and adapt the process beyond the 4 participating communities, creating replicable strategies for other MWRC communities to try
- Funding Request: \$35,000

## **Project Goals:**





Develop an understanding of foundational community engagement practices;



Build and/or strengthen existing relationships with Community Based Organizations and/or local businesses, groups or other entities who convene communities;



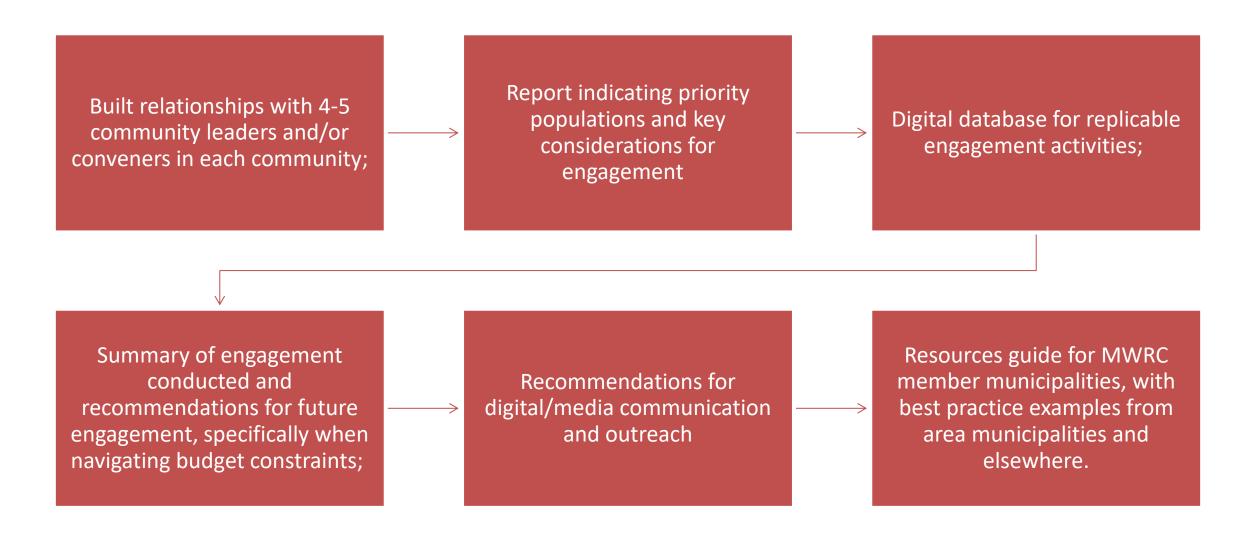
Implement targeted engagement activities with priority populations;



Identify recommendations on digital/media communication and outreach strategies.

## **Deliverables:**







## **MAPC's Community Engagement Process**

- Is the purpose of engagement on this project to inform, collect information, facilitate decision making, or something else?
- What does success look like for the project? For each engagement opportunity?

1 | PURPOSE

#### 5 | ANALYSIS AND INCLUSION

- How are you ensuring priority groups and their input are centered in policy and planning deliverables?
- How are you following up throughout and at the end of the project?

6 | EVALUATION

7 | ENHANCING THE NETWORK

#### 2 | LANDSCAPE ANALYSIS

- Who are you engaging? Who are the priority groups? How will they be impacted by the project?
- What community characteristics, history, and dynamics should the project be aware of?
- How do you reach priority groups? Where are they already gathering? Who are key players?

#### 4 | METHODS AND ACTIVITIES

- What methods are most effective for each priority group?
- What methods do you have capacity to do?
- How can you prepare or support people to best engage?

#### 3 | MESSAGING AND MATERIALS

- What is the key information?
- How will priority groups best engage with information?
- What are the priority groups' self-interest?

## **Timeline**



Purpose of Engagement

Relationship Building

Pilot Engagement Activities

Digital Research

November – December 2025

June – August 2026

October 2025

**December 2025 – June 2026** 

Landscape Analysis
Initiate Relationships

Final Report





#### **MAPC:**

- Project management;
- Conduct project activities;
- Update municipal partners on project progress;
- Convene quarterly meetings with project partners;
- Develop final report.

### **Municipal Partners:**

- Provide input on project materials;
- Provide insight into social and cultural dynamics within each of their communities;
- Participate in relationship building opportunities (as available);
- Participate in quarterly project check ins.

# Questions?



