

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;

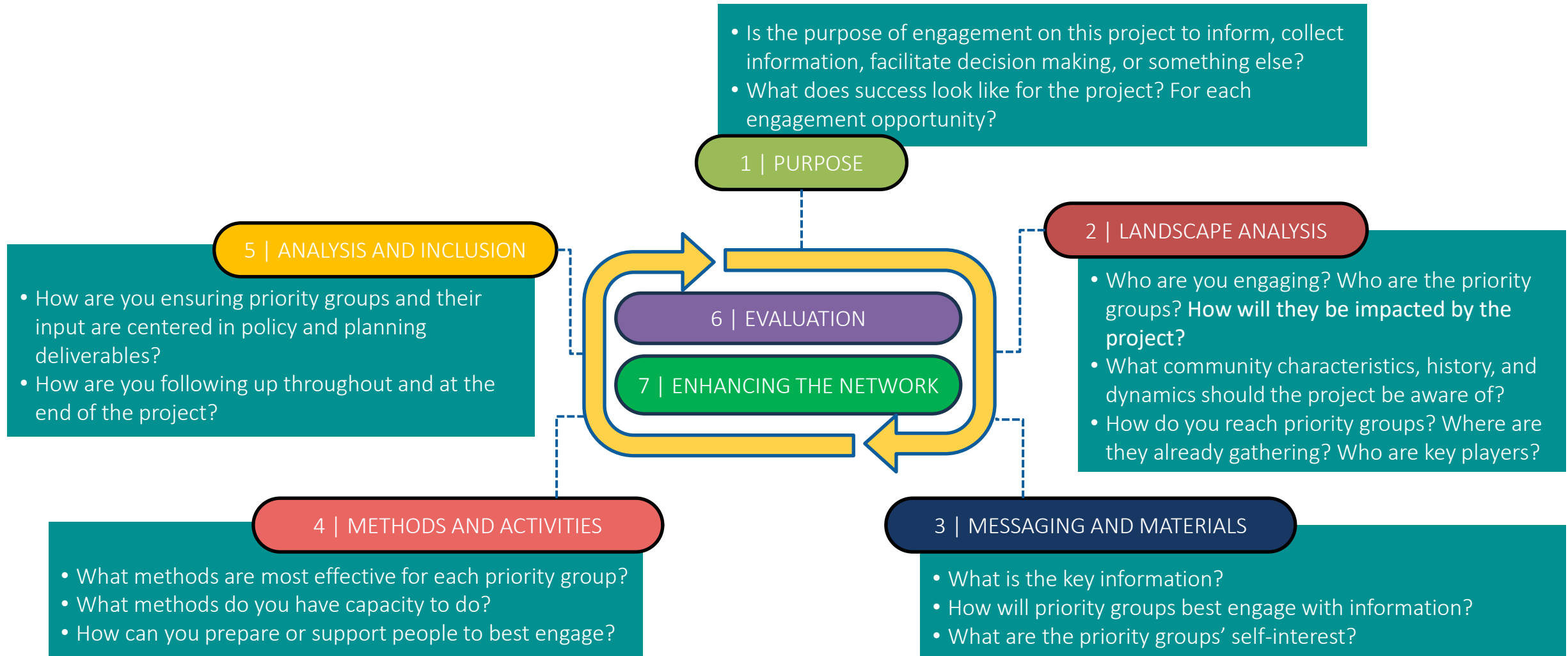


Identify recommendations on digital/media communication and outreach strategies.

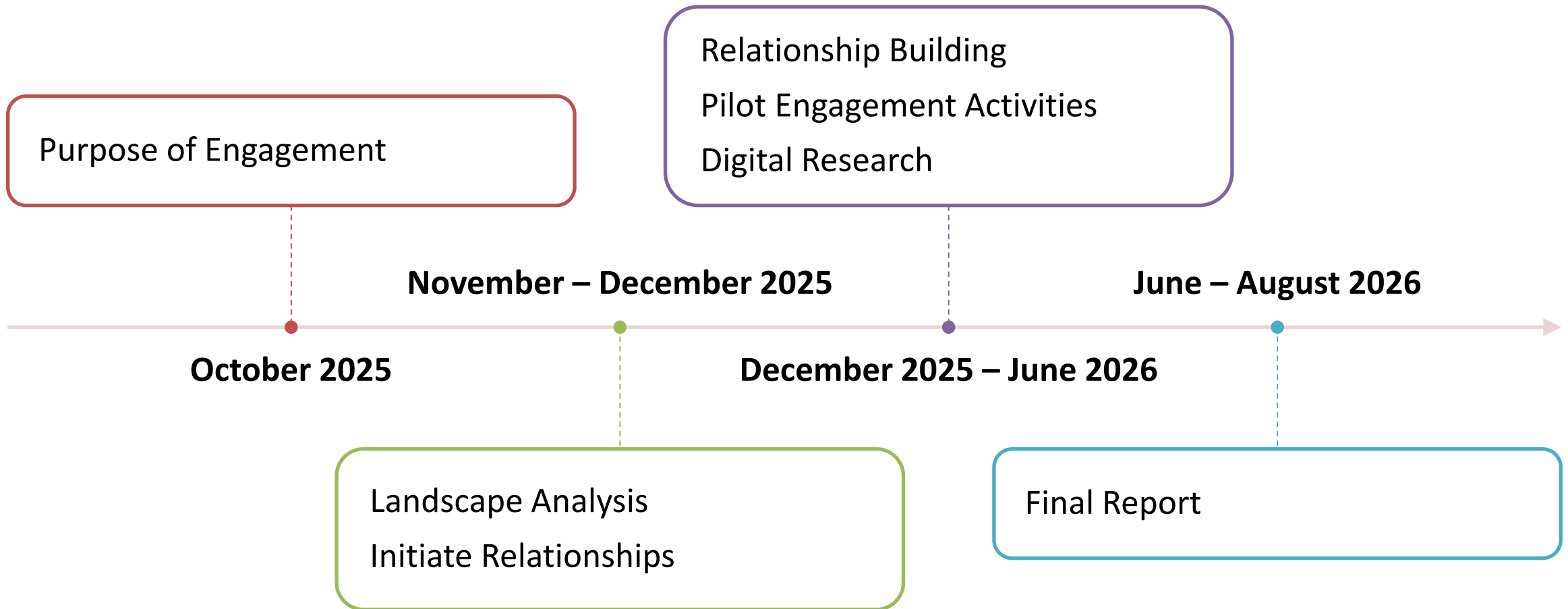
Deliverables:



MAPC's Community Engagement Process



Timeline



Roles & Responsibilities:

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?

