

Community Engagement Conversations

Designing a Community Engagement
Strategy

October 2025



By the end of this hour...

- Participants will understand **MAPC's Community Engagement Process**.
- Participants will reflect on their own Community Engagement Practice.
- Participants will identify one community engagement strategy they want to incorporate or strengthen into their practice.

Agenda

- **Welcome and Introductions (10 mins)**
 - Pair share: Why do you conduct community engagement in your work?
- **MAPC's current Community Engagement Process (20 mins)**
 - Presentation and Q&A
- **Your Turn!(20 Mins)**
 - Using the Community Engagement Strategy Template
- **Closing (10 mins)**



Community Engagement Conversations



Community Engagement Conversations



FY25

- **8 virtual sessions**
- **1 in-person gathering** focused on relationship building, language access, and evaluation

FY26

- **3 continued virtual sessions**
- **1 in-person gathering**

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
- Build skills through practice to plan, design, and implement community engagement

Community Engagement Conversations in FY26



October:

Designing a
Community
Engagement
Strategy

February:

Lessons
from
Planning for
Language
Access

April:

Evaluating
Community
Engagement
Methods

Pair Share:



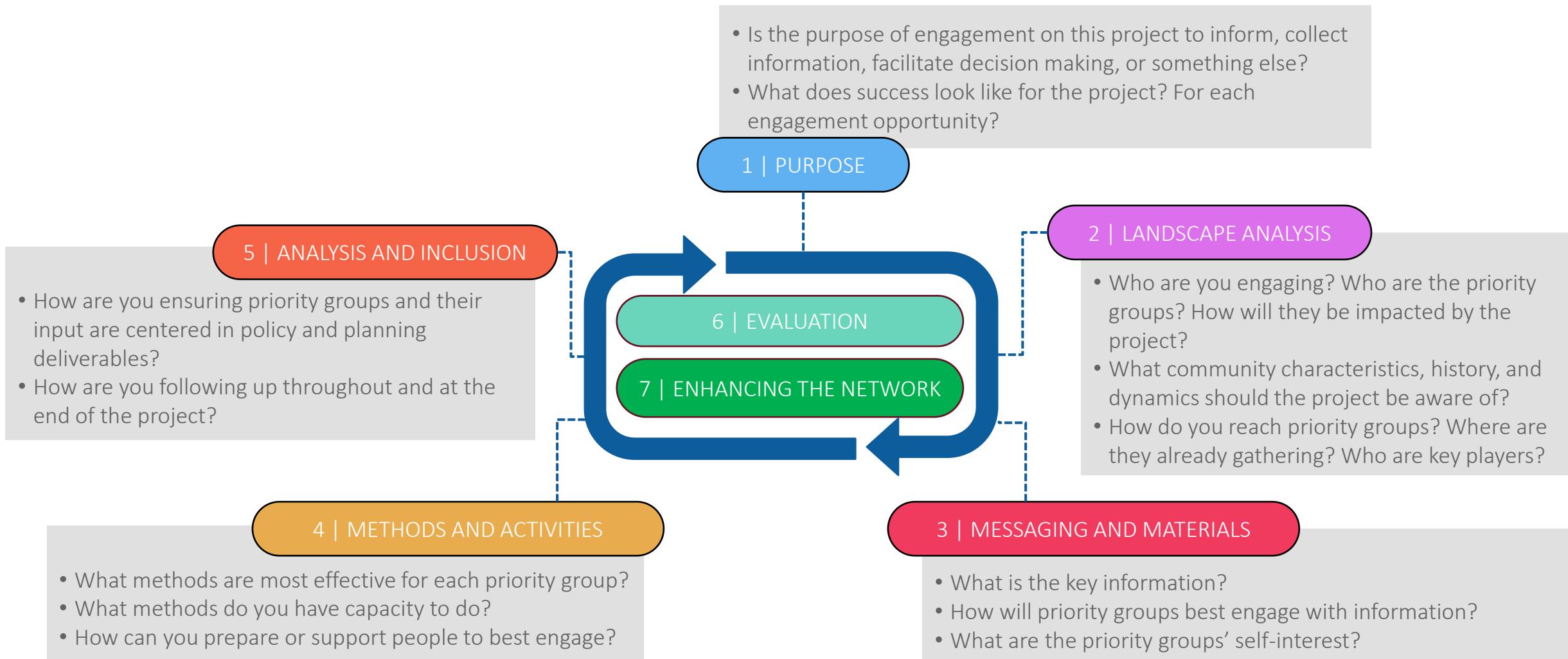
Why do you do community engagement in your work?



MAPC's Community Engagement Process



MAPC's Community Engagement Process



What are your community engagement goals?



WHAT do you need input on from community members that *you wouldn't be able to get from other data sources*?

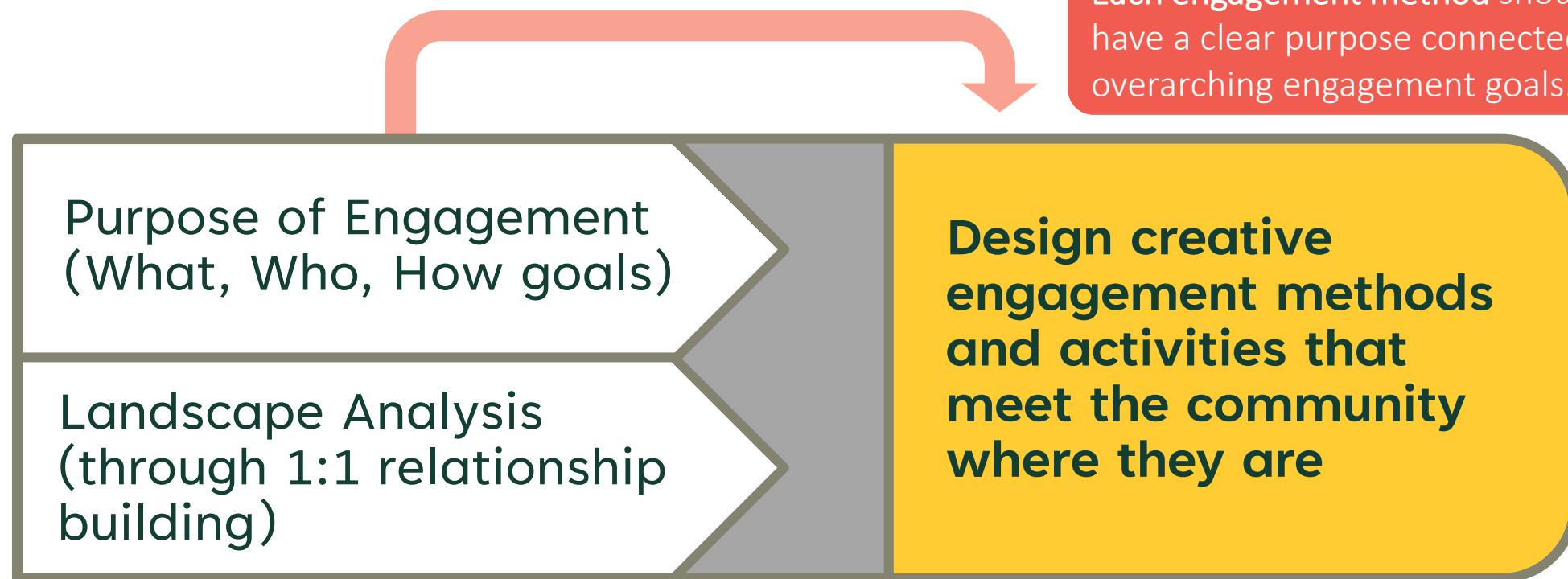


WHO do you need to prioritize reaching that *might not otherwise participate in municipal governance*, historically or currently?



HOW do you intend to approach the engagement? What *engagement methods* will you use? What *values* will guide your work?

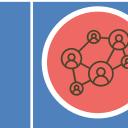
Purpose + Landscape Analysis → Methods



Iteratively update the landscape analysis and engagement methods as you continue to build relationships and get to know the community.

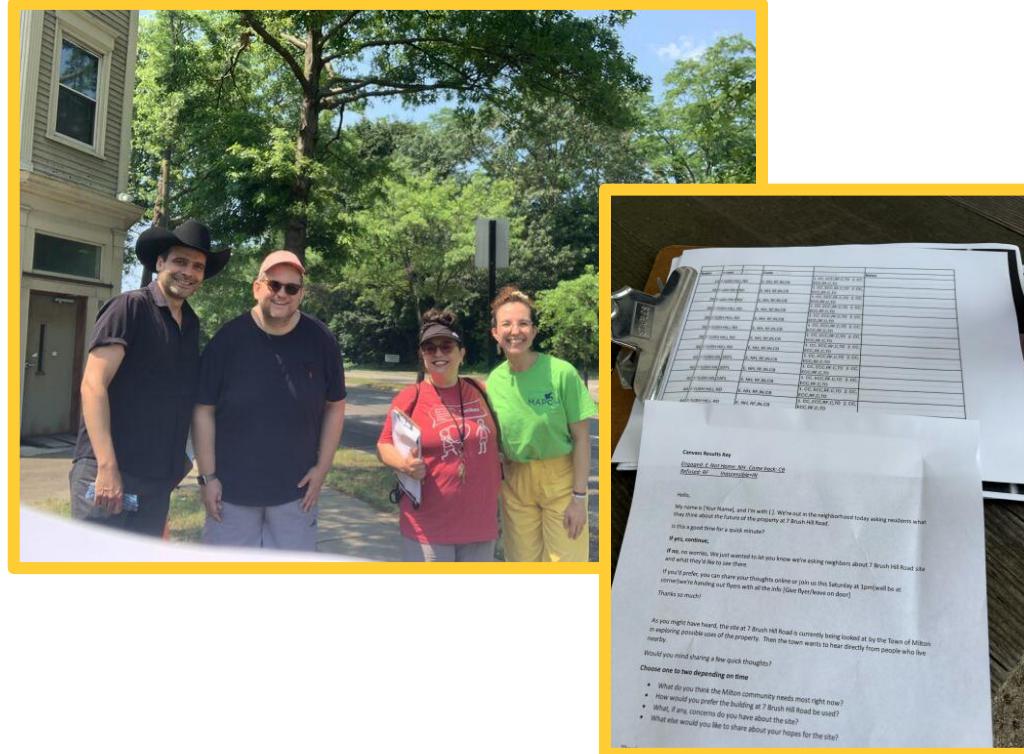
Example: Everett Housing Production Plan

Aligning Engagement Methods with Purpose, Rather than Default Public Meetings

 <p>What we need public input on</p>	 <p>Audiences we want to hear from</p>	 <p>Methods to reach those audiences</p>
<p>Housing needs and goals to inform policy and strategy recommendations</p>	<p>Community-wide</p>	<p>Awareness-building at community events (e.g., Halloween fair, high school football game, Christmas tree lighting)</p>
	<p>Priority Groups: Renters, Low-income Households, Immigrant groups (Brazilian, Nepali, Haitian), Youth</p>	<ul style="list-style-type: none"> Attending meetings and events with specific populations (e.g., community baby shower, mobile food pantry, youth jobs fair, community organizing group) Providing stipends to CBOs to hold in-language events (EHCC, LCI)
<p>Steps required to implement strategy recommendations</p>	<p>Community-based organizations</p>	<p>Implementation Workshop focused on prioritizing strategies and generating community buy-in</p>
	<p>Housing experts</p>	<p>Implementation Workshop focused on resources, barriers, and technical aspects of housing production</p>

Example: Milton Parcel Disposition

Course Correcting as You Learn More about the Community



What we needed public input on	Audiences we wanted to hear from	Methods to reach those audiences
Community vision for usage of a parcel in Milton	Community-wide	3 Visioning Sessions; Presentations to key groups
	Abutters	Above methods were not successful in reaching this priority group, so the team tried door knocking!

Outcomes from Following the Community Engagement Process



Everett Housing Production Plan

- At the start of the project, **we were told that we would have a tough time with engagement.**
- By the end, we engaged **over 300 residents in our priority groups** and have formed **relationships with CBOs** that we are continuing through follow-on implementation work with the community.

Milton Parcel Disposition

- We were tasked with engaging a community who historically has been excluded from and/or has not participated in public process, so **we knew we needed to reach people where they are;**
- We engaged over **200 people in our priority groups** by adapting our engagement to meet people where they are and collaborating through community partners.



Your Turn!



Discuss Applying the Community Engagement Strategy to Your Work



- **2 minutes:** Take a moment to identify an upcoming initiative and/or area of work where you need to conduct engagement – how can you apply elements from the community engagement process to that effort?
- **13 minutes:** Share and discuss with your small group.

Closing





Reflections on Today's Session

Today's Objectives

- Participants will understand **MAPC's Community Engagement Process**.
- Participants will reflect on their own Community Engagement practice.
- Participants will identify one community engagement strategy they want to incorporate or strengthen into their practice.

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!

Reach Out – We Can Help



Services

- Collaboration to work through Community Engagement challenges
- Ideation on projects focused on Community Engagement
- Development of Community Engagement Plans
- Facilitation
- Strategic Coalition, Partnership, and Network Development
- Creative Engagement Design

Trainings and Workshops

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



Thank you!

