



FOSTERING EFFECTIVE PUBLIC ENGAGEMENT

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Community Engagement Department

- Supports municipalities in integrating residents' input into policy and planning projects.
- Work is centered around engaging those who have historically not had a seat at the table in planning and policy-making throughout the MAPC region.
- Work is rooted in eliminating processes that harm certain groups and not others in ways that are unfair, preventable, systematic, and grounded in social, political, and historical factors.

What is Community Engagement?



**Please enter
your
response in
the chat!**

- How would you define Community Engagement?

The Purpose of Engagement

What information do you need to collect?

Why?

How do you want people to participate?

Community Engagement Reminder

Understand that groups of people are situated differently.

Develop universal goals and targeted strategies and not targeted goals and universal strategies.

Outreach



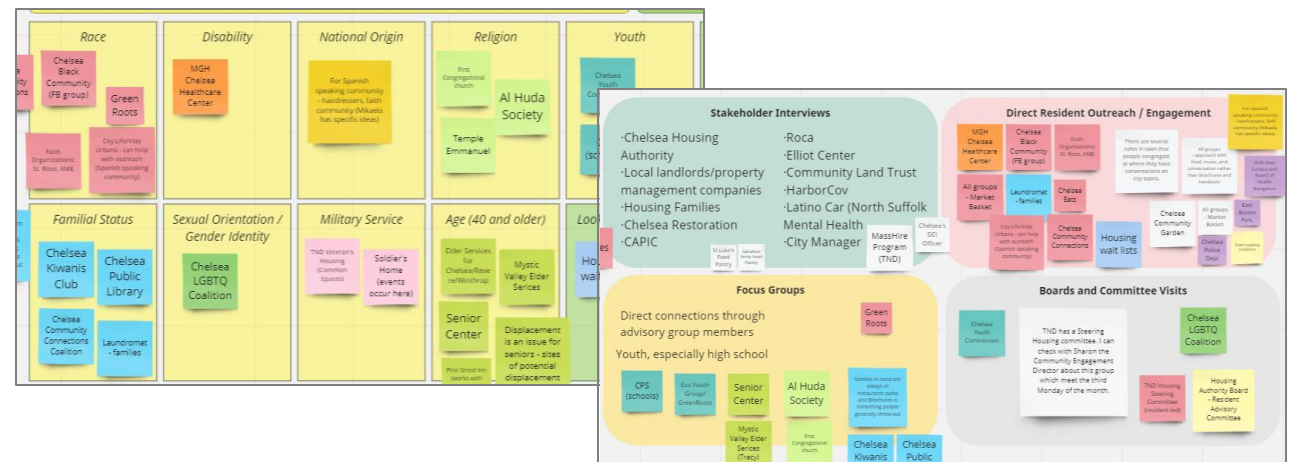
How do we reach stakeholders?



Stakeholder Analysis



- Ask community members to connect you with **major players, gathering places, information sources**—and then ask again
- Compare what you hear with data: EJ census tracts, demographic data
- Determine **when and how** to engage stakeholders



Messaging



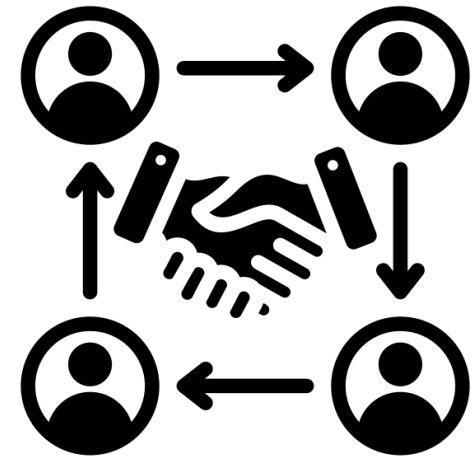
- **Format:** Physical flyers, social media, local access TV, newspapers, project website, direct outreach, word of mouth
- **Language and Accessibility:** Translation, visual design
- **Distribution:** Working with network



Partnership Building



- Build on existing relationships
- Making the introduction
- Involvement without burnout
- Follow up!



Ground Rules/ Group Agreements

Group Agreements

- Be fully present
- Use "I" Statements
- Take Space, Make Space
- Share the lesson not the story
- One mic
- Use accessible language
- Everyone contributes energy to this space

[From our Group Agreements Guide](#)

What do you need to help you have safe and productive training today?

- (Add New Item)
- (Add New Item)
- (Add New Item)

Conclusion/Wrap Up

