

Fresh Off the Press!

*An essential tool for
planning and implementing
collaborative efforts to
engage community stakeholders*

The Guide provides step-by-step instructions to identify and engage your targeted stakeholders. It also illustrates some of the real-life challenges in community engagement efforts, and shares best practices for addressing those challenges based on case studies highlighting PCRC's work in this field.

Major questions explored in the Guide are:

- *WHAT is community engagement? WHEN is it beneficial?*
- *WHY is community engagement needed? What purpose does it fulfill?*
- *WHO should be engaged (who are the stakeholders)?*
- *HOW should stakeholders be involved?*
- *WHAT are barriers for engagement? What resources can help?*
- *HOW do you initiate, encourage, and sustain successful community engagement?*
- *HOW do you evaluate success?*

**The Guide is \$25/copy.
Contact us to learn about non-profit
and bulk discounts.**

**PCRC is available to provide an
engaging 2-hour training to help
organizations effectively put
this tool to use.**

**We also offer consultation and
facilitation to help your organization
plan and implement collaborative
projects. Please contact us to learn
more about these services.**

**To order the Guide or request a
training or consultation, please
contact Julia Salinas at
jsalinas@pcrcweb.org or
(650) 513-0330 x320.**

At a glance:

PCRC's Community Engagement Resource Guide

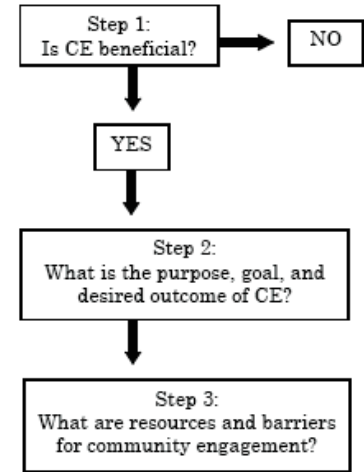
CHAPTER 2: Planning a CE Process

The planning phase is the first opportunity to initiate stakeholder participation. Choosing to do a collaborative planning process will set the stage for successful implementation down the road. The following steps help in the planning phase:

Step 1: Determining if CE is Beneficial

Before embarking on a CE process, it is important to be clear on the purpose. It is helpful to consider how the role of CE fits into the larger issue being addressed. Two important questions can help determine if a CE process is needed:

- 1) Are there stakeholders (individuals or groups that are either impacted by or could impact the issue)? *(See next chapter for more on stakeholder analysis.)*
- 2) Will the input of stakeholders be utilized?
If the answer to both questions is YES, then a collaborative process is valuable. If either answer is NO, that is perfectly fine – it is better to realize this early on, rather than have to abort a collaborative process later on.



CHAPTER 3: Depth and Breadth of Participation

An important aspect of planning a community engagement process is determining WHO should be involved and HOW. The “depth and breadth of participation” is a framework to help the convener create a stakeholder diagram depicting an array of stakeholders and how they should be involved.

Breadth of Participation

When brainstorming the breadth of participation, the major question is:

Who is affected by or can affect the outcome of decisions made to address the issue?

In other words, “*Who are the stakeholders?*” To look at the breadth of participation, stakeholders can be grouped into categories in various ways. One useful way to categorize stakeholders is by looking at the various sectors that make up our communities.

Community Sectors:

Public Sector	Public institutions, i.e. government agencies, public schools, elected officials
Private Sector	Businesses
Groups and Organizations	Non-governmental, non-profit groups and organizations, i.e. community service providers, associations, faith-based organizations, community groups, advocacy organizations, foundations
Individuals	The general public and specific populations of people within the public (i.e. socio-economic, ethnic, age, gender)



be utilized. Often times
ad is done as a way to
ent regulations prevent
ation by the convener.
nters that community

king power

to issue