


US EPA ARCHIVE DOCUMENT




How to do Outreach and Involve the Community

EPA – Region 1
All Grantee Meeting
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Clearly Identify the Community





Identify and Personally Contact Key Leadership in the Community

- **Formal leaders** are usually those in elected or appointed positions who have a constituency to whom they are accountable.
- **Informal leaders** are those whom residents and others (including elected officials) rely on for information, expertise and judgment.



Identify Organized Groups in the Community

Neighborhood associations

Church or synagogue councils/committees

Senior groups

Business associations

Parent/teacher organizations

Police/community teams

Non-profit organizations

Environmental groups

Others



Involve both Formal and Informal Leaders in Future Planning






How to Begin Community Outreach

- Develop all written materials in plain English, written at a sixth grade level, allowing for the broadest segment of the community to learn about your activities and/or development ideas. Translate these materials when necessary.
- Develop a presentation which includes visuals (slides, pictures), information about you, your project, and your history.
- Develop a plan for reaching out to, educating, and inviting residents to participate in discussions, planning, and shared decision making.



Guiding Principals for Successful Community Involvement Projects

- Make a sincere effort.
- Keep an open mind.
- Seek win-win solutions.
- Welcome community residents as partners.
- Encourage community participation at meetings by providing support that allows residents to participate.



More Guiding Principals for Successful Community Involvement Projects

- Hold meetings in “neutral” settings.
- Be flexible, listen with the goal of learning, compromising, and brainstorming solutions.
- Hire a neutral facilitator to run meetings, keep minutes, and promote the process.
- Provide training to staff in the areas of effective communication.