



THINK

Community Landscape

Purpose of this template: To document the wide variety of potential stakeholder groups in your community. This will help to ensure those you target in your **outreach plan** are reflective of the diversity in your community.

Directions: Fill out sheet to the best of your ability. After initial attempt, connect with stakeholders to fill in gaps, check assumptions.

Example Type	Fill in if applicable	Examples
Adult education		Community College, Adult training programs
Agricultural groups / associations		Almond Growers Association
Arts groups		Music, visual, dance, theatre, ethnic, etc.
Business (large)		Corporations, large farms, big box retailers, tech companies, warehouses, factories, universities, hospitals
Business (Small)		Restaurants, family-owned retail, hair salons, pet grooming, etc.
Chamber(s) of Commerce		Some areas have more than one.

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Example Type	Fill in if applicable	Examples
Community Based Organizations		Non-profits, Neighborhood Organizations
Community health and wellness		Hospitals, clinics, dentists, bike and running groups, etc.
Environmental groups		Sierra Club, Friends of the River, etc.
Ethnic media		Radio, TV, Print, Prominent Digital
Ethnic oriented community groups/ centers		Reference could be census info on ethnic breakdown (Latino, Vietnamese, Korean, etc.) e.g Assyrian American Association
Faith based		Churches, Synagogues, Mosques, etc.
Food banks		Or other locations to connect with working poor
Libraries		Individual libraries, friends of the library groups
Gay, lesbian, bisexual groups		CSU San Bernardino Pride Center, Rainbow Pride Youth Alliance, gaycentralvalley.org, MoPride Inc.
Good government groups		League of Women Voters
Immigrant related organizations		Advocacy groups; Legal service providers

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Example Type	Fill in if applicable	Examples
Informal Leaders		Folks on boards of community groups; youth sports coaches
Labor organizations		Unions
Parks and recreation		Department within local jurisdiction
Disability organizations		Advocacy groups, Independent Living Centers
Safety		Community Emergency Response Teams (CERT)
Schools		Superintendent level, district, individual schools, PTA
Senior citizen groups		Senior centers, clubs,
Service clubs		Rotary, Kiwanis
Social equity / Social justice		Social Justice Research Partnership, Girls Fly!, Fathers and Families of San Joaquin
Other municipalities		Water districts, cemetery districts, air, recreation, Police, Fire Dept.
Sports groups		Youth sports such as soccer, volleyball; Adult rec leagues, Senior leagues

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Example Type	Fill in if applicable	Examples
Veterans		American Legion, veterans centers, VA hospital, advocacy groups
Youth - After school related		Youth Boxing league
Youth- other		Early Childhood Education – First 5
Other:		Knitting clubs; book clubs

Double check: do the people/groups on your community landscape list (above) reflect the diversity in your community?

- Socioeconomic
- Race/Ethnicity
- Geographic
- Gender
- Age
- Other

About the Institute for Local Government

The Institute for Local Government’s (ILG) mission is to promote good government at the local level with practical, impartial and easy-to-use resources for California communities. ILG is the nonprofit 501(c)(3) research and education affiliate of the League of California Cities, the California State Association of Counties and the California Special Districts Association.

For more information about the TIERS Framework and Learning Lab, please contact Madeline Henry at mhenry@ca-ilg.org

To access the Institute’s resources on public engagement, visit www.ca-ilg.org/engagement

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