



THINK

Pillar 1: THINK

Community Landscape Template

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. Consider inclusion and diversity.

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
Community based organizations		Non-profits, neighborhood organizations
Community health and wellness		Hospitals, clinics, dentists, bike and running groups, etc.

Disability organizations		Advocacy groups, independent living centers
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
LGBTQ 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
Informal leaders		People on boards of community groups; youth sports coaches
Labor organizations		Unions
Libraries		Individual libraries, friends of the library groups
Mainstream media		Television, radio, newspaper, online
Neighborhood associations		HOAs, etc.
Other municipalities (cities, counties & special districts)		Water districts, cemetery districts, air, recreation, police, fire dept.

Other opinion leaders		Non-affiliated leaders in the community who mobilize residents
Parks and recreation		Department within local jurisdiction or special districts
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
Sports groups		Youth sports such as soccer, volleyball; adult recreation leagues, senior leagues
Tribal Groups		Native Council, tribal youth
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/Culture
- Geographic
- Gender
- Age
- Differently-abled
- Other