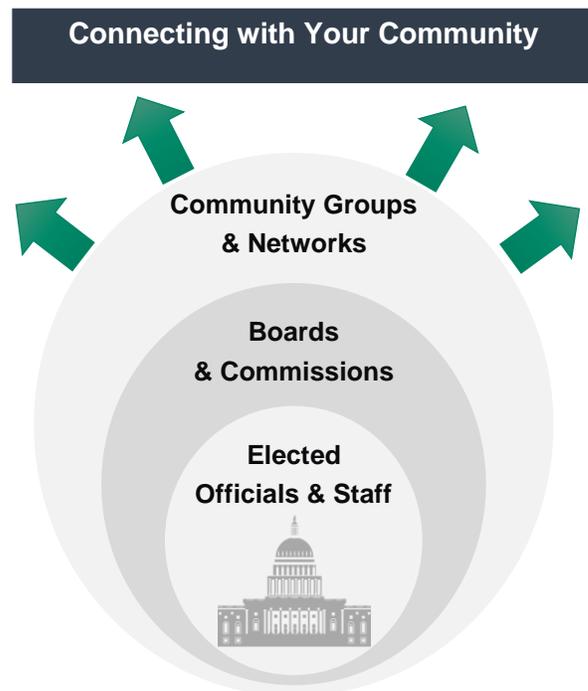


Expand Your Agency's Community Connections

Many public officials have a wide variety of relationships in their communities, often related to specific projects and initiatives. Examples include interactions with schools, groups serving specific populations, business associations, faith-based organizations and more. Yet these groups and networks may not come to mind when an agency is planning and announcing public meetings.

Use the following list to identify different partners, network contacts and “key connectors” in your agency’s jurisdiction. The next time the agency wants to reach out beyond the small slice of the public that most frequently attends public meetings, consider reaching out to the community through some of the types of organizations listed here. Add these contacts to the agency’s outreach list, so this wider range of contacts is ready whenever needed.



Groups Close to Local Government Decision-Making and Operations

- Board and commission members in the jurisdiction
- Past and present members of community task forces and working groups
- Public agency-sponsored citizen academies and resident leadership programs
- Local multi-sector leadership groups and business roundtables
- Advocates and service providers whose work relates to the issue under review

Networks Where Community Members Affiliate by Interest

- Parent-teacher associations/ organizations, school support organizations
- Youth: groups not tied to schools (Boys' and Girls' Clubs, youth sports leagues, scouts, YMCA, youth centers, etc.); parent groups/mother's clubs
- Business: chambers of commerce, ethnic chambers; small business associations and incubators
- Labor associations
- Community-oriented and ethnic media
- Internet-based groups and blogs
- Neighborhood organizations and homeowners' associations
- Civic membership groups: Rotary, Elks, Kiwanis, etc.
- Friends of the Library
- Good government groups, League of Women Voters
- Adult education: community colleges, adult schools, English as a second language programs
- Safety: Community Emergency Response Teams (CERT), Neighborhood Watch
- Community health and wellness groups
- Sports leagues
- Seniors' groups
- Early childhood groups: First 5 Commission, child care councils
- Social equity/social justice
- Environmental groups and outdoor recreation
- Arts groups: music, visual, dance, theater, ethnic culture

About the Institute for Local Government

This resource is a service of the Institute for Local Government (ILG) whose 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 and to access the Institute's resources on public engagement, visit www.ca-ilg.org/public-engagement. © 2015 Institute for Local Government. All rights reserved.