

TOOL – LANDSCAPE ANALYSIS GUIDE

WHAT IS A LANDSCAPE ANALYSIS?

A Landscape Analysis is a short, simple body of research that defines the demographic representation, resources, and needs of a group of people. Conducting a landscape analysis should not take more than an hour or two and will help you understand the population that is impacted and qualifies as having “lived experience” for the purpose of this workgroup.

HOW TO CONDUCT A LANDSCAPE ANALYSIS

Begin your analysis by researching the **demographic makeup** of the group in question. You can use the US census as a starting point, but because that is only conducted every ten years, it’s not always a timely or accurate source. Our own Washington State agencies often have more up to date research or reports on different populations in our state. Use the following prompts as a starting point for your research:

- What are the racial/ethnic identities most common to this group?
- Which languages are most commonly spoken?
- Where does this population reside, geographically speaking?
- What are the most common socioeconomic experiences of this group, such as income level, education level, home-ownership status, etc.?

Next, you’ll want to research the **community footprint** of the group in question. This will help you identify partners in this work and gain an understanding of how this community engages with itself, with government, and what their needs are.

- Compile a list of all existing nonprofits or Community Based Organizations relevant to this topic or population.
- Search for online spaces such as social media groups or individual local trusted messengers on social media who have significant followings; determine if this population commonly uses one particular social media or if they tend to not rely on social media or web presence at all – every group is different!
- If the population in question has a dominant religion or religions, look to see how their faith community gathers and if that is a common hub for engagement.
- Consult with your agency’s internal community outreach practitioners and identify any potential trusted messengers from within your agency’s network.

Lastly, you’ll need to establish an **equity lens analysis** of the population in question. An equity lens is a critical thinking tool to help anchor your work in considering the experiences of the people or group being served by the workgroup. Consider the following prompts to develop your equity lens:



An equity lens analysis can help you understand the community perspectives that are critical to your workgroup creating a solution that improves customer service and outcomes. Questions to consider are:

- What are the assumptions underlying this thinking, policy, procedure, or practice?
- How could this thinking, policy, procedure, or practice burden different communities?
 - What data do you have to help you understand how different communities might be burdened?
- Which communities could be most burdened by this thinking, policy, procedure, or practice?
- What is your plan to identify and involve representatives from those most burdened communities in this workgroup?
- What broader community engagement process will you take to make sure you do not rely only on the few representatives of the entire community (i.e. no community is a monolith, you must have broader feedback and engagement to understand the full complexity of a community group)?
- What are the assumptions underlying the policy, procedure, or practice that this workgroup is tasked with examining?
- How can you involve the most impacted people in the decision-making process?
- What are some strategies for reducing or eliminating negative impacts on impacted people?

Compile the findings of your Landscape Analysis in a written brief or short report. This can be helpful to use as a reference when recruiting and managing workgroup members and will help ground your approach to workgroup management in a strong, foundational, and evidence-based understanding of the impacted community.