



Subcommittee on Public Affairs Engagement

Climate Adaptation Master Plan for Water

Item 3a

May 23, 2023

Outreach Objectives & Strategy

Inform and Engage Community

Objectives

- Inform early and often
- Respectfully seek input
- Build trust and meaningful involvement with current stakeholders, build new relationships

Strategy

- Leverage existing relationships and events to inform current stakeholders
- Meet people where they are
- Provide opportunities for engagement to accommodate diverse audiences
- Provide easy-to-understand information and ensure accessibility

Outreach Steps

Identify Audiences

Prepare Materials

Share Information
and Seek Input

Manage Resources

Identify Audiences

Member
Agencies

Environmental
Community

Elected
Officials

Business
Groups

Water
Industry

Labor
Partners

Civic Groups

Community-
Based
Organizations

General Public

Press/Media

Share Information and Gather Feedback

Opportunities for Engagement

- Provide updates at organization meetings currently attended by Metropolitan staff
- Gather input or direct to surveys and workshops
- Communicate directly with key contacts offering updates and opportunities to be involved
- Share information at community events
- Add information to social media, website, and e-newsletter
- Partner with Community-Based Organizations

Manage Resources

Consultant Support (Kearns & West)

- Prepare materials
 - Presentation slides, talking points, fact sheets
 - Information/assets/text for web, social media, and e-newsletter

Organize and facilitate events/opportunities for input

- Workshops and surveys

Track engagement and metrics

- Record input from key stakeholders, maintain database with all meetings, presentations, other engagement, gather and analyze input

Manage Resources

Metropolitan Staff Role

- Need to reprogram External Affairs dollars for consultant support
- Help produce and review materials
- Provide presentations and information at meetings and workshops
- Publicize opportunities to request feedback
- Post on social media and website
- Set up partnerships with community-based organizations
- Albert Napoli will serve as outreach lead to streamline coordination



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