

Appendix H3 Public Outreach

H3.1 Public Outreach Components

There are a variety of components that will be needed in development of a comprehensive outreach campaign for the SMMP. Components will include:

- Communication Materials and Tools
- Outreach Activities and Campaigns
- Media Relations and Advertising
- Program Documentation and Evaluation

Each of these components is described in more detail below.

H3.1.1 Communication Materials and Tools

The SMMP should use a wide variety of communication materials and tools to address and implement strategic themes. These materials and tools should be tailored to the appropriate audience and phase of the project and are outlined in Table 1.

Table 1: Recommended Communication Materials and Tools

Material or Tool	Description
SMMP Logo and Slogan	A logo and slogan for the SMMP program should be established early in the outreach program development. The logo and slogan can be applied to all outreach materials and activities to help “brand” the SMMP program.
Newsletters, Brochures, Flyers, Bill Inserts	These materials, which can be developed for a variety of purposes, should be tailored to reach a wide range of audiences. General uses may include providing background information, providing regular project updates, and promoting projects. Materials can be distributed through targeted direct mail campaigns, bill inserts, at public meetings, workshops, or other public forums, or by project partners. In the near-term, the following should be considered: • Establishment of a newsletter format, and schedule so that regular updates can be generated on the overall program status and activities • Brochures to target audiences that may be affected by near-term project implementation.
Signage	Engaging, informative signage can serve as an important educational tool during construction to feature local projects and develop regional messages. Effective signage can also help provide opportunities for local projects to serve as demonstration sites for the SMMP program and facilitate public tours and educational activities. A standard format for signage should be established and signs should be installed at the sites of near-term projects during construction and after implementation.

Material or Tool	Description
Traveling Exhibit Materials and Presentation	Traveling exhibit material may include graphics, informational panels, and promotional give away items such as posters, pens, magnets, etc. These exhibits help promote the SMMP program at special public events, partnering agency offices, and at local public facilities and events such as libraries, community meetings, and local fairs. In addition, a program presentation should be developed for use at public meetings with decision makers and project partners that provides a program overview and update on SMMP activities.
Program Website	Stakeholders increasingly look to the Internet to find more information on local activities and programs. As such, a website established for the SMMP can provide a centralized space to find information on local and regional projects, program updates, technical reports, and announcements of upcoming meetings or activities. The website address should be promoted on all materials to ensure visitation. The website should be developed early.
Information Line	The use of a toll-free information line throughout program implementation can be useful to provide quick updates on project activities and accept voice mail inquiries on program activities. This item is particularly useful once actual project implementation and construction has begun.

H3.1.2 Outreach Activities and Campaigns

Outreach activities and campaigns can utilize and distribute many of communication materials and tools developed for the SMMP program. Specific outreach activities and campaigns that can be developed for the SMMP program are summarized in Table 2.

Table 2: Recommended Outreach Activities and Campaigns

Outreach Activity or Campaign	Description
Presentations and Workshops	Presentations and workshops provide an opportunity to continually provide an update to, and obtain feedback from, the SMMP stakeholders on program activities, implementation actions, and projects. Stakeholder and technical workshops should continue to be held, as appropriate, on topics related to implementation strategies, partnering approaches, and project refinements. Additionally, the general SMMP presentation should be given to local, state or Federal agencies to provide background information on the program. The general presentation should be periodically updated as the program moves from local to regional project implementation.
Elected Official Briefings	Policy related decisions will need to be made by agencies participating in implementation of the SMMP. Such decisions will require the support of elected officials and their constituents. Briefings to elected officials at milestone points throughout the program will be important to ensure continued funding and support.
School Programs	School programs are important in helping to educate the next generation about the importance of stream management, flood protection, and environmental protection. A school program on the SMMP could be developed that would include field trips and grade-specific activities related to the stream management that could be integrated into existing curriculum goals as appropriate. This component should be considered for longer-term development and implementation.

H3.1.3 Media Relations and Advertising

The SMMP will need to increase its media and advertising efforts throughout program implementation to effectively reach a broader public audience. Media relations activities are included in Table 3.

Table 3: Media Relations and Advertising Activities

Activity	Description
Contact with Local Reporters	Regular contact with local reporters should be made to publicize SMMP events and activities and encourage attendance at events and meetings. Additionally regular contact can help encourage regular and special coverage of SMMP and general stream management activities in the Valley.
Public Service Announcements	The SMMP can target the major radio stations of the Bay Area for potential broadcast of public service announcements throughout the program implementation to announce community or special events and to help raise awareness around the importance of stream management and flood protection issues.
Advertisements	A series of ads in the Bay Area regional or Tri-Valley local newspapers can work in conjunction with other outreach activities to advertise program activities or workshops and reinforce the importance of stream management activities.

H3.1.4 Program Documentation and Evaluation

Establishing a thorough record of the activities and carefully tracking public response and input is an important component of conducting a multi-year public outreach program. Program documentation helps assess the number and variety of outreach activities utilized for the program and the number of stakeholders reached throughout the effort. Regular evaluation of the outreach program effectiveness helps provide input on any necessary changes or modifications to the program as it progresses. Specific recommendations related to program documentation and evaluation are provided in Table 4.

Table 4: Recommended Outreach Program Documentation and Evaluation Methods

Evaluation Method	Description
Mailing List	A detailed mailing list should continue to be managed and expanded to include all parties who have requested information, attended meetings, or have expressed interest in the program. The list should include contact names, affiliations, mailing addresses, e-mail addresses, and program participation. The mailing list established for early SMMP activities should serve as the starting point for the overall program mailing list.
Comment database	The SMMP should continue to track comments received on documents and through other forums. The comment data base should include information on the commenter, detailed comment, source of the comment, comment response, and notes with needed follow up items.
Surveys and Focus Groups	Conducting baseline and follow up surveys may help evaluate changes in the opinion and measure the effectiveness of outreach activities. As such, as portions of the program are implemented, it may be appropriate to conduct such surveys and focus groups. Surveys may be conducted regionally or targeted toward specific audiences as appropriate. Focus groups can serve to assess the attitudes of specific industry, cultural, or other interest groups, which can provide valuable guidance in shaping appropriate communication messages and methods to most effectively reach these populations. Surveys and focus groups should be considered longer term activities.