

CAMP Committee

Discussion on Public Education & Outreach

March 20, 2017

Tentative Project Schedule

- Review initial findings and prioritization methods with CAMP and Council – Spring/Summer of 2017
- Public Education and Outreach – Fall/Winter 2017
- Council Workshop on policies and prioritization across asset classes – Spring 2018

Tonight's Goal

- To brainstorm ideas for public education and outreach.

Public Education

- Goal: To educate the public on the City's infrastructure, current condition, financial obligations, and potential policy options.

Public Outreach

- Goal: To solicit feedback on potential policy options and the importance of various assets to the Community's identity and character.

Target audience?

- Specific groups?
- ?

How do we do this?

- Education first
 - A flyer/mailer and website dedicated to distributing information about infrastructure?
 - Email list?
 - ?
 - ?
- Input Next
 - Email or Mail Surveys
 - Civic Organization Meetings
 - Open/Public Meetings
 - ?
 - ?
- Communicate results to Leadership & City Council
- Then ask Council to make policy decisions

What can CAMP do?

- Possible roles:
 - Meet with civic organizations to distribute information
 - Help review flyers and outreach materials
 - Discuss the City's infrastructure challenges with other residents
 - Advocacy?
 - Assist during outreach events
 - Lead groups in discussion