



Project Outreach And Stakeholder Engagement on a Tiny Budget



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FMA Sept. 8, 2016

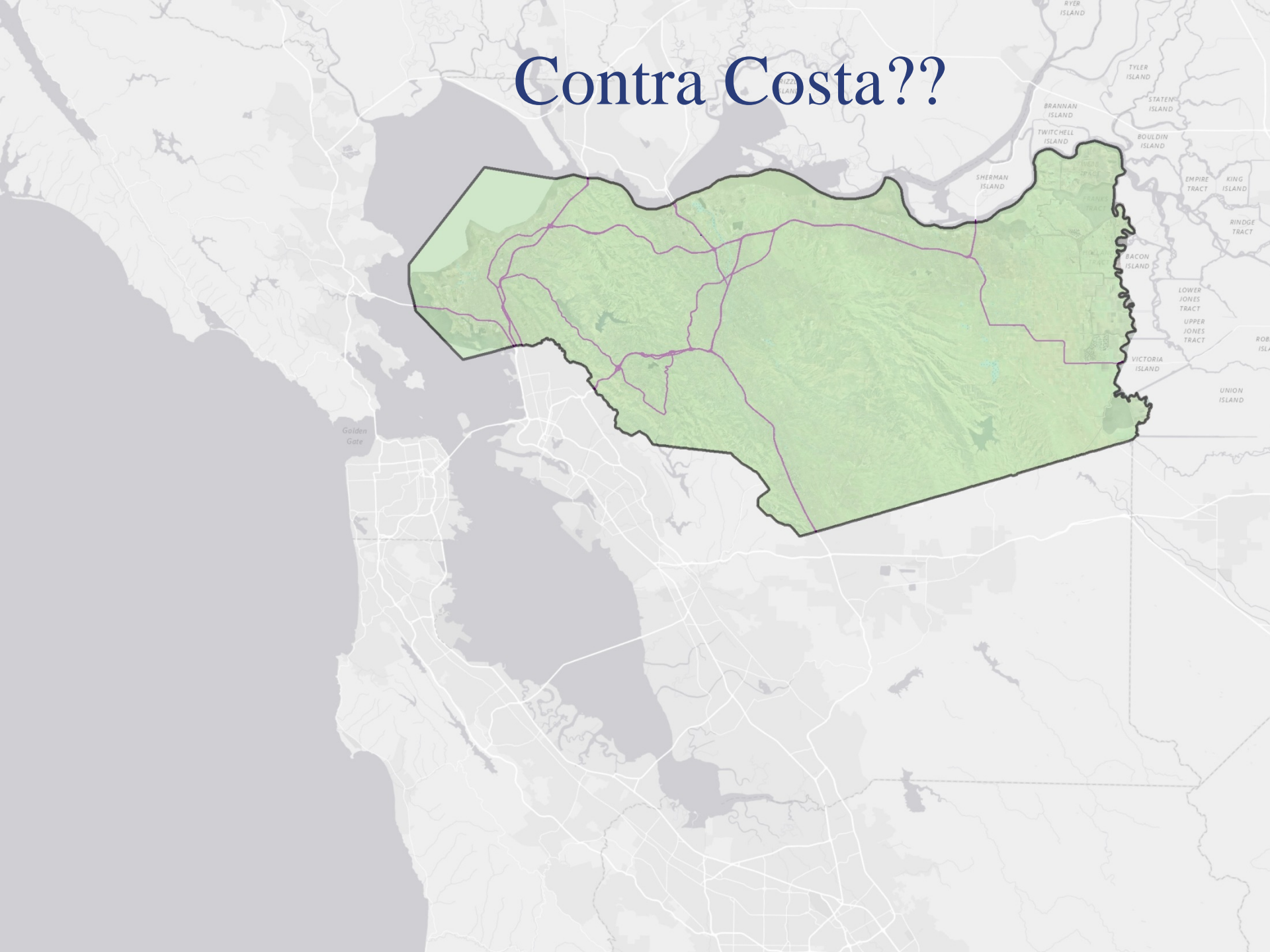


Contra Costa County
Flood Control
—
& Water Conservation District

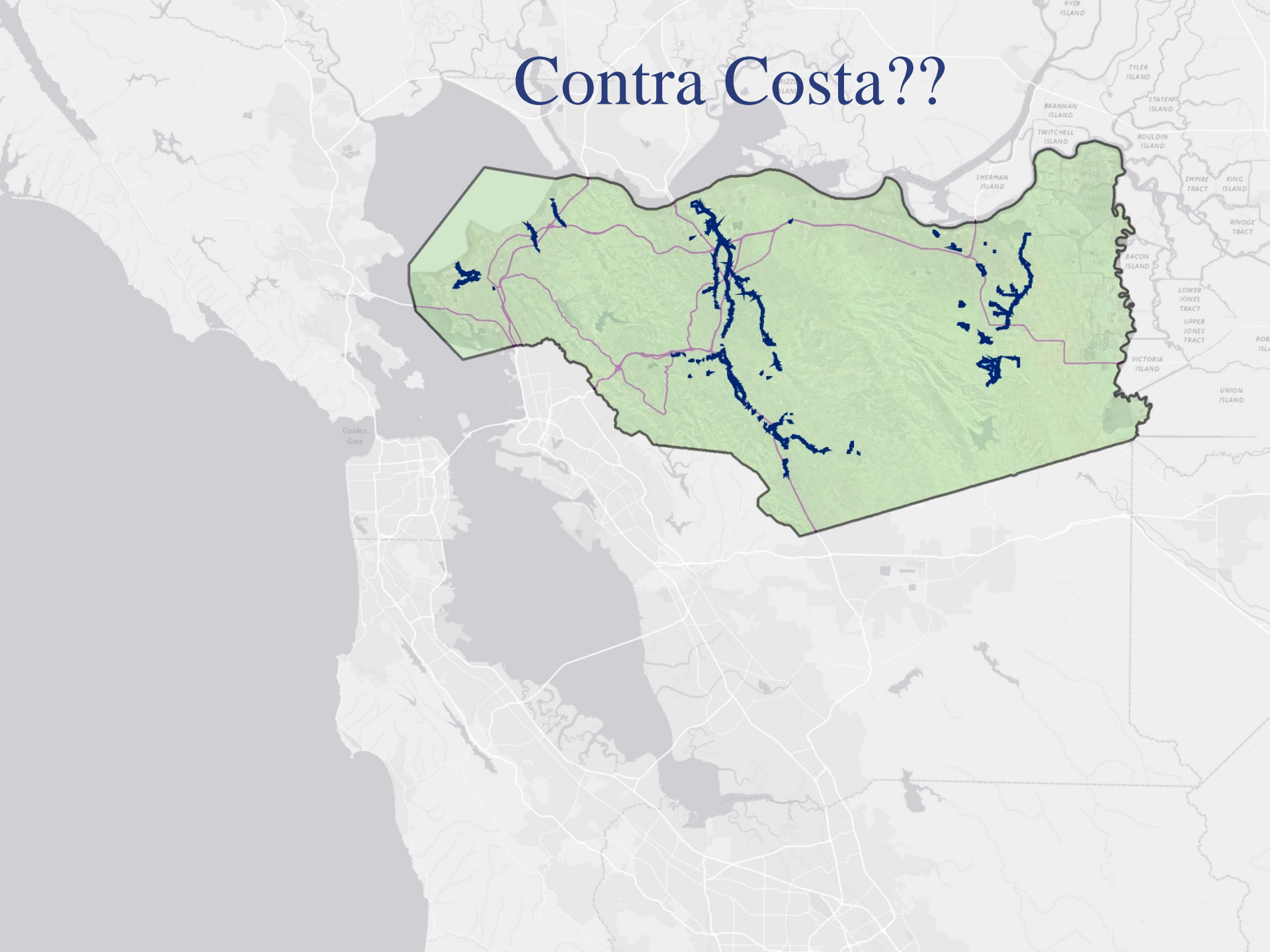
Contra Costa??



Contra Costa??

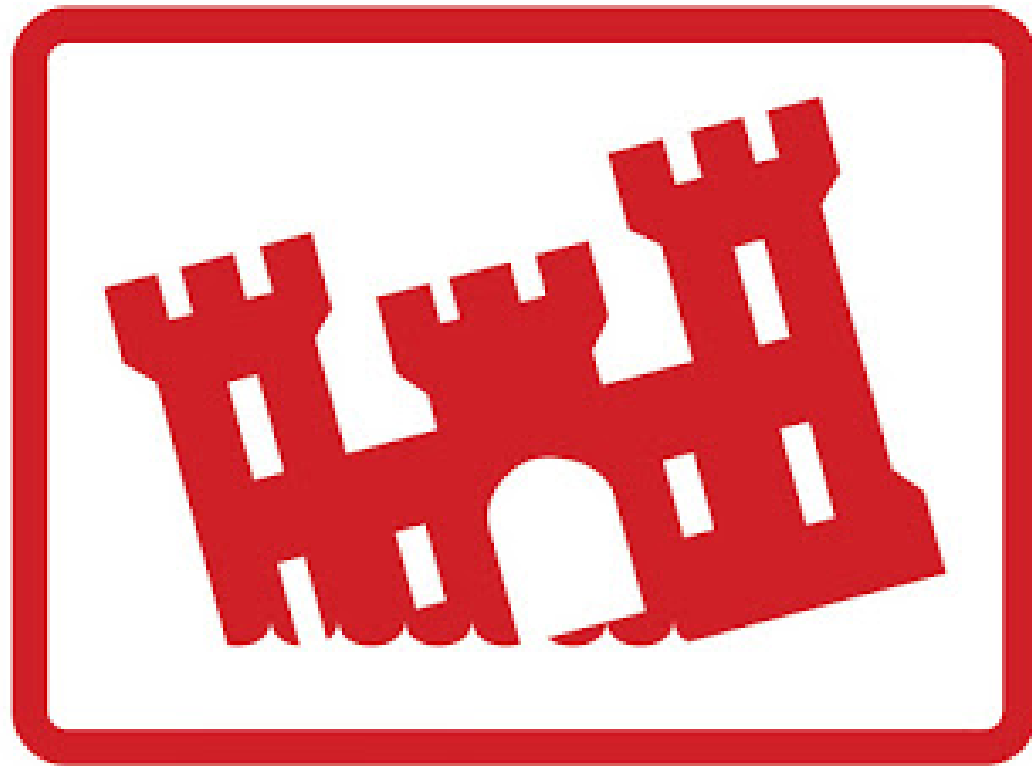


Contra Costa??



Selective Deauthorization

HOW WE DIVORCED OUR PROJECT FROM THE
CORPS OF ENGINEERS AND WHY YOU SHOULD TOO



Selective Deauthorization...

- Officially removes a part of a Corps constructed project from their system and returns oversight to the local sponsor
- Allowed us to begin a collaborative, community-based planning process.
- Vision is to transform channel into a sustainable creek system.



Outreach and Engagement

- We don't have the budget that others have to do this....
- So how do we accomplish...

Project Outreach and Stakeholder Engagement on a Tiny Budget?



Listen...

- 18 Focused stakeholder interviews
- “listening tour”
- Formed stakeholder advisory group
- Group only meets at strategic milestones
- Public meetings (with snacks!)



Understand your audience...

- Seeking input on our restoration project
- Drive traffic to informational web site
- Want to reach others beyond the normal groups
- **Not** trying to change behavior
- Our constituents shun what looks to be “too expensive”

Think creatively...

lowerwalnutcreek.org



<http://www.co.contra-costa.ca.us/biz/5784/activefiles/current/Lower-Walnut-Creek-Restoration-Project>



**Lower Walnut Creek
Restoration Project Home**

**A Brief History of Lower
Walnut Creek**

Historical Ecology

Pacheco Marsh

Restoration Planning

Fish Issues

Recreation Opportunities

Reports & Documents

Strategic Planning

**About the Flood Control
District**

County Home > Government > Departments > Departments E-Z > Public Works > Divisions > Flood Control > Projects > Lower Walnut Creek Restoration Project

LOWER WALNUT CREEK

Lower Walnut Creek Restoration Project

Welcome to the Lower Walnut Creek home page.

Here you will find information on the Flood Control District's Lower Walnut Creek and Pacheco Marsh restoration projects. Select from the menu choices for background information on the project and ways you can get involved.

Contact Us

Paul Detjens

[Email](#)

Ph: 925-313-2394

✓ Like 99

Share



Live Chat



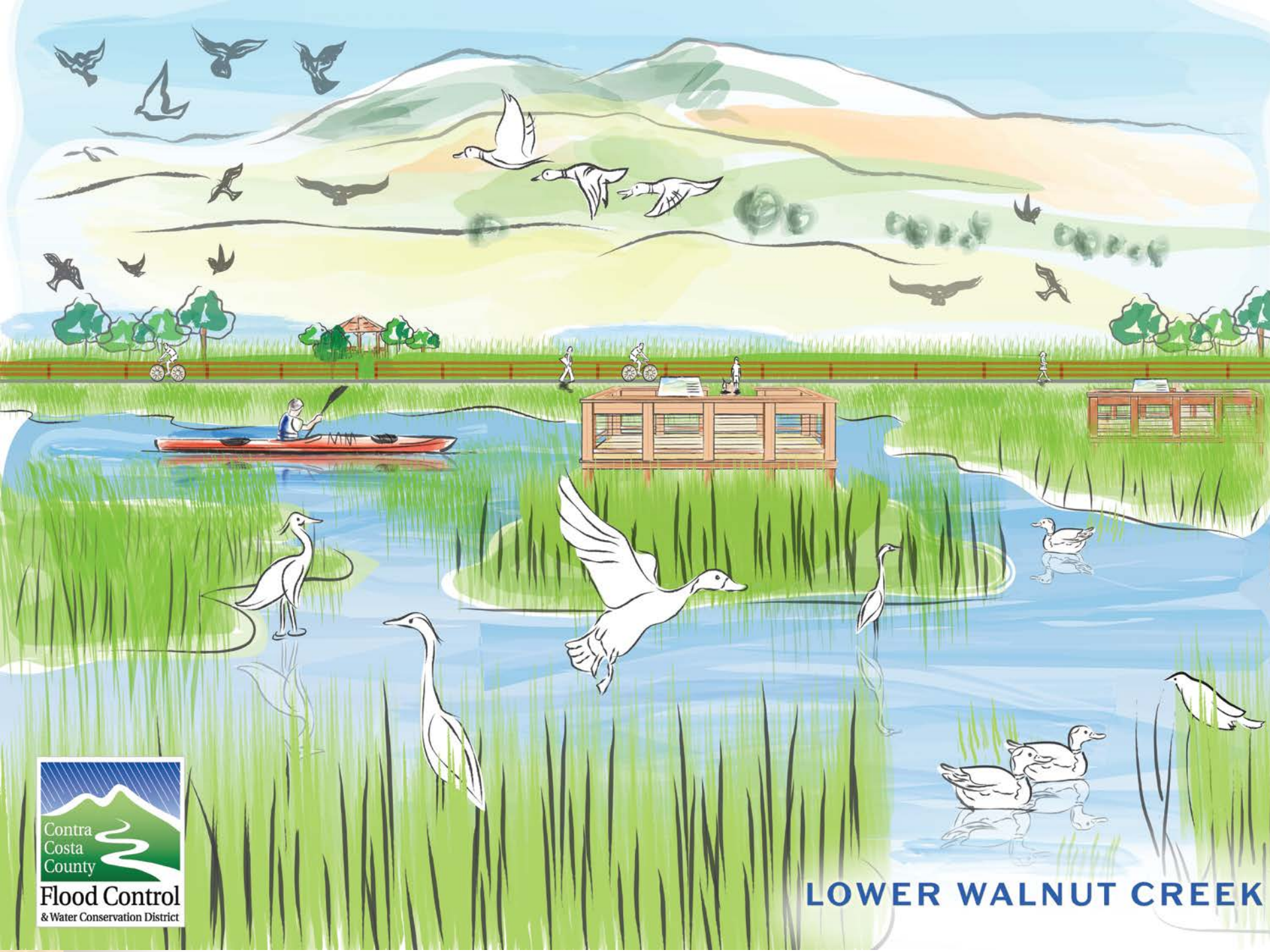
CCTV



Online
Payments



Return of the Tours!









Think creatively...



Avoid disposable “stuff”...



Avoid disposable “stuff”...

- Instead, connect with people
- Create a meaningful relationship
- Make them want to tell / share their experience with others



Tours, Tours, Tours...















Ambassadors share the load...



**LOWER WALNUT CREEK
AMBASSADOR**

Capitalize on free publicity...

- Know your local media
- Speakers bureau
- Be creative. Cultivate connections.

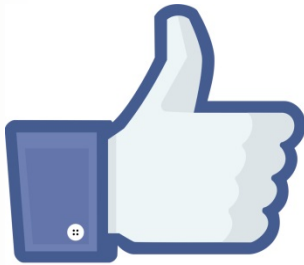


Perera
Pavilion



Master “social media”...

facebook



You Tube

Master “social media” ...

- For those not on Facebook, use plug-in to show content on webpage – no facebook login needed



Lower Walnut Creek Adventures

- YouTube serial
- Two minutes every two weeks
- Shot on an iPhone





LOWER WALNUT CREEK ADVENTURES



Lower Walnut Creek Adventures - Intro.mp4

Summary:

- Listen to audience
- Think creatively
- Create meaningful relations,
not disposable stuff
- Tours, tours, tours
- Social Media



