Project Outreach And Stakeholder Engagement on a Tiny Budget

Paul R. Detjens
FMA Sept. 8, 2016
Contra Costa??
Contra Costa??
Selective Deauthorization

How We Divorced our Project from the Corps of Engineers and Why You Should Too
Selective Deauthorizaton…

- 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-cost.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

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.

Return of the Tours!
Think creatively…
Think creatively…
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...
Capitalize on free publicity...

- Know your local media
- Speakers bureau
- Be creative. Cultivate connections.
Master “social media”...
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
Summary:

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