**wSR-2 Civic Engagement**

**From the Original CCMP action plan SR-2 Participatory Meetings and Forums**

1. OBJECTIVES
2. To give the public a continued mechanism for regular and methodical expression of issues, concerns, and possible solutions for the BTES.
3. To engage the public in the decision making process and possible action items within the BTES.
4. To provide a public forum for dissemination of current information on issues facing the estuary.
5. BACKGROUND

The CCMP was developed by a group of stakeholders (including MC members) is needed to protect the estuarine system. Public meetings were very important to ascertain if the original management conference decisions truly reflect the will of the public. These public meetings, special task forces and focus groups meeting have and continue to give emphasis on certain proposed actions, valuable feedback, and informed citizens for more than 20 years. Participatory activities are key to conveying to the public, the importance of their continual input to the implementation of the CCMP.

1. DESCRIPTION

The management conference, through its quarterly public meetings will provide the key mechanism for the implementation of this action. Public engagement is provided and encouraged through this action. Action plan team meetings, public meetings, and workshops provide other avenues for public forum.

Key to these meetings is:

1. Shared vision
2. Respect multiple points of view
3. Promote movement to consensus
4. LOCATION

Management Conference meetings should be held at a location mutually agreed upon by the MC and the program office.

Public meeting, action plan team meetings, and workshops

Materials will be produced by the program staff and distributed nationally. All two-way communication (social media, 1-800 number, e-mail, etc.) will be monitored by program staff. Speakers Bureau participants will be trained by program staff and will speak on local, regional, state, and possibly national levels.

1. LEAD AGENCY

The lead implementer for this action will be the Program Office, BTMC members, and consultants when necessary. Support implementers will include management conference members, volunteer speakers, volunteer businesses, agencies, chambers of commerce, economic councils, tourism offices, and other public points-of-interest at the local and state level. The Program Office should also partner with the Nicholls State University Department of Mass Communication for assistance in communication creation and dissemination, social media strategy and monitoring, and other communication activities. At the national level, agreements will be developed with appropriate federal agencies, nonprofit organizations, and special interest groups to distribute, display, and use BTES informational materials.

1. TIMELINES AND/OR MILESTONES
2. Continue to identify and create database of all BTES target audiences. Database should include geographical, educational, socio-economic, and other demographic aspects of target audiences. Building from the community sector approach, determine issues of concern and the educational needs of specific target audiences and include in database.
3. Determine the most effective formats (printed, audio, and/or visual) for conveying the overall message and information to each target audience, and produce products that align with each.
4. Create database to track and evaluate dissemination campaign including quantities of materials distributed, formats of information distributed, dissemination methods corresponding to each target audience, dates, and locations
5. Enhance two-way communication with the public through marketing of all channels (1-800 number, social media, informational e-mail address, contact features on website).
6. Create social media strategy to reach multiple audiences. This strategy should include all forms of social media and should consider new platforms as they emerge.
7. Recruit, train and market the Speakers Bureau. Speakers should be prepared to deliver the overall message of the BTES as well as specialized information for targeted groups.
8. POSSIBLE RANGE OF COSTS AND SOURCES OF FUNDING

Costs for production and dissemination of information will vary depending on chosen tactics. There is no cost for Speakers Bureau or two-way communication tactics addressed above.

1. PERFORMANCE MEASURES
2. Possible Data Gathered
   1. Most effective format for conveying the message of the BTES
   2. Number of materials given out at different events/locations
   3. Number of clicks on specific web site or social media posts
3. Monitoring
   1. Parties responsible- Program Staff
   2. Timetable for gathering data- ongoing
   3. How data is shared
      1. Quarterly social media report to BTMC
      2. Database tracking dissemination of materials
      3. Quarterly Speakers Bureau report to BTMC
   4. Possible data gaps- ?
   5. If additional funding is needed- as available