



WORKING DRAFT

Communication & Outreach Plan

Bay Adapt: Regional Shoreline Adaptation Strategy

Updated 5/22/2020

Activities Overview

	Public Forum 1 Introduce Bay Adapt Working Group Input	CBO and Stakeholder Briefings One-on-One Outreach	Public Forum 2 Refine Actions as Joint Platform
	April 16, 2020	May – September 2020	September/ October 2020
REQUIRED			
Interested Parties List	X		X
Inform Public about Bay Adapt	X	X	X
Public Notice on website	X		X
Direct Phone Calls/ Emails		X	
VALUE-ADD			
Regular Email Update	X	X	X
Briefings to Commission		X	X
Information Materials	X	X	X
Website & Social Media	X	X	X

Contents

PURPOSE AND OUTCOMES	2
HOW PUBLIC INPUT WILL BE USED	2
STAKEHOLDER ENGAGEMENT	3
BAY ADAPT PLANNING FORUMS	3
STAKEHOLDER CONVERSATIONS	4
PLANNING MILESTONES	4
COMMUNICATION TOOLS	5
WEBSITE – BAYADAPT.ORG	5
INTERESTED PARTIES EMAIL LIST	5
SOCIAL MEDIA	5
ADVERTISING THE BAY ADAPT PUBLIC FORUM	6
INFORMATIONAL MATERIALS, DEVELOPED AT MILESTONES	6
BRIEFINGS AND CONVERSATIONS	6

1.	LEADERSHIP ADVISORY GROUP AND WORKING GROUP CONSTITUENT INFORMATION SHARING	6
2.	ELECTED OFFICIAL BRIEFINGS	6
3.	LOCAL GOVERNMENT CONVERSATIONS	6
5.	CBO CONVERSATIONS	7
6.	OPPORTUNISTIC – IDENTIFYING CHAMPIONS	8
7.	OPPORTUNISTIC MEETINGS AND CONVERSATIONS- WHERE AVAILABLE	8

Purpose and Outcomes

The purpose of this communication and outreach plan is to share information, solicit feedback, and develop widespread support on forming a regional strategy for a rising Bay. This plan aims to build trust among internal and external stakeholders through open discussions during the Bay Adapt platform development process.

This plan will provide stakeholders with the relevant information necessary to: understand the need for a regional strategy, engage and participate in the planning process, and build advocacy and support for future funding and anticipated legislation that will benefit both their local and regional efforts to address the rising bay.

The purpose of Bay Adapt is to establish regional agreement on the actions necessary to protect people and the natural and built environment from rising sea levels. Bay Adapt is building a new type of regional collaboration among a wide variety of agencies and stakeholders, based on a strong foundation of climate science and the proactive Bay Area adaptation efforts both already underway and proposed. Through this collaborative action-setting initiative, Bay Area regional, local and community leadership will identify, deliberate and commit to a set of shared actions that will allow the Bay Area to adapt better and adapt faster to a rising Bay. The first major milestone in the Bay Adapt process was the creation of a Leadership Advisory Group (LAG).

How Public Input Will Be Used

The Leadership Advisory Group and BCDC staff are committed to keeping the **public involved** by providing the public with balanced and objective information about Bay Adapt. The public should be able to understand and inform Bay Adapt’s vision, goals, governance options, actions, program and project implementation, evaluation, revision, and final approval.

The primary opportunities for public involvement are:

- **Public Forums** – Participatory stakeholder engagement events for broad participation and input scheduled for Spring and Fall 2020 at early and later point in the Bay Adapt process;
- **Working Groups** – Three working groups comprised of diverse set of stakeholders will consider the broader public input when developing recommendations on Bay Adapt Joint Platform actions; and
- **Briefings and Conversations** – Briefings with organizations and formal decision-making bodies at public meetings, as well as individual meetings with community-based organizations representing high priority vulnerable communities and with local decision-makers and elected officials. These conversations will help ensure the Bay Adapt approach reflects the needs, interests and perspectives of a wider range of stakeholders.

Stakeholder Engagement

BCDC is committed to communicating with all stakeholders and communities. Communications materials will be tailored to meet the needs and perspectives of the diverse audiences living and working in the Bay Area. The following internal and external stakeholders are important for this transformative initiative and must be taken into consideration for the Communications and Outreach Plan. **Stakeholders will participate in multiple formats, via Bay Adapt planning forums and via a series of conversations / briefings with local governments and community-based organizations.**

Bay Adapt Planning Forums

Leadership Advisory Group (LAG) – Participating agencies and stakeholders make up the Leadership Advisory Group (see LAG membership list on bayadapt.org) and will be critical to shaping the joint platform and its successful implementation. The LAG is comprised of executive and senior level staff from the following types of organizations:

- **Public Agencies** – federal, state, regional and local public agencies with shoreline jurisdiction, stormwater management, and land use responsibilities.
- **Environmental and Community Organizations** – non-profits, community-based organizations, foundations and non-governmental organizations with technical expertise and substantive interest in sea level rise planning, including governance, environmental justice, equity, finance, etc.
- **Business Interests** – planning, engineering, building and development businesses and coalitions with interest in shoreline adaptation.

Working Groups: Composed of representatives from the LAG as well as non-LAG internal and relevant stakeholders, including staff from agencies, organizations and businesses, community-based organizations, as well as qualified and interested individuals from the public Working groups will be organized around three themes: regional consistency, local planning, and project implementation. Each working group will be composed of 15-20 representatives and will meet 5-6 times over a 6-month timeframe. Representation in the working groups reflect a diversity of perspectives, including a range geographical areas, ethnicities, languages, socio-economic status and areas of expertise. Working groups will collaboratively develop a joint platform consisting of 10-15 actions

Bay Adapt Public Stakeholder Forum: Two Public Stakeholder Forums will shape the overall process for forming a Joint Platform by providing an opportunity for broad stakeholder participation and input. Public Stakeholder Forums are specifically designed for members of the public and stakeholders who are interested in regional shoreline adaptation to provide input on forming the Joint Platform and subsequent action planning / outcomes of this process. All the major decision points on Bay Adapt platform formation will be vetted at the final Public Forum. LAG members and working group chairs will be encouraged to attend both Public Forums to listen and deepen their understanding of the public's insights and recommendations to incorporate into work products.

Engaging Local Elected Officials and a Local Government Coordinating Committee: Seeking the feedback and engagement of elected officials throughout the Bay will be critical to the success of Bay Adapt. In the near-term, BCDC would request time on existing boards and commissions, including ABAG General Assembly, Bay Area Regional Collaborative, BCDC's Commission, and possibly Metropolitan Transportation Commission. Depending on availability, a Local Government Coordination Committee comprised of local elected officials may also be formed.

Stakeholder Conversations

Regional shoreline adaptation planning is complex and cannot be effectively addressed without engaging broader stakeholders and community members. Stakeholder conversations will be focused on laying the foundation for longer-term partnerships to meet the needs of community-based organizations and local governments via the regional strategy and its implementation. Stakeholder conversations will also provide opportunities for deeper dives with community members and interested parties that are and are not able to attend Public Workshops or other Bay Adapt engagement opportunities.

CBO Conversations

With support and guidance from the Project Management Team (PMT), and interested / informed LAG and working group participants, the Environmental Justice Manager will reach out to environmental justice leaders and community-based organizations located on and/ or working near the Bay shoreline to arrange conversations.

Primarily taking place between the two Public Forum planning milestones, these strategic conversations will inform the development of the joint platform by meaningfully engaging a wide range of stakeholders and incorporating their perspectives into the Bay Adapt process. Conversations will aim to foster trust with vulnerable communities, identify barriers to participation, build capacity of stakeholders to participate in leadership roles throughout the platform development process and create processes that integrate community leadership throughout. All this effort will be of little value unless the engagement effort identifies stakeholders and citizens that are willing to contribute to implementing the solution.

Local Government Conversations

Bay Adapt staff will reach out to county representatives and other local elected officials, city and county staff, and other key stakeholders to schedule briefings and conversations in each of the nine counties to provide information on the Bay Adapt initiative, how they can stay involved, and solicit feedback on gaps and needs. Identify potential existing meetings and request to be added to agendas.

Both CBO and Local Government Conversation formats will have the following objectives:

- Inform citizens and stakeholders about the Bay Adapt project and/or goals
- Gather input from citizens and stakeholders regarding their opinions and support for, and assessment of, various actions, goals, and priorities
- Help us better understand and consider citizen and stakeholder concerns, aspirations and ideas for addressing sea level rise in their own communities, as well as regionally
- Assist Bay Adapt in identifying alternatives, consequences and preferred solutions
- Help Bay Adapt members identify other stakeholder groups, leaders and citizens that can guide decision-making and contribute to implementation or contributing to solutions

Planning Milestones

The Bay Adapt Project Management Team (PMT), composed of BCDC staff and a consultant, will anchor outreach around each Public Forum date. As such, the two Public Forums will serve as planning milestones, with the goal of securing a Joint Platform by **November 2020**.

1. BA Public Forum 1 – April 2020

- Interactive web-based event to introduce public to Bay Adapt, including Guiding Principles and Working Group structure

- Solicit feedback from public participants to inform Working Group discussion, focused on priority actions that should be included in joint platform development
- Launch the public facing website www.bayadapt.org

2. **BA Public Forum 2 – Tentative: September/October 2020**

- Summarize actions that the Working Groups are considering, vet the draft Joint Platform, and refine actions as Joint Platform Package.

Communication Tools

Website – BayAdapt.org

The project website is an information repository for the Bay Adapt. Website content includes: background information about sea level rise, regional SLR resources, challenges, guiding principles, LAG composition, Working Groups, and Public Forum dates. News and updates will all be available on the project website.

Interested Parties Email List

The Communications and Outreach Coordinator will send one to two email updates per month to the list, particularly leading up to and following each Public Forum. Interested parties can sign up on the website, and staff from all agencies and stakeholder groups have contributed names of organizations, agencies, and individuals. Whenever individuals inquire about the process or attend a meeting, the project team adds them to the list. The list is broad and includes anyone who would like to stay informed about Bay Adapt activities and anyone who the Project Management Team thinks should be informed about the planning effort. The list includes, but is not limited to:

- Local Agency Formation Commission (LAFCO) list of Mayors in each County
- BCDC Commissioners and Alternates
- BCDC Engineering Criteria Review Board (ECRB) and Design Review Board (DRB)
- Adapting to Rising Tides Interested Parties List
- Financing Adaptation Email List
- Bay Adapt Leadership Advisory Group
- Coastal Agencies staff
- Integrated Regional Water Management Plan (IRWMP) Coordinating Committee – includes CBOs, Flood Management and Water Districts
- Environmental Justice BPA Interested Parties List
- Anyone who asks to be added

Website Updates / Meeting Announcements

Key Outcomes and Meeting Summary – The PMT will share a concise meeting summary following each LAG meeting, Working Group meeting, and Public Stakeholder Forum. Each summary will begin with a bulleted list of key meeting outcomes, which Bay Adapt members can share with their organizations and interested parties. Each email will offer presentations or briefings upon invitation from agencies, organizations and committees included in the interested parties list.

Social Media

Staff will post announcements and updates on Bay Adapt efforts to BCDC’s Twitter and Facebook pages, and will ask Bay Adapt member agencies and organizations to repost or if the post can either “tag” or “at” them.

Advertising the Bay Adapt Public Forum

Each Public Forum will be advertised via:

- **Email blasts to the Interested Parties List**
- **Press release (TBD)**
- **One-paragraph update** – Request that LAG and working group members circulate paragraph via organizational newsletters, blogs, and Facebook posts to reach interested parties.
- **BayAdapt.org Website** – Date and location of the next Public Forum will be highlighted at the top of the homepage.

Informational Materials, Developed at Milestones

Informational materials are critical for successful education and the circulation of consistent, accurate information. The Leadership Advisory Group, Working Groups, staff, and facilitation team will develop a range of materials and capitalize on existing, complementary materials developed by local, state, and national adaptation efforts when available. All materials will be posted to bayadapt.org. Informational materials may include:

- Bay Adapt 1-pager / fact sheet
- Concise planning updates for emails and web site
- Reports to be developed after each Public Forum

Briefings and Conversations

Working Group members and staff will also request to conduct briefings strategically at organizations to expand its reach to other interest groups, including community-based organizations located and/or working in high priority vulnerable communities. BCDC's Environmental Justice Manager will focus on developing accessible and inclusive organization briefings to share with CBOs. These organization briefings will inform a broad section of the community that might not otherwise attend a Bay Adapt Public Forum.

1. Leadership Advisory Group and Working Group Constituent Information Sharing

Anchored to the Public Forums, all LAG and Working Group members will be invited to brief their organizations and governing boards on the Bay Adapt Joint Platform-formation process to date. The goal of the briefings is to present updates and solicit feedback tied to the process.

2. Elected Official Briefings

During the near-term, BCDC would request time on existing boards and commissions, including ABAG General Assembly, Bay Area Regional Collaborative, BCDC's Commission, and possibly Metropolitan Transportation Commission.

3. Local Government Conversations

Bay Adapt staff will reach out to county representatives and other local elected officials, city and county staff, and other key stakeholders to provide briefings with information on Bay Adapt initiative, how they can stay involved, and solicit feedback on gaps and needs. Identify potential existing meetings and request to be added to agendas.

Nine Counties

1. Coordinate with ART Bay Area on planning meetings with Counties

2. Stay in touch / touch base with Commissioners as appropriate to be aware of meetings or identify point of contact to help convene the conversation or to see if / how commissioners might want to be involved.

Counties

1. Schedule briefings at County elected official forums – Board of Supervisor meetings and/or County Transportation Authority meetings
2. Reach out through all three agencies (BARC, BCDC, MTC/ABAG)

Shoreline Cities

1. Coordinate with ART staff and BayCAN to **identify key shoreline cities**
2. Crosswalk shoreline cities, BayCAN members, and Mayor’s Conferences to identify reach to shoreline cities through these venues
3. **Explore BayCAN as a venue** to reach as many of these cities as possible.
4. **For cities not included in BayCAN, schedule briefings at Mayor’s Conferences**
5. Encourage **cities and counties** to potentially meet together.
6. Schedule selectively with individual cities if unable to reach on #2 and #3.

5. CBO Conversations

Bay Adapt staff will arrange conversations with partners at community-based organizations to ground development of the joint platform in strategic conversations to engage a wide range of stakeholders, experiences and perspectives.

EJ Caucus

Bay Adapt staff and directors have already been in conversations with 4-5 community-based organizations about how to best engage with the Bay Adapt process. Groups are invited to participate in the Leadership Advisory Group and the Working Groups, as well as receive support from the EJ Manager to form an “EJ Caucus”. This EJ Caucus’ input and recommendations will cut across all three Bay Adapt working groups. These groups include:

- a. Greenaction for Health and Environmental Justice - Bayview Hunters Point
- b. Nuestra Casa - East Palo Alto
- c. Shore Up Marin City
- d. West Oakland Environmental Indicators Project

EJ Outreach and Education

Bay Adapt staff are working with EJ Caucus members to develop an inclusive and equitable outreach and education campaign to ensure the most effected residents of the Bay Area are informed, engaged and prepared for shoreline adaptation. Pursuant to available funds and capacity, EJ Caucus members will lead the outreach development process for this specific audience, and will support the reach of the program’s outreach by leveraging their existing networks. Some strategies for outreach and education may include:

- a. Community Roundtable Discussions
- b. Curriculum and Informational Material Development
- c. Innovative Education Tools and Activities, developed in partnership with local science museums and education-focused partners.

Priority Outreach

These organizations are already active on rising sea levels and climate resilience, with strong online engagement.

- a. Breakthrough Communities
- b. East Oakland Coalition
- c. NorCal Resilience Network
- d. Oakland Climate Action Coalition (OCAC)
- e. Climate Emergency Mobilization Task Force

Other Opportunities for Conversations, Networking and Information Sharing

- a. California Indian Environmental Alliance (CIEA)
- b. California Environmental Justice Alliance (CEJA)
- c. Asian Pacific Environmental Network (APEN)
- d. Greenlining
- e. Movement Generation
- f. Movement Strategy Center
- g. Open Space Council

6. Opportunistic – Identifying Champions

The Project Management Team will work with LAG members and Working Group Chairs to identify “Champions” in agencies, offices and CBOs. PMT will develop a one-pager and slide deck for use by Champions as well as willing Bay Adapt stakeholders, including Commissioners and Alternatives, to assist with informing and soliciting participation from local elected officials, agency and organization staff, and other relevant stakeholders.

7. Opportunistic Meetings and Conversations- Where available

BCDC will make it clear in all meetings and all materials that staff and partners are available and welcome briefings and venues to share ideas and solicit input.

Leveraging Existing Forums

IRWMP

- Include CBOs
- Includes water utilities and flood management, etc. BAFPA – Agencies focused on flood management.

SF Bay Restoration Authority Advisory Committee

Planning Director Meetings

Dovetail with ART Bay Area Outreach and Other Opportunities

In addition to outreach materials, PMT members will engage local government through leveraging existing outreach efforts being conducted by the ART team, BayCAN, and other Bay Adapt members and partners. These engagement efforts, which will aim to build trust and help local governments with embracing regional shoreline strategy outcomes, will include in-person meetings, teleconference calls, and newsletter correspondences.