

Attachment 2

SEWRPC Regional Housing Plan Proposed Public Involvement And Outreach Program

REPORT TO ENVIRONMENTAL JUSTICE TASK FORCE: JUNE 2, 2009

PROPOSED OUTREACH PROGRAM

- Personal letters – to central city, minority, and low-income groups and organizations -- requesting an individual meeting with Commission staff (follow-up telephone calls and emails).
- Follow-up partnering with selected EJ groups – pursuing common interests and ways in which Commission planning resources and greater group involvement may be of benefit.
- Brochures – to simplify and condense newsletter content, with shorter format and increased use of visuals (also translated into Spanish).
- Presence at public events hosted by others – fairs, festivals, community and neighborhood events.
- Use of radio – particularly stations and programs utilized by minority audiences.
- Cable access and public television – particularly community forum and issue-oriented programs.
- Youth education – possibly springing from and expanding upon the Testing the Waters Consortium in which the Commission participates for area high schools.
- Exploration and use of targeted outreach – such as focus groups, small group techniques, and non-traditional meeting places.

OVERALL PUBLIC INVOLVEMENT PROGRAM

- Newsletters
- SEWRPC website
- Public Meetings
- Workgroup meetings – with knowledgeable individuals regarding specific housing issues
- Outreach
- Advisory Committee meetings
- Environmental Justice Task Force meetings
- Other meetings
- News releases

Three major public involvement intervals, at least, during the planning process:

1. Study initiation – to enable discussion on the Scope of Work and content of the plan.
2. Study initial findings – to enable discussion on initial data and findings and permit suggestions of potential actions.
3. Study alternative and preliminary plan recommendations – to permit discussion of preliminary and final plan recommendations.

Public meetings coinciding with the following activities will be held during the major intervals:

- Newsletters covering the same topics as public meetings
- News releases
- Website updates and publicity
- Briefings or presentations to all interested groups
 - Government agencies
 - Housing advocacy groups
 - Other groups and individuals

Efforts to engage minority and low-income populations:

- Active outreach to provide information and receive comments.
- Consideration of the number and location of public meetings.
- List of organizations maintained to facilitate outreach.

GKK/mlh

5/29/09

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