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.