
RESILIENCY ADVISORY BOARD OUTREACH

RECOMMENDATIONS

Action items for October – December 2026.

- Establish metrics.
- Develop database of affinity and stakeholder entities (*see attached*).
- Chair speaks at Community Planning Committee (CPC).
- Introductory meetings with Council offices. Chair and member(s) from each respective District.
- Chair/designated alternate speaks at Districts 5 and 9 Community Planning Groups (CPG), town councils (TC).
- Chair/staff liaison reach out to District 5 and 9 community/environmental organizations.
- Chair regularly reports on outreach efforts during Board remarks.

Incorporate the following activities into 2027 Annual Work Plan (AWP).

- Quarterly meetings in the community.
 - Q1 & 2: Communities tied to Annual Work Plan (AWP) Priority Goal(s).
 - Q3 & 4: TBD.
- Attend and provide remarks at CPGs and TCs (*see below*).
 - Establish monthly/quarterly targets.
 - Beginning with Districts 5 and 9 (if vacancies persist).
- May/June: Develop and release survey to CPGs, TCs, stakeholder entities, and affinity organizations. Open-ended survey: summarize RAB's subject matter jurisdiction and request top three priorities that falls within that scope. Categorize and quantify responses. Use to inform 2028 AWP.
- November: Update database of affinity organizations and stakeholder entities.
- Semi-annual check-ins with Council office staff.
- Media and social relations (see below).
- Stakeholder outreach (see below).

MEDIA RELATIONS

- Media training for Board officers.
- Develop database of target media organizations.
- Media releases on key Board decisions, release of draft and final AWP and Annual Report.
- Send pitches; offer interviews.

COMMUNITY ORGANIZATIONS

- Develop master list and prioritize: CPGs, TCs, affinity organizations.
- Board develops speaking points, one pager.
- Goal: all CPGs by May 2027.
 - Begin with [CPC](#); indicate plan to visit each CPG.
 - CPG [Contact List](#).
 - “Divide and conquer”
 - Bylaws Art. V §1(a) “The Chair is the sole spokesperson for the Board and shall represent the Board in presenting, defending or commenting to anybody, concerning the approved recommendations of the Board. *The Chair may designate an alternate as required.* Absent such designation by the Chair, no other member of the Board may represent themselves as speaking as an official representative of the Board.”
 - Each Board Member attends CPGs in her own District.
 - Chair attends CPGs in Districts for which there are RAB vacancies (currently Districts 5 and 9).
 - **Determine: May Planning Dept. liaisons mention RAB activities in their regular updates to the CPGs?**
- Stakeholder organizations
 - Prioritize and set numerical goal.
 - Inquire about speaking/presenting to membership.
 - Military, tourism, agriculture.
- Presence at community and civic events (target: one per quarter. Rotate among Board members).
- Send regular updates (e.g., through email distribution list).

VULNERABLE/TARGET POPULATIONS/STAKEHOLDERS/SECTORS

- Identify those strongly impacted by climate change.
- Identify organizations representing/serving each.
- Conduct general outreach (introductions).
- Send regular updates (e.g., through email distribution list).
- Invitations to speak at/attend RAB meetings.

LEVERAGE CITY COUNCIL OFFICES

- Identify Communications point-of-contact.
 - Provide updates for Council newsletters.
- Identify policy staff handling environmental matters.
 - Invite to RAB meetings and to speak on Council office priorities.
- Identify field representatives.
 - Solicit recommendations for key community organizations and communications channels.

SOCIAL MEDIA

- Two per month via City accounts.
 - Announcements of upcoming meetings.
 - Summary/snapshot of key decisions.
 - Updates on presence in the community.

BOARD MEETINGS IN THE COMMUNITY

- Coordinate with CPGs, TCs, local environmental organizations.
- Work with community leaders to determine ideal time, date, location, outreach methods and channels.
- Outreach via all channels identified above.