

Livermore Asset Management Program: CAMP Committee Meeting

Wednesday, February 12, 2020





Welcome and Introductions

Committee Role

Advise

Guide and inform the process

Feedback

Share your thoughts and ideas

Connect

Establish connections between stakeholders and the Livermore AMP.

Outreach

Tap into your existing networks to spread the word



Outreach and Communications Strategy

Communications Strategy: Overview

Purpose

- Identify key audiences
- Establish messaging
- Recommend reach methods and ensure broad engagement

Key Questions

- Whom do we need to reach?
- What do we need them to know?
- What do we want them to do?
- How can we best reach them?





Communications Strategy: Goals and Objectives

Goals for LAMP Communications

- Educate the public
- Build awareness
- Build positive perception

Objectives for LAMP

- Develop messages that resonate with the public
- Establish communications channels to reach a broad range of audiences
- Determine the effectiveness of messaging and reach methods





Communications Strategy: Audience, Potential Barriers and Motivators

Audience

Everyone who lives in Livermore and uses public infrastructure

Barriers

- Lack of awareness
- Lack of understanding
- Frustration
- Mistrust
- Perception of a lack of equity

Motivators

- Pride/sense of place
- Community character
- History
- Connectivity
- Safety
- Desire to be informed
- Civic engagement
- Trust in the process



Communications Strategy: Core Messages

- Assets are essential
- Asset management costs money
- We need to prioritize
- We strive to be equitable





Review and Discuss Proposed Communications Strategy

How should the project team frame "asset management" for the public?

What are some key issues and questions around asset management?



Outreach Program Overview

Outreach Goals

- Increase public awareness and understanding of need to plan for the future and manage assets
- Collect public input to help identify and prioritize strategies

Outreach Components

- In-person activities
- Online engagement activities
- Project branding and educational materials





Outreach Principals and Metrics of Success

Principles

- Leveraging local networks
- Visualizing asset management
- Authentic community dialogue
- Inclusive, flexible and tailored approach
- High touch engagement

Metrics of Success

- Level of accessibility
- Diversity of participants
- Mirror community narrative





Outreach and Engagement Activities

Stakeholder Engagement

- Project Team Meetings
- Communications Strategy and Outreach Plan
- CAMP Committee Meetings
- Briefing Book/Toolkit

Outreach

- In-Person Events
- Youth Engagement Curricula/Events

Communication Tools

- Brand Identity
- Web-Based Outreach Tools
 - Educational Video
 - Digital Newsletter
 - Interactive Game
 - Online Quiz
 - Social Media
- Key Findings Report
- Infrastructure "Report Card"



Communication Tools: Brand Identity

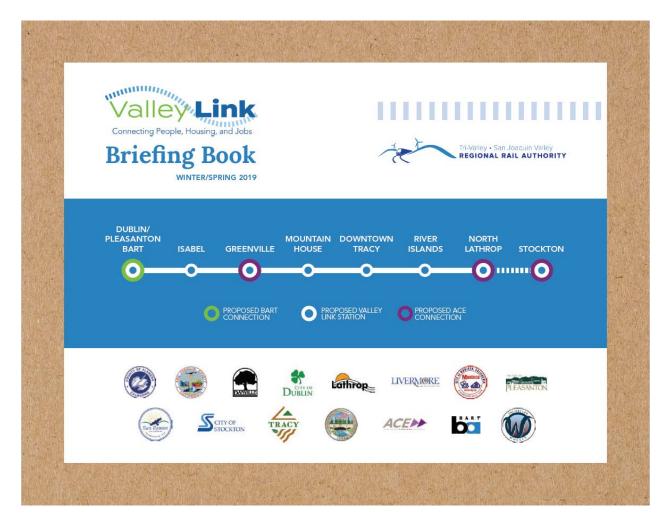
- The project team collaborated to develop a project logo and "look and feel"
 - Process schedule
 - PowerPoint template
 - Future materials (e.g. briefing book, fact sheet, social media posts)





Communication Tools: Briefing Book/Toolkit

- Briefing Book/Toolkit
 - Resource to assist project ambassadors with outreach and engagement
 - Typically functions as a flexible kit with multiple tools
- Example: Valley Link, Tri-Valley San Joaquin Valley Regional Rail Authority
 - Talking points, supporting data





Communication Tools: Briefing Book/Toolkit

What do you need to talk to the community?

• What tools would help you explain the Livermore Asset Management Program?



Communication Tools: Online Survey

Context

- Infrastructure survey (2008)
- Quality of City services survey (2018)
- Water Resources Department survey (February 2020 to March 2020)

Survey Development

- What should the purpose of the online survey be?
- What should the tone of the online survey be?



Communication Tools: Web-Based Outreach

- Online Survey Build a baseline understanding
- Educational Video Explain infrastructure and need for ongoing asset management
- Interactive Game Illustrate necessary trade-offs and need for prioritization
- Online Quiz Educate residents about cost of ongoing asset management and need for maintenance
- Social Media Campaign to broaden reach and host online engagement activities



Outreach: In-Person Events

- Pop-Ups at community events
 - Livermore Downtown Street Fest (May)
- Youth Engagement Curricula
 - Activities distributed as part of school STEM curricula
 - iRead, Dig Deeper: Read, Investigate, Discover! (June)





Review and Discuss Proposed Outreach Activities

What is the CAMP Committee's role in conducting outreach?

 What additional opportunities (i.e. community events, key organizations) should the outreach team leverage?



Living Stakeholder Database

- Arts and Culture
- Business/Business Group
- Business: Real Estate
- Community-Based Organization/Nonprofit
- Community Centers
- Educational Institution
- Emergency Services
- Faith-Based Organization
- Food/Agriculture
- Government Agency/Elected Official
- Health Services

- Neighborhood Association/Group
- News/Media Outlet
- Online Forum
- Political
- Public Libraries
- Recreation Clubs and Organizations
- Restaurants
- Sports/Active Living
- Tourism
- Youth and Families



Key Audiences and Contacts

What are the key audiences?

What specific groups should be engaged?





Upcoming Outreach Tasks

Next Steps

- Develop Briefing Book/Toolkit February/March
- Launch Online Survey April/May
- Outreach Kickoff May







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