



# 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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