

RESIDENT FOCUS GROUP: KELLER BEACH SANITARY SEWER PROJECT

Defining Effective Community Outreach & Engagement

OCTOBER 28, 2024

FOCUS GROUP AGENDA

1. Welcome and introductions
2. Kearns & West focus and role
3. Defining success for effective community engagement
4. Identify activities and resources
5. Next steps and timeline



KEARNS & WEST ROLE

Note: Focus on process / inclusive engagement; not technical

- Develop community engagement plan
- Develop materials (factsheets, website, etc.) to provide accurate information and timely updates
- Participate in neighborhood meetings, convene targeted meetings
- Plan and facilitate larger community meetings as needed
- One-on-one communication with community members

DEFINING SUCCESS

Discussion Questions:

1. What does effective and inclusive engagement look like to you?
2. How will we know we've been successful, process-wise?
3. What challenges do you anticipate, and how can we address them proactively?



ACTIVITIES AND RESOURCES

Identified during July 31 PRNC Meeting

- Mailers
- Targeted surveys
- Leverage existing communication channels and meetings
- Project website + materials

What else would you like to see?

NEXT STEPS AND TIMING

- Connected to City securing new technical consultant