JOINABILITY

Background:

At the August Coordinating Committee meeting the issue of joinability was raised. Joinability refers to the ability of additional entities to become members of the Coordinating Committee. An ad-hoc workgroup of the Coordinating Committee was formed at met on September 19th to discuss the process and timeline for potentially adding additional members to the Coordinating Committee.

Current Situation:

The ad-hoc workgroup conducted an initial brainstorm on existing gaps on the Coordinating Committee. The results of this brainstorm are below:

- Major employer in the region
- Foundation
- Health organization
- Umbrella education organization (such as Association of School Districts or Region 4)
- Rural non-government (perhaps focusing on resiliency or agriculture)
- Real estate/developer/finance industry
- Umbrella representative for management districts

This gap assessment will be used by the group to identify specific organizations or individuals to send the application materials to in addition to the materials being posted on the website.

Interested organizations will be asked to complete the interest form and will also receive the background information explaining the role of the Coordinating Committee. The interest form will be an interactive form. Completed interest forms will be reviewed by an evaluation committee who will subsequently provide a recommendation to the Coordinating Committee. Per the Bylaws, an affirmative vote of three-fifths of the Coordinating Committee members is necessary to add additional members to the Coordinating Committee.

The goal is to have new members on board by the January 2012 meeting. Proposed timeline to meet this goal:

- Joinability workgroup follow-up meeting to identify targeted individuals to send the application materials to based on the above gap assessment in early October
- Application materials released and posted on sustainability website by November 4th
- Applications due by December 5th to allow time for evaluation committee to review
- New members voted on at December 19th Coordinating Committee meeting

From that point there would be a gap assessment/open application period bi-annually.

Requested Action: Approve proposed process and timeline for potentially adding new members to the Coordinating Committee.

Sustainable Communities Regional Planning Grant:
The Coordinating Committee

What is the Coordinating Committee? The Coordinating Committee is the entity responsible for fulfilling the work plan for the Sustainable Communities Regional Planning Grant. The Coordinating Committee is composed of a diverse group of organizations in the 13-county region, including local governments, non-profits, and educational institutions who have committed to providing their time and resources to advancing development of the Regional Plan for Sustainable Development.

What is the role of the Coordinating Committee? The Coordinating Committee, through their collective capacity and experience, carry out the activities of the Sustainable Communities Regional Planning Grant. The Coordinating Committee is the decision-making body for the grant, coordinates the technical advisory and regional transect groups, guides the citizen participation plan, presents recommendations to the Governmental Advisory Committee, and monitors progress of plan development.

What is required from Coordinating Committee members?
- Members are required to sign a memorandum of agreement that details the organization's participation commitment, including the resources to be leveraged by the organization (cash and/or in-kind). All Coordinating Committee members are required to contribute resources to the effort.

- Attendance and participation at Coordinating Committee meetings by a designated representative or alternate that can speak and vote as agents of the member entity. Currently the Coordinating Committee has been meeting monthly. As the project progresses, the Coordinating Committee will meet a minimum of monthly. Additional time commitments include active participation in workgroups of the Coordinating Committee and review of work products of the grant.

- Adherence to the Bylaws of the Coordinating Committee.

Can a partner participate in the planning process without being a formal coordinating committee member? Yes, there are several different ways interested organizations and individuals can participate in the Sustainable Communities planning process including participation on technical and transect workgroups, participation in public meetings and events, and providing feedback and input online through social media tools. Please visit the Sustainable Communities grant website at www.gosustainablenow.org for a list of involvement opportunities.

Coordinating Committee Partner Interest Form

1.   Contact information:
        Organization:
        Name:
        Title:
        Address:
        Phone:
        Email:

2.   Please select the sector your organization represents:
        a.   City
        b.   County
        c.   Non-profit organization
        d.   Business
        e.   Other_____

3.   Which of the following transects would you use to describe your organization? (select all that apply)
        a.   Coastal   b.   Urban
        c.   Suburban   d.   Rural
        e.   Regional

4.   Please describe your organization's interest in becoming a coordinating committee partner, including what role and contribution your organization would like to play in the coordinating committee and in the planning process.

5.   Based on your current understanding of the Sustainable Communities planning project, what benefit do you hope your organization will derive from being involved in this project and what makes your organization a good fit for the planning process?

5.   Please describe your organization's mission, service area, composition and size of membership and governing body and who the organization serves.

6.   Providing matching resources is a requirement of coordinating committee partners. Please describe the resources your organization will be able to bring to the coordinating committee. This may include cash or in-kind contributions, including staff time, use of facilities, etc. Please indicate the type

and scale of resources that will be contributed and describe what unique skills your organization can contribute.

7.   Please describe your organization's experience with planning and issues related to (describe all that apply): housing, transportation/infrastructure, the environment, economic development, health, low-income or underserved persons.

8.   Does your organization have at least one function of the following that are aligned with the sustainable communities grant goals? If so please describe.
   a.   current or proposed sustainability planning project
   b.   sustainability goals or priorities included in a comprehensive, economic, or strategic plan
   c.   a local or regional initiative that promotes sustainability – and can be used as a module for other communities

9.   Is your organization primarily interested in the planning process of the Regional Plan for Sustainable Development or in potential future implementation efforts?

10. Please describe how your organization will help advance the following livability goals of the planning process.
   - Provide more transportation choices.
   - Promote equitable, affordable housing.
   - Enhance economic competitiveness.
   - Support existing communities.
   - Coordinate and leverage federal policies and investment.
   - Value communities and neighborhoods.

Houston-Galveston Regional Plan for Sustainable Development
Public Engagement Element
Draft Scope of Work – Tasks 1.1 through 1.4
September 26, 2011

Task 1.1 Project Planning/Kickoff/Initial Engagement Tools

Regional and Demographic Profile

Just prior to the Kick-Off meeting, the engagement team will collaborate with H-GAC staff to identify key elements of a Regional Profile to be generated by the staff from existing H-GAC data and studies. The profile will consist of population and development trends, socio-economic and demographic information, transportation and mobility networks, housing conditions, environmental sensitivity, previous visioning input such as the Kinder Houston Area Survey, Blueprint Houston and Envision Houston Region, and other factors relevant for sustainability planning. Profile data will be organized by county, transect, and topical planning area to illustrate relationships and highlight both the commonalities and the distinct challenges of the region and its individual communities. The purpose of the profile is to serve as a pre-planning "snapshot" of the area, establishing a baseline for subsequent metric development, providing examples of sustainability issues and opportunities for use in meetings, and informing outreach activities.

The baseline data and mapping, for example, will assist in targeting outreach efforts to special groups, including the homeless, various minority groups, low-income residents, faith-based institutions, and business owners. As part of the Kick-Off session, we will work with the Coordinating Committee to identify traditionally untapped or hard-to-reach community segments, as well as organizations and agencies and to outline strategies specifically geared to increase their involvement. We will use available demographic data to identify neighborhoods and communities with a higher proportion of underserved populations and then assess the quality and frequency of contacts in these areas. Once gaps are highlighted, the engagement team will suggest additional strategies, such as the use of canvassing and on-the-ground mobilization to increase participation in targeted neighborhoods.

Once profile data is gathered, the engagement team will meet with H-GAC staff in a one-day workshop to further analyze maps and data and develop a set of baseline findings for use in meetings, outreach activities, and visioning and metric exercises.

Kickoff Meetings/Engagement Action Plan

The AECOM engagement team will begin Task 1.1 by conducting Kick-Off meetings with the Government Advisory Committee (GAC), the Coordinating Committee (CC), and H-GAC staff. The GAC meeting will be an internal visioning session to confirm key priorities and broad themes. The team will also conduct initial visioning with the CC and H-GAC staff, as well as develop the specific elements of the Public Engagement Action Plan.

The Engagement Action Plan (EAP) document will specify the details of outreach activities to be used during the process, including notification methods, meeting frequency, location and format, visioning and metric exercises, web-based and traditional collaboration tools, grassroots and community-based outreach techniques and branding, messaging, and media relations strategies. This document will also establish benchmarking and evaluation criteria that enable the team and the CC to measure performance, identify any continuing or emerging gaps in the outreach process, and refine techniques.

Community Asset Database

To leverage existing assets, the engagement team will work with the Coordinating Committee to create a Community Asset Database of participating organizations and partners. We will ask each entity to complete an Asset Profile that includes elements such as:

• organizational mission
• organizational points of contact
• available support resources and capacity
• area of geographic service as applicable
• area of topical interest as applicable
• the type of constituency or user group most often engaged by that entity
• number of clients or users
• available demographic or other regional data
• existing outreach platforms and partnerships
• calendar of upcoming events and activities for use in outreach coordination

We will then compile and analyze the database information to understand resource or service gaps, reveal overlaps in effort, and highlight opportunities for organizational cross-linking. The Community Asset Database will be cross-referenced with the Performance Evaluation Matrix to link partner resources to selected outreach tools and to maximize collaboration, while reducing redundancy. The team will continue to build on identified links to develop a geographically and topically comprehensive community-contact database that enables residents, stakeholders, and organizations to access a lasting communication network. The database results will also support community asset mapping and other exercises to strengthen capacity-building during the implementation phase,

Performance Evaluation Matrix

The EAP document will include a Performance Evaluation Matrix that lists all of the proposed engagement activities or platforms and then assesses each initiative according to both process and outcome-related factors. Process criteria will enable us to ask if the outreach campaign is fair, transparent, accessible, and cost effective. Outcome based measures will assess whether we are reaching the right groups, generating useful information, changing attitudes and helping to shape implementation. Evaluative factors may include but not be limited to:

• relative cost of the tool to implement and update
• needed resources, including in-kind support from Consortium or Community Ambassador Team members
• intended audience (e.g. general public, underserved populations, selected stakeholders, community leaders, elected officials, media, issue advocates)
• intended level of engagement (e.g. information sharing/education, input/feedback gathering, partnership and capacity building)
• benchmarks or performance-based indicators to gauge success (e.g. number of attendees, types of groups engaged, geographic diversity, type of information gathered, changes in perception, awareness of involvement opportunities)
• compatibility with and links to other planning efforts and platforms
• relationship to phase of overall planning effort
• the accessibility and convenience of the activities and venues for users

The intent of the matrix is to identify the most appropriate mix of platforms and to ensure that the outreach process reflects diversity as defined through demographics, geography, and areas of interest. At the Kick-Off meeting, the engagement team will identify an initial list of techniques, ranging from meetings and face-to-face interaction to the project web site, social media, such as Twitter, Google groups, Facebook, and traditional outlets,

including television, radio, and newspapers. We will then evaluate the tools in collaboration with the CC and prioritize strategies for inclusion in the EAP document.

Throughout the process and as part of regular meetings with the CC, we will revisit the updated results of the Performance Evaluation Matrix to assess ongoing outreach efforts and identify any deficiencies that warrant corrective action. The engagement team, for example, will generate a stakeholder profile for as many individual residents as possible during their initial contact at meetings or visits to mobile/kiosk sites or project web site. The profile will consist of name, zip code, an organizational or group affiliation if applicable, and a selected area of interest from a predefined list of planning topics. The planning team will then use spatial, quantitative, and qualitative techniques to track interactions by geography/transect, user type and area of interest. We will also draw from user feedback received throughout the outreach process to continue refining strategies and creating the right fit.

The engagement team will update and maintain the Performance Evaluation Matrix and the Community Asset Database throughout the life of the project. These tools will have an easy-to-use front user façade and will be readily accessible to the H-GAC staff, CC, and Consortium members through a shared and password protected web-based portal during the planning process. H-GAC staff will also have access to the MindMixer Data Dashboard for the life of the project.

Branding

During the initial stages of EAP document preparation, the engagement team will also collaborate closely with the H-GAC staff and CC to produce the overall branding of the project, including a project logo and tag line, a look and feel for electronic and printed materials, and messaging. We will develop alternative branding images and themes for discussion with the H-GAC and CC or Subcommittee and evaluate these elements for clarity, accessibility, and relevance to target audiences. We will carefully craft themes for specific user groups, including the general public, the media, elected officials, special populations or transect areas. We will continue to refine these messages based on feedback received during outreach.

Measuring Effectiveness

The team will use a non-statistically valid survey at the initial public or neighborhood–level meetings or visits to the project website/kiosks to establish a qualitative baseline of interest in and awareness of regional sustainability issues. Surveys will be in printed form, online, and gathered electronically at mobile sites. At every meeting session, the facilitator will also ask respondents to rate the convenience of the venue/setting and the clarity of the presentation and materials. A companion survey will be administered at the final round of public meetings to illustrate basic shifts in public attitude and familiarity. As part of the second survey, respondents will also be asked to indicate if they have previously participated in any plan activities and to assess the effectiveness of platforms that they have used. Items to be measured with these surveys include:

• an increase in general awareness of sustainability issues by the user
• changes in the priority or intensity of user defined concerns
• an increase in awareness of ongoing community involvement activities and partnerships.

Outreach Tools

Task 1.1 will conclude with the launching of the general or "mass" outreach platforms, including the project web site, MindMixer and related social media, as well as communication through traditional media outlets. We will work closely with the CC to identify the desired functionality of the project web site, including the use of video clips, wiki/blog, social media links, electronic surveys and comment cards, and GIS mapping layers.

To ensure ongoing access to input mechanisms, we will link the project web site to a virtual town hall component powered by MindMixer, which will then continue throughout the duration of the project. The town hall forum enables visitors to sign in and submit ideas based on a series of defined topics or questions. To promote collaboration, other users of the site can then give feedback and "second" an idea, thus moving it forward for general voting. The MindMixer platform includes a map feature that allows users to tie location to an idea or piece of feedback. The resulting database is exportable to GIS, enabling spatial mapping and analysis and the creation of infographics, which visually represent input. The initial focus of the MindMixer platform will be on asking participants to identify and vote on goals and potential metrics. The engagement team will update content to coordinate with the phases and outreach tasks of the plan process. The engagement team and H-GAC staff will be able log into the data dashboard at any time and generate real time reports and content from the site.

The engagement team will demonstrate the use of the MindMixer platform at a work session with the CC and H-GAC staff prior to launching.

Timeframe: October – November

Deliverables from AECOM:
• Regional and Demographic Profile workshop with H-GAC staff
• Kick-off meeting with GAC, H-GAC staff and Coordinating Committee
• Public Engagement Action Plan, including Performance Evaluation Matrix
• Community Asset Database
• Branding elements (logo, tag line, graphic template, messaging)
• Follow-up meeting with Coordinating Committee
• Launching of project web site and Mindmixer site
• Four focus groups (one in each transect area)
• Baseline survey instrument

HGAC responsibilities:
• Regional and Demographic profile of participating counties

Task 1.2 Capacity Building/Initial Outreach

Community Ambassador Teams

The engagement team will conduct broad, early outreach to generate interest in the planning process and foster capacity-building among community representatives, organizational leaders, and interested stakeholders. We will establish a two-track Community Ambassador Team (CAT). The leadership tier will consist of members of the Governmental Advisory Committee (GAC) and other elected officials and senior community or organizational leaders. The purpose of this track is to build internal and external support for the planning process and to create a platform from which CAT members can act as advocates for sustainable planning partnerships and outcomes. The second tier, the community tier, will consist of neighborhood and organizational representatives, as well as other interested stakeholders. This track focuses on supplementing the visioning and metric feedback gathering of the engagement team and developing the capacity building links identified in the Community Asset Database.

Engagement team facilitators will conduct three CAT training sessions (one leadership session and two community sessions) in each of the four transect areas for total of 12 individual sessions. The sessions will overlap with Task 1.1 activities and will be part of a series of three inter-related initiatives designed to generate momentum for the first round of public meetings and small group sessions scheduled in Task 1.3 and 1.4.

Both CAT groups will receive an initial ambassador package that includes background materials, marketing collateral, and fact sheets. Community track members will also receive contact sheets to capture interested

participant information for the database and the baseline survey instrument described in Task 1.1. The engagement team will add to the CAT packages throughout the plan as new maps, materials and input instruments become available.

The leadership session will orient members to the primary goals of the planning process and facilitate dialogue about broad sustainability themes. Facilitators will review the results of the Regional and Demographic profile and present examples of what sustainability means in various local communities. Participants will then be asked to explore potential messaging strategies in their respective jurisdictional or organizational contexts and to identify future partnership roles for their communities, agencies or institutions. The engagement team will also organize CAT leadership track participants into a Speakers Bureau that can represent the sustainability planning process at upcoming community functions and public events.

The first community track session will provide participants with the tools to spread the word about the plan at a grassroots level and to gather initial stakeholder information. Participants will be asked to suggest methods for connecting with their neighbors, colleagues, and client groups and will be trained on the use of stakeholder contact sheets and the baseline survey instrument. Facilitators will collaborate with participants to identify upcoming community events, gatherings, and functions at which marketing collateral, contact sheets, and surveys can be circulated, Attendees will also review the elements of the Community Asset Database and then explore the assets, partnerships and resources potentially contributed by their respective communities and organizations.

The second community track workshop is a more intensive session to be conducted just prior to the first round of public and neighborhood-level meetings. Engagement team members will train all participants in meeting facilitation with a focus on the specific visioning and metric exercises developed for the large format meetings. We will also organize attendees to participate as support facilitators at these county-level sessions. Team members will develop an outreach package that enables participants to continue visioning and metric feedback activities at subsequent small-group meetings and community-level interactions. Participants will also receive a "train the trainer" kit to structure their work with other stakeholders interested in publicizing the plan and gathering input.

Focus Groups

To assist in measuring changes in levels of awareness of sustainability issues and interest in ongoing planning activities, the engagement team will also conduct a focus group in each transect area prior to the first public meeting. These sessions will enable us to delve more fully into how information is accessed and can be used during and after the planning process. Participants will be asked to define what sustainability means to them; how they get and use information about their neighborhoods; and opportunities for or barriers to ongoing community involvement. Prior to the final round of public meetings, we will conduct a follow up session with the four focus groups to assess their ongoing involvement in the project, explore any changes in attitude toward sustainability and gauge likely participation in ongoing community planning efforts.

Stakeholder Interviews

Prior to the first round of public and community-level meetings, the engagement team will conduct up to 50 stakeholder interviews. These interviews will be either one-on-one or small group sessions with local elected officials, agency representatives, and community and neighborhood leaders. The team will collaborate with H-GAC staff and the CC to identify the list of stakeholders to be engaged in this phase. The purpose of the meetings is to identify preliminary concerns and issues, build support for the overall planning process, encourage participation in the CAT tracks and other advocacy roles, and generate interest in later public meetings.

Timeframe: October – January

Deliverables from AECOM:
• 12 CAT training sessions
• 4 focus groups
• 50 stakeholder interviews

Task 1.3/Task 1.4 Public Visioning and Metric Development

Pre-Meeting Preparation

The purpose of this element is to accomplish the visioning/goal setting and metric development tasks into a single phase of outreach. The Public Engagement Plan document will outline the specifics of exercises to be used during the meetings. The engagement team will review all proposed meeting activities with the CC, H-GAC staff, and the Technical Advisory Group (TAG) and Regional Transect Group (RTG) to ensure that the exercises are clear, appropriately tailored to the intended audience, and designed to capture useful information for plan development. We will conduct a pre-meeting work session with the CC, TAG, and RTG to review and vet presentation materials and exercises.

As described in Task 1.2, the engagement team will conduct a series of three inter-related initiatives designed to generate momentum for the first round of public meetings and small group sessions, including the CAT training sessions, stakeholder interviews, and focus groups. We will also use traditional media campaign to get the word out about the meetings and launch the MindMixer component of the project web site. To drive site traffic, we will develop a MindMixer "Mix Kit" that consists of posters, fliers, newsletter inserts, and other marketing collateral. Each piece of marketing collateral also contains a local phone number that enables people to text in and call in their ideas to the MindMixer site.

Large-Format Public Meetings

The engagement team will conduct up to 20 large-format public meetings, including at least one meeting in each of the 13 counties. We will identify appropriate meeting locations and dates with the CC and H-GAC staff based on factors such as venue suitability and availability, coordination with other community events, transit accessibility, and ease of access for participants. The purpose of these sessions will be to introduce the planning process and plan elements, as well as the themes of livability and sustainability in accessible, every day terms. We will collaborate with the CC and GAC in the pre-planning session to ensure that presentations are carefully tailored to reflect the relevant issues for each area and likely audience. We will also display key maps and other findings from the Regional and Demographic Profile around the meeting facility to set the context for subsequent exercises.

We propose to gather feedback in a three step process designed to answer the following questions:

- *What does sustainability mean to you*? – Intent is to generate words or images that people use to define sustainability overall

- *What do you want the future to look like*? – Intent is to rank goals by topical area
- *What does sustainability look like*? – Intent is to rank metrics by topical area

These meetings will feature one unstructured word or image selection exercise intended for general visioning feedback and one structured set of exercises to rank both preliminary goals and metrics by topical area. The descriptions below provide illustrative examples of how these exercises can be organized. The engagement team will work collaboratively with the CC and the H-GAC staff to develop the specifics of each meeting activity as part of the EAP document.

First, to get a free flow of ideas and spark creativity, the facilitators will ask participants to use their own words to describe what they want their individual communities to be like in the future. The purpose of this exercise is to create a common vocabulary for exploring sustainability and quality of life issues. Following the meeting, the engagement team will analyze this input and use a graphic technique, such as "heat mapping" through Wordle software to accentuate those words that are used most often. The resulting images tell a visually compelling story about what matters most to people and how we use language to express a vision. The graphics can then be used across all platforms, such as the project web site, MindMixer, and traditional media outlets to sustain awareness/interest levels among communities. The words and themes that emerge from this exercise will also form the basis of the vision statement.

To gather goal setting and metric feedback, facilitators will randomly organize participants into smaller breakout groups focused on the individual sustainability elements of environment, housing, economic development, infrastructure and transportation and social equity. The facilitators assigned to each group will give background on the topic, including key data, trends and examples of sustainability and then present a series of initial goals that reflect input from the previous outreach efforts, such as sessions with the GAC, CC, H-GAC staff, CAT, stakeholders and focus groups. Facilitators will structure a dialogue about how well the goals capture the sustainability vision that participants defined at the beginning of the meeting and will then ask group members to identify any additional goals that they feel are missing from the preliminary list.

The facilitators will then give an overview of potential metrics developed as part of the pre-planning work session with the TAG and the RTG. Facilitators will ask participants if the concepts shown adequately and clearly describe what they think healthy communities, good jobs, reliable infrastructure, quality housing, or fair access to opportunities look like. Attendees will also have the opportunity to add their own metrics to the initial set.

Facilitators will then quickly organize input into a series of slides and use wireless audience response technology to enable the full group to rank items across all resource areas. The result will be a prioritized set of goals and metrics generated by the audience.

Community Meetings

Following these broader public outreach efforts, the engagement team will conduct up to 25 smaller-scale neighborhood and special group meetings throughout the 13 counties. These forums may include faith-based institutions, non-profit groups, volunteer groups, senior groups, chambers of commerce, advocacy groups, and educational institutions. We will work with the CC and H-GAC staff to identify a series of criteria for selecting these small group venues. For example, we will analyze spatial data on previous stakeholder interactions and large-format meeting attendance to highlight any gaps in participation. We will also assess involvement by audience type and planning element to ensure representation across demographic groups and areas of topical interest.

These meetings are intended to generate the same results as the large format sessions, including vision development through word or image selection and goal and metric prioritization. To allow for portability and ease of replication in all settings, facilitators will rely on non-technology based exercises such as writing or drawing on post cards or written survey instruments to structure input. As a supplement to the 25 meetings facilitated by the

engagement team, we will train and organize CAT community tier members to conduct additional community meetings to be identified through their ongoing partnerships and outreach platforms.

Activities for Children

To engage children in the visioning and planning process, we will conduct four youth planning focus groups (one in each transect) geared toward ages 6 through 11. The purpose of these sessions is to educate children about the pieces that make of a community and to invite their involvement in general visioning exercises. Examples of special child-oriented activities may include asking children to draw their ideas about what a great neighborhood looks like or use legos, cardboard boxes or stickers to build the community they would like to live in. The engagement team will work closely with the CC to identify appropriate outreach mechanisms, venues, and activities for these sessions.

Mobile Interaction

The engagement team will also establish a physical presence throughout the 13 counties during the visioning/goal/metric phase. We will use mobile kiosks at up to 15 sites, including sporting events, parks, or community gatherings with staffing by engagement team members or CAT community tier volunteers. The purpose of the kiosks will be to disseminate project information, answer questions, encourage participation in upcoming meetings or on-line portals and conduct the baseline survey described in Task 1.1, as well as the basic word selection visioning activity used in public meetings. To invite participation in more detailed goal and metric setting exercises, we will also have MindMixer available at the kiosk in a tablet/wireless format. We will work with the CC and H-GAC staff to identify appropriate venues for the kiosks based on a coordinated calendar of community events, the convenience and suitability of the venue, anticipated attendance, and ease of access for targeted audiences.

The engagement team will also establish one set of mobile "office hours" at a conveniently accessible public facility, such as a local government office building, community center or school within each of the 13 counties. Each venue will be staffed by a member of the engagement team for a total of 8 hours with a specific schedule to be set in collaboration with the appropriate jurisdictional/entity representative. The office will offer the same educational and information gathering activities as the kiosks.

The engagement team will also develop a mechanism to initiate mobile interactions, sending weekly text messages to registered participants and "trailer texts" in which the respondent sends a text message to 11111 and the system sends back a survey questions for the respondent to answer.

Public Engagement Phase 1 Summary

At the conclusion of this phase, the engagement team will conduct a meeting with the Coordinating Committee to review the results of vision development and goal and metrics selection and produce a Public Engagement Phase 1 Summary that synthesizes findings by region, transect, county, and topical area.

Timeframe: January - April

Deliverables from AECOM:
• Pre-meeting session with the CC, H-GAC staff, TAG and RTG
• 20 large-format public meetings to include all wireless audience response technology
• 25 community-based or special group meetings
• 15 mobile kiosk events
• 4 focus group sessions (one in each county) oriented to children
• Mobile office hours (8 hours per county)

- MindMixer platform
- Mobile texting and survey technology
- Public Engagement Summary
- Post-meeting session with the CC, H-GAC staff, TAG and RTG

HGAC responsibilities:
- Key maps and data from the Regional and Demographic Profile

9/21/2011