

# **WORK PLAN**

## **MODERNIZED PUBLIC OUTREACH AND ENGAGEMENT STRATEGY FOR IMPACTED COMMUNITIES**

**PRODUCED FOR THE DEPARTMENT OF TOXIC  
SUBSTANCES CONTROL**

**JUNE, 2015**

# INTRODUCTION

## BACKGROUND

This work plan is in support the Department of Toxic Substances Control (DTSC) in strengthening its public outreach and engagement strategy in impacted communities. Based on the interagency agreement signed between the Department of Toxic Substances Control (DTSC) and the UC Davis Extension Collaboration Center (C2), this detailed work plan is being shared early in the process to ensure that the proposed work is consistent with the goals of the project.

## OUR PROCESS

We propose a multi-pronged approach in order to produce a robust set of recommendations based on input from a wide range of stakeholders. This includes *internal* stakeholders such as DTSC senior leadership, public participation staff, advisors/consultants, relevant technical leads, and other sister state agencies and federal agencies who interface with DTSC on public /engagement/outreach efforts. This also includes multiple groups of *external* stakeholders such as communities/tribal representatives/neighbors/community organizers engaged with DTSC, environmental justice organizations/networks, environmental non-profits, local governments, legislators, and private companies who interface with DTSC permitting/enforcement/clean-up programs. In addition, our team will be reviewing key DTSC public participation policies, observing current efforts to engage the public, and looking at best practices from other states to help bolster DTSC's public engagement strategy.

## OVERVIEW

Our team has put together the following work plan which provides a list of detailed activities, target completion dates, an overarching schedule, milestones, and estimated resources expenditures. This document will be a living document, refined as needed based recommendations collected from stakeholders, pending review from DTSC.

Any questions or suggested revisions to this work plan can be directed to the Project Director, Tara Zagofsky, at 530-757-8965 or [tzagofsky@ucdavis.edu](mailto:tzagofsky@ucdavis.edu). We welcome your feedback and ideas.

## TASKS, DETAILED ACTIVITIES, & TARGET DATES

### **TASK 1.0 PUBLIC PARTICIPATION POLICIES REVIEW (APRIL 2 – JULY 17, 2015)**

- 1.1 **Background Research.** Collaboration Center (C2) will review all relevant documents shared by DTSC and suggested documents recommended through stakeholder interviews/focus groups and document opportunities for improved policies and practices in public participation.
- 1.2 **DTSC Policy Meetings.** C2 will work with key stakeholders to review specific policies, statues, and regulations that might be modified or developed to support improved public participation initiatives, as initially identified by DTSC staff  
**Best Practices.** C2 will research and document relevant best practices from other state and federal agencies as well as agencies in other states with a mission similar to DTSC that might be applicable to advancing public outreach and engagement practices in impacted communities.

### **TASK 2.0 INFORMAL INTERVIEWS (MAY 1 – AUGUST 31, 2015)**

- 2.1 **List of Stakeholders.** C2 will work closely with DTSC to develop a list of internal and external stakeholders, and their contact information. DTSC will make the initial contact with stakeholders, likely via email, to introduce the project goals and the C2 team. DTSC will also post a notice about this contract work on the DTSC website in early May for transparency and legitimacy of the outreach activities led by the C2 team.
- 2.2 **Interview Questions.** C2 will create a set of draft questions for both internal and external stakeholders to be reviewed and approved by DTSC project leaders; C2 staff will draw from these questions as the basis for individual interviews, which will be tailored according to the experience, expertise and background of interviewees.
- 2.3 **Interviews.** Once questions and contacts are approved by DTSC, C2 will schedule and conduct 30 minute to one hour interviews with stakeholders. Interviews will be 1:1 or 1:2/1:3 in cases of interviewing individuals within the same organization, or who work closely together. Sacramento-region interviews will be conducted in person and interviews with stakeholders elsewhere will be completed by phone except in those cases where we might combine interviews with observations of current public involvement activities initiated by DTSC.
- 2.4 **Documentation.** C2 will transcribe notes from all interviews and identify key themes, recommendations, and any follow-up needed. No data collected will be attributed to specific individuals.

### **TASK 3.0 PARTICIPANT OBSERVATIONS (MAY 1 – AUGUST 31, 2015)**

- 3.1 **List of DTSC Public Events.** C2 will work with DTSC to identify upcoming opportunities for participant observation of DTSC-sponsored events/meetings/forums/video recordings, etc.

- 3.2 **Attend DTSC Public Outreach Activities.** The C2 team members will attend DTSC public events as their schedules and project budget allows. During the events, C2 will quietly observe and take notes on DTSC staff policies and practices and public feedback and recommendations related to this project.
- 3.3 **Review Video Recordings of DTSC Outreach Activities.** C2 will work with DTSC to select relevant DTSC outreach efforts that have been recorded by state webcast or public recordings posted on the web. C2 will compile notes on the videos related to the report recommendations.
- 3.4 **Documentation.** C2 will compile notes after each observation and identify key themes, recommendations, and any follow-up needed. No data collected will be attributed to specific individuals.

#### **TASK 4.0 STRATEGIC FOCUS GROUPS (JULY 1 – AUGUST 31, 2015)**

- 4.1 **List of Focus Groups.** C2 will work with DTSC to identify small groups of stakeholders based on geography/affinity in key areas of the state, including key environmental justice groups, community organizers and tribal representatives. DTSC will make the initial contact with stakeholders, if this has not already occurred in previous activities, to introduce the project goals and the C2 team.
- 4.2 **Process Design.** C2 will design an agenda and list of questions for the strategic focus groups to be reviewed by DTSC key contacts.
- 4.3 **Facilitate Focus Groups.** The C2 team will schedule and then travel to hold strategic focus groups in English and Spanish.
- 4.4 **Documentation.** Following each focus group, C2 will compile and review detailed notes to inform next focus groups and identify key themes, recommendations, and any follow-up needed. No data collected will be attributed to specific individuals.

#### **TASK 5.0 REPORT & PUBLIC FEEDBACK (AUGUST 1 – OCTOBER 31, 2015)**

- 5.1 **Draft Recommendations Report.** C2 will compile documentation from the policies review, informal interviews, participant observations, and strategic focus groups and create a draft recommendations and project report. This report will also include potential challenges and/or obstacles to implementing the recommendations and the associated implications. (Note: The draft report target completion date is August 31.)
- 5.2 **Internal Review.** C2 will work closely with DTSC to design and facilitate internal discussions on how DTSC would like to address the report findings. C2 may also help DTSC design a public document to share with external groups for feedback on the report.
- 5.3 **Public Comment.** C2 will coordinate with DTSC to share the report on DTSC's website and to invite public comment on the recommendations.
- 5.4 **Public Workshops.** C2 will design and convene public workshops in key areas of the state for public feedback on the report and recommendations. The formats for Workshops will in part be advised by insights gained during the interviews and analysis of feedback from the interviews. Likely formats will include an introductory "open house" forum, various opportunities for written and verbal feedback, brief plenary presentations and small group discussions with feedback, facilitated to optimize clarity and

priorities. C2 will work with DTSC to plan for these workshops, and may train an internal team to help staff the events. The C2 team will facilitate the workshops. C2 will work with local and statewide organizations to ensure widespread awareness of the workshops, and will use a variety of tools, such as online announcements, newsletters of interested organizations and local library postings to enhance participation and create appropriate expectations related to the purpose and goals of the workshops.

- 5.5 Final Recommendations Report.** Based on the DTSC's internal review, public comments, and the public workshops, C2 will create a final version of the recommendations and project report to be submitted to DTSC and shared on DTSC's website.

## **TASK 6.0 IMPLEMENTATION (NOVEMBER 1, 2015 – MARCH 31, 2016)**

- 6.1 Tool Box.** Based on the final recommendations, C2 will design and deliver a virtual and print version of a "tool box" including key public participation resources for DTSC staff and the public.
- 6.2 Implementation Assistance.** Based on the final report and guidance by DTSC, C2 will assist DTSC with implementation of recommendations, such as designing, training, and drafting guidance documents.

## **TASK 7.0 EVALUATION (FEBRUARY 1 – MARCH 31, 2016)**

- 7.1 Evaluation Questions.** C2 will develop evaluation questions to evaluate this project's process and deliverables both with internal and external stakeholders who were engaged in this work. DTSC will review and provide suggestions, as needed.
- 7.2 Conduct Evaluation.** C2 will conduct a project evaluation primarily using the online evaluation tool Survey Monkey. All stakeholders engaged in the project will be invited to provide feedback.
- 7.3 Document Evaluation and Next Steps.** At the end of the contract period, C2 will develop a final memo with a summary of the evaluation data as well as next steps for DTSC to continue implementation efforts to strengthen its public outreach and engagement strategy in impacted communities.

## SCHEDULE, MILESTONES, & EXPENDITURES

Tasks	FY 2014-2015				FY 2015-2016							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
1. Policies Review												
2. Informal Interviews												
3. Participant Observations												
4. Strategic Focus Groups												
5. Report & Public Feedback												
6. Implementation												
7. Evaluation												
Milestone A: Draft Recommendations Report Submitted to DTSC ★												
Milestone B: Final Recommendations Report Submitted to DTSC ★												
Milestone C: Implementation & Evaluation Activities Completed ★												
<b>Total Estimated Expenditures</b>	<b>FY 2014-2015</b>				<b>FY 2015-2016</b>							
\$ 108,390 labor	\$ 28,850 labor				\$ 79,540 labor							
\$ 3000 materials	\$ 0 materials				\$ 3000 materials							
\$ 3995 travel	\$ 195 travel				\$ 3800 travel							
<u>\$ 25,902 indirect</u>	<u>\$ 8,713 indirect</u>				<u>\$ 25,902 indirect</u>							
\$ 150,000 total	\$ 37,758 total				\$ 112,242 total							