

**Dates are estimates and subject to change based on availability.*

Schedule:

February 18, 2021: Rough draft of implementation plan; internal preliminary outreach list documented; outreach schedule and plan; CAB preliminary recommendations and options.

March 1, 2021: Receive feedback from PSC at quarterly PSC meeting. Start internal outreach and information gathering with Action Team and Partnership. Commence broader outreach on CAB options.

Note: Present the draft implementation plan and/or CAB recommendations and request feedback from internal groups. Presentations should leave time for discussion and feedback. DEIJ Team notetaker must be in attendance to capture verbal feedback and the individual giving it. Secondary feedback method must be offered for those taking the time to mull and/or those not comfortable speaking in public (e.g., "provide written feedback or comments via email or phone to [X individual] by [date 7-10 days from date of presentation] at [email and phone #].")

Who (target audiences)?

- DEIJ Action Team
- CAC: Feb 25-26
- February 24: Choose Clean Water Equity workgroup
- Diversity Workgroup:
 - Feb 19th: Update on Action Team work and outreach plan; ask for volunteer help with outreach (link with network) and messaging, and review of CAB options paper and plan.
 - March 17th: Feedback on CAB options paper
- PSC (March 2nd)
- March 11: Management Board & GIT Chairs & Federal Office Directors (FOD)
- DOEE group (March 18)
- GIT Chairs (March 31)
- EPA managers
- CBP Grants
- Coordinators/Staffers
- SRS Team
- April 5th: Communications workgroup: Present plan, ask for comments and advice on how to ensure reach full watershed

What (what are the specific message/questions?)

- Task: Develop consistent, shareable presentation materials, talking points, and questions relating to the implementation plan and CAB to be used for internal feedback sessions and to inform outreach with new/external partners.

April 1, 2021: Compile feedback from partnership, begin preparation of second draft.

- Begin developing communications materials to be used for external outreach:
 - Primers (handouts, talking points, presentations) on the Bay Program (Who we are, What we do)
 - Primers (handouts, talking points, presentations, questions) on CBP DEIJ including of CBP goals and efforts—description of the team and formation, explanation of why this work matters.

April 3, 2021: Present implementation plan draft to CBP Communications Team. Request help announcing the public comment period.

- CBP Communications list the upcoming public comment period (with dates and link) in newsletter
- CBP Comms, DEIJ Action Team organizations, Comm workgroup organizations share upcoming public comment period with dates and link on social media channels. CBP Comms to develop sample social media posts w/ help of Action Team communications leads.
- DEIJ Team compile list of individuals/communities/organizations that to be contacted for feedback
- DEIJ Comm leads (or individuals on DEIJ Action team as volunteered or ID'ed by team leads) reach out to outreach list through multiple channels (phone calls, emails, etc.) informing them of the upcoming public comment period.

April 30, 2021: Second draft of plan ready for public review.

May 1, 2021: Public comment period; draft plan opens for external review and comments.

- Primers in place and shared:
 - Bay Program: Who we are, What we do (CBP Communications).
 - CBP DEIJ: Action team webpage, description of CBP goals & efforts related to DEIJ (**why does our work matter to them?**), description of the team and efforts/goals.
- Action Team members and communications leads reach out to outreach list and via networks.
- Use CBP standard process for public comment

May 25, 2021: Public comment period closes

September 2021: Draft final plan due; PSC quarterly meeting

Communications:

How do we define “Meaningful Engagement”?

Definition of Meaningful Involvement:

- People have an opportunity to participate in decisions about activities that may affect their environment and/or health

- The public's contribution may influence the regulatory agency's decision
- Community concerns will be considered in the decision-making process
- Decision makers will seek out and facilitate the involvement of those potentially affected