

Beyond 2025 Steering Committee Discussion: Public Engagement Framework

October 26, 2023

Development of a Public Engagement Strategy

- A volunteer planning group of the Steering Committee met on October 12, 2023, to discuss a proposed framework for public engagement by the Beyond 2025 Steering Committee.
 - There will need to be a public engagement strategy for Phase 1 – what the Beyond 2025 Steering Committee is doing and for Phase 2 – executing whatever plan the Steering Committee comes up with.
- Rachel Felver will be the lead developer of this public engagement framework for Phase 1, with assistance from other communications experts and members of the Steering Committee. However, certain questions need to be address before such a framework can be developed.

Key Questions to Address to Inform the Public Engagement Strategy

- What is the end goal for engaging the public? I.e., what are our goals for the public engagement plan?
 - Start with where you want to be and what you want to end up with at the end of the process. That helps determine the purpose(s), what to build, who's invited, and who do we need to engage.
- Who are the entities that are important to communicate with and listen to throughout this process (Phase 1)?
 - What core stakeholder groups do we want to reach? (co-creators, active partners – e.g., grantees, advisory committees, etc.)
 - What other stakeholder groups might we want to reach (e.g., organizations supporting outcome implementation, community-based organizations, business collaboratives, etc.)
 - Do we engage the general public? Are they interested? Are they helpful at this point in the work of the Beyond 2025 Steering Committee?
- What are our methods for engagement? What existing tools can we use to collect feedback?

Timeline

- **Early spring 2024:** Focus on topical stakeholders and groups that we know and get specific feedback on the Steering Committee's draft recommendations.
 - Between now and February, the Steering Committee's small topical groups (when launched) will be taking a large number of ideas and whittling it down to what the Steering Committee will tackle. Are there any groups between now and February that we need to reach to get big cross cutting ideas about where the Program should go? (March – May is the drafting period.)
 - We need to have points of engagement and input between now and May (Phase 1).
- **Late spring/summer 2024:** Formal public comment period of the draft product(s) of the Steering Committee and presentations to larger forums (e.g., May 2024 Choose Clean Water Coalition conference).
 - We will have the draft product(s) of the Steering Committee to share in multiple forums.
- **Fall 2024:** Finalize Steering Committee product(s) in preparation for the 2024 Executive Council meeting.