

## **Sample Communication & Engagement (C&E) Plan Outline**

This example outline is a tool for Watershed Grantees to create common understanding and transparency throughout the Watershed Resilience Plan preparation and submission process. This process should be tailored to the watershed and network needs. Documentation of the engagement and outreach by watersheds is to be captured in the “Watershed Network Development and Partner Engagement” section of the Plan as outlined in the Funding Agreement. Watersheds can evaluate the successes of network engagement and learn from network feedback to make necessary adjustments in order to achieve their goals.

### **Sample C&E Plan Steps**

#### **1. Set Goals and Desired Outcomes**

Describe the intent of the Watershed Resilience Plan at a high level.

- a. Description and background of the Watershed Resilience Program and the watershed.
  - Explanation that initial watershed boundaries will be discussed as a “Watershed Network” and collaboratively appraised.
- b. Goal/desired outcomes of Watershed Resilience Plan development.
- c. Communication objectives to support the Watershed Network in equitably developing this Watershed Resilience Plan.

#### **2. Identify Your Network**

See example network mapping tools and approaches provided in the [Equity Resources toolkit](#).

- a. List [existing regional networks](#) and engagement efforts and identify any gaps in engaging historically excluded vulnerable communities.

#### **3. Develop Watershed Network**

See example provided in the Equity Resources toolkit.

- a. Compile “[Lay of the Land](#)” document of your primary audiences to identify how to engage with them, what to say, and how to say it.
- b. Determine Watershed Network participants, roles, and expectations for contributing to the tasks of the Funding Agreement deliverables.
- c. Establish an equitable and inclusive Watershed Network decision-making structure and develop written policies and procedures for that structure to ensure equitable inclusion and representation of vulnerable communities and California Tribes in this Network.
- d. Policies and procedures shall take into account equity considerations (i.e. language access services, accessible timing

and format of meetings, incorporation of traditional ecological knowledge into projects, designated roles for specific communities, etc.). The policies and procedures will address, at a minimum, the following Watershed Network elements:

- Purpose
- Structure
- Officers
- Members
- Decision-Making Structures
- Administration
  - Document the above tasks in a Watershed Network Development and Partner Engagement section.

#### **4. Messages and Talking Points**

Define the key messages you need to effectively convey information to your various Watershed Network representatives.

- a. Develop outreach and engagement strategies for the Watershed Network and for informing them on progress.
- b. Key messages: Three overriding messages that explain the goals and outcomes for development of the Watershed Resilience Report
- c. Talking points/Q&A: Anticipating likely questions or issues will support effective engagement with the Watershed Network.

#### **5. Venues for Engaging**

Identify the opportunities – venues or methods – to engage Network participants.

- a. Depending on the level of engagement, you'll want to determine the venue and how to deliver your key messages.
- b. Determine how you will invite, engage, and follow up with Network representatives.

#### **6. Implementation Timeline**

List the milestones and Watershed Network engagement opportunities throughout the Watershed Resilience Program development process.

- a. C&E Plan and Report milestones
- b. Supporting tactics: Include tactics or tools you will use to communicate your messages and resources available to support
  - When to send email or other digital communication
  - Media outreach activities
  - Community meetings