

East Turlock Subbasin
Multibenefit Land Repurposing Program (MLRP)
Outreach & Engagement Plan

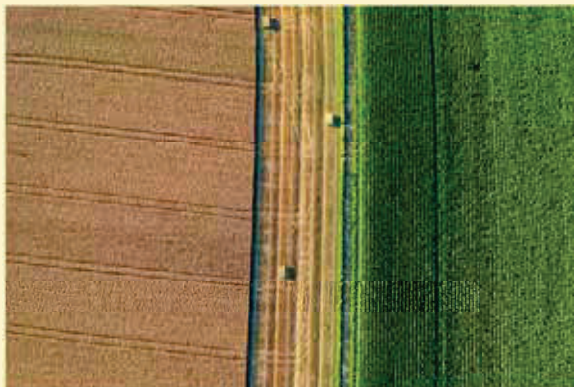
September 2024



East Turlock Subbasin Multibenefit Land Repurposing Program (MLRP) Outreach and Engagement Plan

Introduction

MLRP Background: The Multibenefit Land Repurposing Program (MLRP) increases regional capacity for repurposing irrigated agricultural land to uses that reduce reliance on groundwater while providing community health, economic well-being, water supply, habitat, renewable energy, and climate benefits.



MLRP Outreach & Engagement: Outreach and engagement ensures MLRP goals, benefits, and opportunities are effectively communicated to the community, fostering trust and collaboration. Through outreach and engagement MLRP can identify and address the unique needs and concerns of the community, making the process more inclusive and responsive and it can empower the community members to actively participate in the decision-making process.

MLRP Outreach & Engagement Goals

Outreach Goal: Inform disadvantaged communities about the Multibenefit Land Repurposing Program and encourage participation and the opportunity to submit a project application.

Engagement Goal: Build strong, ongoing relations with these communities to ensure their active involvement in the planning and implementation phases of the program.

Work Plan Overview

Work Plan Tasks

Task 1: Create and develop outreach materials

- Create a culturally relevant and accessible informational materials.
- Build internal capacity.

Task 2: Implement Outreach

- Distribute materials in the communities.
- Conduct door-to-door outreach.
- Set up informational booths at community events

Task 3: Host community workshops and town hall meetings.

- Plan and schedule workshops and meetings.
- Develop content and language appropriate materials.
- Promote and execute the events.

Task 4: Advisory Committee & Steering Committee.

- Identify and recruit DAC members to serve on advisory committee.
- Establish the Advisory Committee.
- Assist with establishment of the Steering Committee by providing DAC representation.
- Gather input from DAC community.

Task 5: Evaluate and adjust outreach and engagement efforts.

- Track outreach metrics.
- Adjust strategies based on findings.

Task 6: Meeting Coordination & SSE meetings.

- Attend ETSGSA MLRP meetings.
- Attend SSE meetings.
- Attend RCD meetings.
- Maintain regular communication with Sustainable Conservation.

Task 7: Project management and administration.

- Project and budget management.
- Reporting and invoicing.

Work Plan Details

Task 1: Create and Develop Outreach Materials

⇒ Create culturally relevant and accessible informational materials.

- Develop flyers, brochures, and other informational materials explaining MLRP in understandable language.
- Adapt materials developed by the MLRP Statewide Support Entity as appropriate.
- Translate materials into appropriate languages spoken (i.e., Spanish) within the target communities.

⇒ Prepare materials for distribution.

- Print and assemble outreach materials.

⇒ Build internal capacity.

Task 2: Implement Outreach

⇒ Distribute materials in the communities.

- Identify high-traffic areas (community centers, schools, clinics, etc.) for distribution.
- Mail materials to targeted communities as needed.
- Post and share materials on social media platforms as needed.
- Organize teams to distribute materials and engage with residents.

⇒ Conduct door-to-door outreach.

- Train teams on MLRP and effective communication strategies.
- Create a schedule and map for door-to-door visits in targeted neighborhoods (i.e., disadvantaged communities (DACs), Tribal communities).
- Gather input from communities and Tribes to support regional land repurposing planning using the MLRP Community and Grower Survey (<https://bit.ly/46Rry1y>).

⇒ Set up informational booths at community events.

Work Plan Details

Task 3: Host Community Workshops and Town Hall Meetings

⇒ Plan and schedule workshops and meetings.

- Select accessible venues and days/times that accommodate community members' schedules.

⇒ Develop content and language appropriate materials.

- Develop presentations and handouts covering the program's goals, benefits, and participation process.
- Arrange for interpreters as needed.

⇒ Promote and execute the events.

- Use door-to-door outreach, posting information in high traffic areas, social media, flyers, and other methods as needed to promote the events.

Task 4: Advisory Committee & Steering Committee

⇒ Identify & recruit DAC members to serve on advisory committee.

- Contact potential members with an invitation to participate.
- Provide an overview of the program and their potential role.

⇒ Establish the Advisory Committee.

- SHE and Regional Conservation Districts (RCDs) to collaboratively establish one advisory committee. SHE to identify and recruit DAC residents for the Advisory Committee.
- Set goals and expectations and define the committee's purpose, scope, and expected outcomes.
- Organize an introductory meeting to discuss goals and expectations.
- Establish a regular meeting schedule.
- All meeting materials shall be shared at least 72 hours in advance (i.e., agendas, reference documents, translated materials).
- Report advisory meeting outcomes to Advisory Committee/RCDs.

Work Plan Details

Task 4: Advisory Committee & Steering Committee

⇒ Assist with establishment of the Steering Committee by providing DAC representation.

- Recruit and provide DAC representative and alternate to participate in the MLRP Steering Committee.
- The DAC Steering Committee representative will participate in work under oversight of the GSA to establish the Steering Committee's goals, expectations, scope and procedures.
- The DAC Steering Committee representative will prepare for and participate in introductory meetings and regular meetings, currently expected to be monthly.

⇒ Gather input form from DAC community.

- Gather input from the community to support regional land repurposing planning using MLRP Community and Grower Survey.
- Solicit DAC advisory committee member's guidance and feedback.

Task 5: Evaluate and Adjust Outreach and Engagement Efforts

⇒ Track outreach metrics.

- Monitor the number of materials distributed, event attendance, and online engagement.
- Collect feedback from community members.

⇒ Adjust strategies based on findings.

- Revise outreach and engagement plans as needed to address potential challenges.

Work Plan Details

Task 6: Meeting Coordination and SSE Meetings

⇒ Attend ETSGSA MLRP Meetings.

- Coordinate and attend ETSGSA MLRP meetings as needed.

⇒ Attend SSE Meetings.

- Attend and actively participate in SSE meetings and other external meetings, field trips, and workshops as needed.

⇒ Attend RCD Meetings

- Attend RCD meetings, as appropriate, to ensure feedback from the agricultural community is built into the community outreach and engagement efforts.
- Regular communication between SHE and Sustainable Conservation. Implement changes to improve the effectiveness of future efforts as needed.

Task 7: Project Management and Administration

⇒ Project and budget management.

- Monitor expenditures to ensure spending aligns with budget.
- Compile monthly, QR reports, meeting notes and other reporting needs as needed.

⇒ Reporting and invoicing.

- Compile financial reports as needed.
- Create and manage invoices as needed.

Timeline

Work Plan Tasks		Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25
Task 1:	Create and develop outreach materials						
	Create a culturally relevant and accessible informational materials.						
	Prepare materials for distribution.						
	Build internal capacity.						
Task 2:	Implement outreach						
	Distribute materials in the communities.						
	Conduct door-to-door outreach.						
	Set up informational booths at community events.						
Task 3:	Host community workshops and town hall meetings						
	Plan and schedule workshops and meetings.						
	Develop content and language appropriate materials.						
	Promote and execute the events.						
Task 4:	Advisory Committee & Steering Committee.						
	Identify & recruit DAC members to serve on advisory committee.						
	Establish the Advisory Committee.						
	Assist with the establishment of the Steering Committee by providing DAC representation.						
	Gather input form from DAC community.						
Task 5:	Evaluate and adjust outreach and engagement efforts.						
	Track outreach metrics.						
	Adjust strategies based on findings.						
Task 6:	Meeting coordination & SSE meetings.						
	Attend ETSGSA MLRP Meetings.						
	Attend SSE Meetings.						
	Attend RCD meetings.						
	Maintain regular communication with Sustainable Conservation.						
Task 7:	Project management and administration.						
	Project and budget management						
	Reporting and invoicing.						

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2024 Timeline Milestones

- ⇒ September 2024: Develop outreach & engagement plan
- ⇒ October 2024: Develop outreach materials and begin grassroots outreach.
- ⇒ November/December 2024: Host initial community workshops and town halls.
- ⇒ December 2024: Evaluate outreach efforts, adjust strategies as needed, and plan the next phase of engagement.

2025 Timeline Milestones

- ⇒ January 2025: Continue to host initial community workshops and town halls.
- ⇒ Early 2025: Establish an Advisory Committee.
- ⇒ Mid 2025: Recruit a DAC Steering Committee representative and alternate to support committee establishment.
- ⇒ January 2025-December 2025: Maintain ongoing outreach, engage the community in the planning process, and begin implementation of repurposing projects.

2026/2027 Timeline Milestones

- ⇒ January 2026– March 2027: Maintain ongoing outreach, engage the community in the planning process, and implementation of repurposing projects.