Six Steps to Building an Effective Outreach Engagement Strategy

Presented by:
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Without an Engagement Strategy...

- What could go wrong? Lots!
To Plan or Not to Plan?

Maybe Dilbert was on to something:
6 Steps to Building an Effective Outreach Strategy

- **1. WHAT?**
- **2. WHY?**
- **3. WHO?**
- **4. HOW?**
- **5. INTERACTION**
- **6. EVALUATION**
WHAT?

» What is the reason for holding a public meeting or engagement opportunity?

» What do the stakeholders want to know?

» What do we want the stakeholders to know?

» What are the stakeholders likely to get wrong?
WHAT?

- What misinformation has already circulated?
- What is NOT being addressed by this engagement/meeting/project
Goal(s) - The Why

- Why are we evaluating this project/issue prior to engagement?
- Why are we engaging stakeholders?
- Why do we think stakeholders will be happy/upset?

<table>
<thead>
<tr>
<th>Goal/Vision of Success</th>
<th>What will engagement success look like?</th>
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</thead>
</table>

Message Delivery - To Whom?

- Consider the Topic and/or Issue at hand
  - Who is the target audience?
    - Traditional
    - Non-traditional audience

- Get to know the audience(s) before the engagement opportunity
  - Understand what drives their decisions
  - What format is best for each audience
Message Delivery - To Whom?

- Are there internal and external champions?

- Are there relationships to examine and reflect on among the audience/stakeholders?
  - Hostile
  - Cooperative
  - Submissive/Silent
  - Controlling/Outspoken
Shared Flood Risk Management: Buying Down Risk

Initial Risk
- Zoning
- Building Codes
- Outreach
- Contingency Plans
- Insurance
- Natural Storage
- Non-Structural
- Structural
- Residual Risk

Risk Reduction Tools (Cumulative)
- All stakeholders contribute to reducing risk!

U.S. SMALL BUSINESS ADMINISTRATION
FACT SHEET - DISASTER LOANS
INDIANA Declaration 14849 & 14850
(Disaster: BI-00056)
Incident: TORNADOES AND HIGH WINDS
occurring: August 24, 2018

Date 08/02/2018

If you are located in a declared disaster area, you may be eligible for financial assistance from the U.S. Small Business Administration (SBA).

What Types of Disaster Loans Are Available?
- Economic Injury Disaster Loan (EIDL) - Provides working capital to help businesses, small agricultural cooperatives, small agricultural businesses, small businesses located in border counties, and most private, nonprofit organizations of all sizes meet their ordinary and necessary financial obligations that cannot be met as a direct result of the disaster. These loans are intended to assist through the disaster recovery period.
- Home Disaster Loans - Loans to homeowners or renters to repair or replace disaster-damaged real estate and personal property, including automobiles.

What Are RE Credit Requirements?
- Business Loans - Applicants must have a credit history acceptable to SBA.
- Business Loans - Applicants must show the ability to repay all loans.
- EIDL - Collateral is typically required for physical loss loans over $35,000 and all EIDL loans over $20,000. SBA takes real estate as collateral when it is available. SBA will not decline a loan for lack of collateral, but requires you to pledge what is available.

What Are the Interest Rates?
- By law, the interest rates depend on whether the applicant has Credit Available Elsewhere. An applicant does not have Credit Available Elsewhere when SBA determines the applicant does not have sufficient funds or other resources, or the ability to borrow from non-governmental lenders, to generate for itself the means of repayment. An applicant which SBA determines has the ability to provide for its own recovery or to have Credit Available Elsewhere. Interest rates are fixed for the terms of the loan. The interest rates applicable for this disaster are:

<table>
<thead>
<tr>
<th>Loan Type</th>
<th>No Credit Available Elsewhere</th>
<th>Credit Available Elsewhere</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Loans</td>
<td>4.00%</td>
<td>6.25%</td>
</tr>
<tr>
<td>Non-Profit Organization Loans</td>
<td>2.625%</td>
<td>5.000%</td>
</tr>
<tr>
<td>Economic Injury Loans</td>
<td>4.00%</td>
<td>N/A</td>
</tr>
<tr>
<td>Business and Small Agricultural Cooperatives</td>
<td>2.625%</td>
<td>N/A</td>
</tr>
<tr>
<td>Home Loans</td>
<td>1.875%</td>
<td>3.125%</td>
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</table>

What Are the Loan Term Limits?
The law authorizes loan terms up to a maximum of 20 years. However, the law restricts businesses with credit available elsewhere to a maximum 7-year term. SBA sets the installment payment amount and corresponding interest based upon each borrower’s ability to repay.

What Are RE Loan Amount Limits?
- Business Loans - The law limits business loans to $2,000,000 for the repair or replacement of real estate, inventory, machinery, equipment, and other physical losses. Subject to this maximum loan amount cannot exceed the verified uninsured disaster loss.
- Economic Injury Disaster Loans (EIDL) - The law limits EIDLs to $2,000,000 for alleviating economic injury caused by the disaster. The actual amount of each loan is limited to the economic injury determined by SBA, less business interruption
Actions - The How

ONE DOES NOT SIMPLY

TELL PUBLIC MEETING ATTENDEES THAT YOUR PLAN IS BETTER THAN THEIRS

"Are you sure I can't have a do-over?"

> How do we plan for the unexpected.....?
Actions - The How

- How are we communicating the topic/issue?
- How are we gathering info on impacted audiences?
Interaction - Audience Input Assessment

- People Nowadays

Help me!
Interaction - Audience Input Assessment

- “Open House” or “Workshop”
- Plan the room/tables/chairs arrangement to allow for interaction
- Plan for how the stakeholders are to provide input
Interaction - Audience Input Assessment

- People remember:
  - 60% How you looked
  - 30% How you stated your message
  - 10% What you said

- 100% how you made them FEEL
  - Empathize with your audience
Interaction - Audience Input Assessment

- Develop Key Messages

- Messages are Judged by:
  - Source
  - Message
  - Delivery Channel
  - Audience

- Admit what you **DO NOT** know, research and provide answers after engagement
Feedback Process - Evaluation

- Plan the process for receiving feedback and following up
- What communication methods will be used after the engagement?
- Post engagement action plan
- KEEP YOUR WORD!
Message Mapping

- Definition of a Message Map: 27 - 9 - 3

- Create a 27 word sentence that can be shared in 9 seconds which makes 3 important points.

- Other Factors:
  - 8th Grade Level
  - Brief and Concise
  - Provide Solution Oriented Message
  - Avoid Using NO, NOT, NOTHING, NONE
Example of a Message Map-West Nile Virus

<table>
<thead>
<tr>
<th>Stakeholder: Public/Media</th>
<th>Question or Concern: What can people do to prevent West Nile Virus?</th>
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<tbody>
<tr>
<td></td>
<td>Key Message 1</td>
</tr>
<tr>
<td></td>
<td>Remove standing water</td>
</tr>
<tr>
<td></td>
<td>1. Remove old tires which collect water and serve as breeding grounds for mosquitoes</td>
</tr>
<tr>
<td></td>
<td>2. Empty or clean flower pots and bird baths daily</td>
</tr>
<tr>
<td></td>
<td>3. Empty and clean cat/dog water bowls daily</td>
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Example of a Message Map-West Nile Virus

People can prevent their exposure to West Nile Virus by removing standing water where mosquitos can breed, wearing protective clothing and using insect repellent with 23% DEET. Standing water removal may include: removing old tires that collect water, emptying flower pots and cleaning bird baths daily, and emptying and cleaning pet water bowls daily. People should wear long sleeved shirts and long pants, especially at dawn and dusk.
Engagement Exercise - Create a Message Map

- Creating a Message Map - Forest Fire!

- Step 1 - Definition question or statement
  - There is a Forest Fire and you must evacuate this town

- Step 2 - What are your 3 Key Messages?

- Step 3 - What are your 3 supporting statements for each Key Message?
**Engagement Strategy Checklist and Analysis**

### Engagement Strategy Checklist

<table>
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<th>No.</th>
<th>Question</th>
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<td>1</td>
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<td>Why do we think stakeholders will be happy/unhappy?</td>
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<td>9</td>
<td>Who is the target audience(s)? Start at question #2 for each.</td>
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<tr>
<td>10</td>
<td>What engagement format is best for each target audience type?</td>
</tr>
<tr>
<td>11</td>
<td>What drives or motivates each target audience? What do they value?</td>
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<tr>
<td>12</td>
<td>Are there internal &amp; external champions that could be involved in the engagement?</td>
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<td>13</td>
<td>Are there relationships to examine &amp; reflect on among the audience/stakeholders?</td>
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<td>14</td>
<td>How are we engaging the stakeholders and communicating the topic/issue?</td>
</tr>
<tr>
<td>15</td>
<td>How will each type of stakeholder receive the message? Was proper method chosen for each?</td>
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<tr>
<td>16</td>
<td>Are there particular engagement methods to use with each type to be most successful?</td>
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<td>17</td>
<td>How are we gathering info on impacted audiences?</td>
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<tr>
<td>18</td>
<td>How can you plan for the unexpected?</td>
</tr>
<tr>
<td>19</td>
<td>What are your key messages?</td>
</tr>
<tr>
<td>20</td>
<td>Outline the right person(s) to deliver message(s)</td>
</tr>
<tr>
<td>21</td>
<td>Determine how or if the audience will provide input on the message(s)</td>
</tr>
<tr>
<td>22</td>
<td>What can increase audience involvement or acceptance?</td>
</tr>
<tr>
<td>23</td>
<td>What communication methods will be used after the engagement?</td>
</tr>
<tr>
<td>24</td>
<td>How will unanswered questions during the meeting be handled, who will lead this?</td>
</tr>
<tr>
<td>25</td>
<td>Write a post engagement action plan, define who does what?</td>
</tr>
<tr>
<td>26</td>
<td>KEEP YOUR WORD on addressing and following up on feedback that is received.</td>
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### Engagement Analysis

<table>
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<tr>
<th>Issue</th>
<th>Stakeholders Internal/External</th>
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| Background/Timeline | Key Message: 27-9-3 |

| Worst Case Scenario of Stakeholder Reactions | Feedback & Post-Engagement Communication Plan |

Other items to plan for: Room arrangement, deciding on/or communicating meeting rules, use of a facilitator, media presence and use of public affairs staff.
Questions?