March 31, 2023 Report

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Community Paths Refinement - Phase I

This is the first of five monthly reports scheduled for the delivery of the Community Paths Refinement Support. The scope of work includes three components:

1. Project management,
2. Community engagement, and
3. Stakeholder engagement.

The project team has spent weeks 1-3 creating the tools that will simplify delivery and internal communication. Outreach will begin on Monday, March 13.

Project Timeline   **Current Reporting Period**

February 15 - June 30, 2023   February 15 - March 7, 2023

1. Project Management and Core Team Convening

Project management

The project management framework has been created, and includes:

Project calendar

- Twice monthly recurring project team meetings with City Manager Luke Shepard,
- Monthly city council reports and presentations every other month,
- Two community workshops,

- Due dates for delivery of draft and final deliverables: Community engagement plan, Landscape assessment, Stakeholder 360 report, and Refinement MEMO
- Outreach content and tools - messaging document, CORB web page, and online feedback form.

Project management software

The project management back end has been created and will be used to manage implementation and communication in all three components throughout the project lifecycle. Project management will run primarily through ClickUp, Google Workspace, and Calendly scheduling software.

Project Management Tools		March 1-7	March 8-14	March 15-21	March 22-30
Kickoff packet	Complete ˅	March 1			
Project management framework	Complete ˅	March 6			
Project calendar	Complete ˅	March 7			
Project management software	In Progress ˅	March 15			
CRM	In Progress ˅	March 13			

2. Community Engagement

Community engagement includes four components: outreach, listening, documenting, and refining. From project kickoff to March 7, the project team has created tools for each component. Outreach will begin March 13. Each component will be implemented concurrently throughout implementation of the plan.

Engagement Tools, Collateral, and Meetings (Phase I Only)

Phase I		Feb 15-28	Mar 1-14	Mar 15-31
Benchmark: Engagement plan	Complete ˅			
Messaging document	In Progress ˅		Mar 10	
Workshop announcements	Pending ˅		Mar 13	
CORB web page	In Progress ˅			Mar 17
Gatekeeper interviews	Pending ˅		Ongoing	Ongoing
Press release 1	In Progress ˅			Mar 17
Gathering 1	Scheduled ˅			Mar 29

3. External Stakeholder Engagement

		March	April	May	June
Benchmark: Stakeholder 360 Report	Pending ‧				
External stakeholder directory	In Progress ‧	March 13			
External stakeholder meetings	Pending ‧	Ongoing	–	–	Ongoing
External stakeholder Resource Map	Pending ‧				June 19
CORB web page	Scheduled ‧				Mar 17

The next monthly report will be submitted by Monday, April 3 for the Wednesday, April 12 city council meeting.

City of Rockaway Beach

Community Paths Refinement - Phase I

Outreach Plan

Mar 7, 2023

Community Engagement Timeline Targets, Benchmarks, and Milestones

Phase I	**Feb 15-28**	**Mar 1-14**	**Mar 15-31**
Benchmark: Engagement plan delivered			
Messaging document		Mar 10	
CORB web page			Mar 17
Gatekeeper interviews		Ongoing	Ongoing
Press release 1			Mar 17
Gathering 1			Mar 29

Phase II	**April 1-14**	**April 15-30**	**May 1-14**
Benchmark: Resident sentiment report			
Messaging 2.0	April 14		
Press release II		April 21	
Gathering II			April 26

Phase III	**May 15-31**	**June 1-15**	**June 15-30**
Benchmark: Refinement MEMO delivered			June 15
Focus groups	May 17	June 1	
Decision making protocol			
Draft resident sentiment report delivered		June 15	