

Sample C&E Plan Outline

This example outline is a tool for GSAs to create common understanding and transparency throughout the GSP preparation and submission process. This process should be tailored to the basins and stakeholder needs. Documentation of the engagement and outreach by GSAs is important for Phase 3 (GSP review and evaluation). GSAs could evaluate the successes and learn from the stakeholder feedback to make necessary adjustments in order to achieve their goals.

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1. Set Goals and Desired Outcomes

Describe the situation at a high level.

- a. Description and background of the GSA and subsequent GSP
 - i. Explanation of your GSA's decision-making process
- b. Goal/desired outcomes of GSP development
- c. Communication objectives to support the GSP
- d. Overriding concerns, major concerns or challenges

2. Identify Your Audiences

See example provided in digital toolkit.

- a. List the primary and secondary stakeholder groups, community organizations or others who are concerned about the GSA/GSP and how each group will engage with the development of the GSP

3. Audience survey and mapping

See example provided in digital toolkit.

- a. Meet one on one with stakeholders and ask them a set of questions to help find out their issues, interests and challenges
- b. Compile a "Lay of the Land" document of your primary audiences to identify how to engage with them, what to say, and how to say it

4. Messages and Talking Points

Define the key messages you need to effectively convey to your various audiences

- a. Key messages: Three overriding messages that explain the goals and outcomes for development of the GSP
- b. Talking points/Q&A: Anticipating likely questions or issues will support effective engagement with audiences
- c. Likely questions or issues and responses

5. Venues for Engaging

Identify the opportunities – venues or methods – to engage stakeholders.

- 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, inform, and follow up with stakeholders

6. Implementation Timeline

List the milestones and stakeholder engagement opportunities throughout the GSP development process.

- a. C&E Plan and GSP milestones
 - i. Refer to the Stakeholder Engagement by Phase graphic for required engagement milestones
- b. Supporting tactics: Include tactics or tools you will use to communicate your messages and resources available to support
 - i. Website launch
 - ii. When to send email or other digital communication
 - iii. Media outreach activities
 - iv. Community meetings

7. Evaluation and Assessment

Assess at various points during Implementation to evaluate how your plan is performing against your goals and objectives.

- a. What worked well?
- b. What didn't work as planned?
- c. Meeting recaps with next steps
- d. Lessons learned
- e. Budget analysis