

## Outreach Matrix

As outlined below, there are two general parts to any proposed public outreach plan regarding the education and implementation of the stormwater utility fee. The first part requires the publication and distribution of information on websites, papers and articles, while the second part involves the organization and hosting of public forums, and conferences with local special interest groups and organizations.

### Step 1: Communication

Goal	How
Define the driving forces, goals, and objectives	Website Updates with FAQs
Identify audiences and enumerate critical costs	Publication of most common problems in the town regarding storm sewers and runoff, with particular detail being given to the description of costs associated with these problems.
Create, Package and Distribute a Unified Message	Publication of Utility intent in Local Papers, Magazines, Distributed pamphlets and public service announcements.
Demonstrate Town's efforts are in line with contemporary environmental and regulatory trends	Distribution and publication of precedent programs in other cities and towns.

### Step 2: Public Collaboration

Goal	How
Encourage Broad Public Debate and Communication	Open Public Forum
Segment and Educate Constituencies	Meetings with the Town's largest property owners
	Meetings with the Town's development community
	Meetings with Homeowner's Associations
	Meetings with Churches and Church Organizations
	Meetings with Local Schools and Universities