



## Item 10:

Update from the Technical Consultant on:

- a. Technical Approach for conducting the Needs Analysis (Task 4A)
- b. Minimum Standards (Task 3A)
- c. Process for Recommending Potentially Feasible FMEs, FMSs, and FMPs (Task 5)
- d. Public Engagement, Communications and Outreach Plan, and the Upcoming Public Meeting



# Public Engagement Updates

- Identifying public engagement metrics that support the goals outlined in the SJRFPG Communications and Media Engagement Plan.
  - How can we measure meaningful engagement beyond quantitative metrics through the RFPG website, social media platforms, and public comment management system?
- Identifying additional engagement opportunities as well as opportunities to leverage RFPG member participation.
- Planning for the next RFPG public engagement meetings, per recommendations from the Public Engagement Committee.



# Public Engagement Meeting Recommendations

- Three Meetings
  - Two In-Person Meetings
  - One Virtual Meeting
- Format
  - Open-house style (in-person and virtual)
- Accommodations
  - Live Interpretation
  - Translated Meeting Notices/Materials
- Targeted Timeframe
  - May 23 – June 3, 2022





## Item 12:

Update and recommendation from the Public Engagement Committee, discussion, and possible action from the RFPG as it pertains to the development of the Communications and Outreach Plan



# Communications Plan Goals

Identify communication strategies, methods, and tools to facilitate stakeholder participation and meet the evolving needs of stakeholders throughout the San Jacinto planning region.

Communicate information consistently and efficiently so that it reaches and engages as many audiences as possible throughout the San Jacinto planning region.

Drive overall awareness of the SJRFPG and its efforts to develop an RFP to reduce existing flood risks to life and property and avoid increasing flood risk in the future.

Provide opportunities for interested stakeholders to provide input and participate in the development of the RFP.

Track and report regularly on public engagement activities and public input to allow for adjustments that reach and accommodate stakeholders.



**SAN JACINTO REGIONAL FLOOD PLANNING GROUP**

**R E G I O N 6**

**Region 6 San Jacinto**

**Regional Flood Planning Group**

**Communications and Media Engagement Plan**

Last Revised April 2022

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## 1. Introduction

In the wake of historic flooding in Texas, the 2019 Texas Legislature passed legislation to create the state's first-ever regional and state flood planning process. The Legislature created a state flood planning framework and charged the Texas Water Development Board (TWDB) with creating flood planning regions based on river basins and with administering the ongoing work of flood planning.

The Region 6 San Jacinto Regional Flood Planning Group (SJRFPG) is one of the 15 Regional Flood Planning Groups (RFPGs) formed by the TWDB. The SJRFPG includes all or part of 11 counties and extends from the Huntsville area in the north south to Galveston.

Through this groundbreaking, first-of-its-kind flood planning effort, the SJRFPG received a flood planning grant from the TWDB to help identify specific flood risks and strategies to reduce flood risks in the coming years. This effort represents a bottom-up approach to flood planning and is intended to be a transparent process that relies on public input.

The SJRFPG consists of a planning group sponsor (Harris County), voting and non-voting members, and a technical consultant team led by Freese & Nichols, Inc. (FNI). The group is responsible for developing a Regional Flood Plan (RFP) for the SJRFPG by January 2023 in compliance with the TWDB's First Planning Cycle Documents (May 2020 - April 2021).

The RFP for the SJRFPG is required to be based on the best available science, data, models, and flood risk mapping. The SJRFPG is responsible for the following:

- Posting and holding regular public meetings in accordance with the Texas Open Meetings Act, Texas Government Code Chapter 551.
- Adding additional voting or non-voting members as considered necessary.
- Selecting and directing the work of its technical consultant.
- Soliciting and considering public input and making all necessary decisions to develop and adopt its RFP.
- Identifying specific flood risks and the need for assessing those risks and setting flood risk reduction goals. The three-step flood risk analysis comprises of the following:
  - Flood hazard analyses that determine the location, magnitude, and frequency of flooding.
  - Flood exposure analyses to identify who and what might be harmed by flooding within the region.
  - Vulnerability analyses to identify vulnerable communities and critical facilities within the region.
- Identifying and recommending flood management evaluations and strategies and flood mitigation projects to reduce flood risk.
- Focusing both on floodplain management and reducing existing flood risks to life and property to avoid increasing future flood risk.



## 2. Purpose and Goals

The strategy outlined by this Communications and Media Engagement Plan (Plan) will see that members of the public and SJRFPG stakeholders are proactively included in the development of the SJRFPG's RFP in compliance with TWDB's First Planning Cycle Documents (May 2020 - April 2021), the Texas Open Meetings Act, and best practices for public involvement, engagement, collaboration, and coordination.

Furthermore, this Plan is intended to formalize the interfaces between all parties involved in the SJRFPG, including Harris County, SJRFPG voting and non-voting members, the SJRFPG's technical consultant team led by FNI, the TWDB, members of the public, and other SJRFPG stakeholders. This will be accomplished by informing and engaging the various key audience groups (e.g., elected officials, governmental entities, special interest groups, businesses, communities, and the public) throughout the development of the RFP. The objective of this Plan is to provide consistent information to key audiences so that they feel heard and informed, and thus build trust in the SJRFPG and its long-term goals.

### 2.1. Goals

The communications approach for the SJRFPG aims to provide meaningful opportunities for the SJRFPG to interact and engage with members of the public and SJRFPG stakeholders. This Plan will accomplish the following goals:

- Identify communication strategies, methods, and tools to facilitate stakeholder participation and meet the evolving needs of stakeholders throughout the San Jacinto planning region.
- Communicate information consistently and efficiently so that it reaches and engages as many audiences as possible throughout the San Jacinto planning region.
- Drive overall awareness of the SJRFPG and its efforts to develop an RFP to reduce existing flood risks to life and property and avoid increasing flood risk in the future.
- Provide opportunities for interested stakeholders to provide input and participate in the development of the RFP.
- Track and report regularly on public engagement activities and public input to allow for adjustments that reach and accommodate stakeholders.

## 3. Roles and Responsibilities

Several entities are involved in the SJRFPG planning process, including the SJRFPG voting and non-voting members, the SJRFPG's planning group sponsor, the technical consultant, and the TWDB.

As the SJRFPG sponsor and administrative agent, Harris County has contracted with FNI to support the SJRFPG as the technical consultant. Led by FNI, the technical consultant team includes Halff Associates, Inc. (Halff), Torres & Associates, LLC (Torres), Hollaway Environmental + Communications Services (Hollaway), Knudson LP (Knudson), and Stuart Consulting Group.

Roles and responsibilities for each entity involved in the SJRFPG are outlined in the following sections:

## Voting Members

The core functions of the regional flood planning process revolve around the SJRFPG voting members, the variety of expertise and representation they bring to the SJRFPG, and the decisions that they make in developing the RFP. Each voting member is appointed to represent one of the 12 required interest group categories. The SJRFPG may add voting positions to additional interest categories or additional representatives of the 12 required interest categories, as necessary.

SJRFPG voting members participate in the regional flood planning process through the following key responsibilities:

- Regularly attend RFPG meetings.
- Actively participate in and contribute supporting information to the development of their RFP.
- Represent their associated interest group as it exists throughout the entire region, considering regionwide stakeholders when making decisions.
- Understand and follow the flood planning framework, rules, guidelines, and process, and review the various materials to be considered by the SJRFPG.
- Become familiar with and follow the bylaws of the SJRFPG.
- Make the difficult decisions and recommendations regarding flood management goals, evaluations, strategies, and flood mitigation projects for the San Jacinto Region.
- Complete the Office of the Attorney General's Open Meetings Act and Public Information Act training (due to statutory requirements, the SJRFPG is subject to both acts).
- Participate in directing work that the technical consultant team will perform on the SJRFPG's behalf to develop the RFP.
- Cooperate and share information with other RFPGs for data consistency and to avoid conflicts where possible. For example, when two planning groups share a watershed or flood management strategies.
- Solicit and consider stakeholder input in a transparent manner.
- Develop and adopt an RFP that meets all requirements, including the criterion that that no neighboring area may be negatively affected by an element of the RFP.

## Non-Voting Members

The SJRFPG is statutorily required to include non-voting members from seven state agencies:

- TWDB.
- Texas Commission on Environmental Quality (TCEQ).
- Texas General Land Office (GLO).
- Texas Parks and Wildlife Department (TPWD).
- Texas Department of Agriculture (TDA).
- Texas State Soil and Water Conservation Board (TSSWCB).
- Texas Division of Emergency Management (TDEM).

Additionally, since the SJRFPG shares a split river basin and touches the Gulf Coast, the SJRFPG must designate non-voting members to coordinate between the upstream and downstream regions and other coastal regions. These non-voting 'liaison' position requirements may be a

dual role met by members already serving in existing voting positions. The SJRFPFG may add additional non-voting positions in accordance with SJRFPFG approved bylaws at any time.

Key responsibilities of non-voting members include the following:

- Attend meetings, represent, and act as a resource and/or liaison for their affiliated entities in the regional flood planning process.
- Provide input on their areas of expertise and familiarize themselves with planning issues.
- Support the voting membership in the development of the RFP.

#### **Planning Group Sponsor (Harris County)**

As the planning group sponsor, Harris County is responsible for overseeing the administration of the regional flood planning process on behalf of the SJRFPFG. Key responsibilities of the SJRFPFG sponsor include the following:

- Execute and administer the regional flood planning grant contract with the TWDB, including invoicing and payment for eligible activities.
- Maintain contact information for SJRFPFG voting and non-voting members.
- Organize the SJRFPFG meeting locations and/or virtual meeting platforms.
- Prepare and post public notices, including agendas and other relevant meeting documents/presentations.
- Organize meeting presentations, prepare handouts, prepare meeting minutes, and solicit new members.
- Ensure all regular, committee, and subcommittee meetings of the SJRFPFG are posted and held following the Texas Open Meetings Act, the Texas Public Information Act, statute, and flood planning rules.
- Deliver the first RFP on behalf of the SJRFPFG no later than January 10, 2023, and every five years thereafter.

#### **Technical Consultant Team (led by FNI)**

The technical consultant team is responsible for leading the development and delivery of the SJRFPFG RFP through execution of the Scope of Work (March 2021) included in the TWDB's First Planning Cycle Documents (May 2020 - April 2021). Key responsibilities of the technical consultant team include the following:

- Solicit, receive, and follow direction from the SJRFPFG.
- Present work at SJRFPFG meetings for consideration and approval by the SJRFPFG.
- Provide the SJRFPFG sponsor with documentation of, and invoices for, the work performed.
- Develop the complete RFP under the direction of the SJRFPFG.
- Produce all final contract products to be submitted to the TWDB, in accordance with statute, rule, and contract requirements.
- Participate in SJRFPFG meetings, committees, and sub-committees as requested by the SJRFPFG.

Additional roles and responsibilities specific to each entity on the technical consultant team are outlined below:

- **FNI**
  - Overall management of the Scope of Work (March 2021) included in the TWDB's First Planning Cycle Documents (May 2020 - April 2021).
  - Review and oversight of technical deliverables as well as communication activities, tools, and messaging.
  - Regular internal coordination with the technical consultant team, the planning group sponsor, and other relevant internal audiences.
  - Development of technical and other presentations and handout materials for regular and special meetings to provide technical and explanatory data to the SJRFPFG and its subcommittees, including follow-up activities.
  - Technical support and administrative activities associated with periodic and special meetings of the SJRFPFG.
  - Provision of status reports to TWDB for work performed.
  - Development of draft and final responses to public questions or comments as well as SJRFPFG approval of the final responses to comments on RFP documents.
  - Intraregional and interregional coordination and communication, and facilitation required within the SJRFPFG and with other RFPGs to develop the RFP.
  - Incorporation of all required data and reports into the RFP document.
  - Modifications to the RFP documents based on SJRFPFG, public, and/or agency comments.
  - Development and inclusion of executive summaries in both the draft and final RFP.
  - Assembling, compiling, and production of the completed draft RFP and final RFP document(s) that meet all requirements of statute, 31 TAC Chapters 361 and 362, Contract and associated guidance documents.
  - Submittal of the RFP documents in both hard copy and electronic formats to TWDB for review and approval; and all effort required to obtain final approval of the RFP by TWDB.
- **Halff, Torres, Knudson, and Stuart Consulting Group**
  - Regular coordination with the technical consultant team, the planning group sponsor, and other relevant internal audiences.
  - Development of technical and other presentations and handout materials for regular and special meetings to provide technical and explanatory data to the SJRFPFG and its subcommittees, including follow-up activities.
  - Technical support and administrative activities associated with periodic and special meetings of the SJRFPFG.
  - Development of draft and final responses for SJRFPFG approval to public questions or comments.
- **Hollaway**
  - Development of and updates to this Plan.
  - Regular coordination with the technical consultant team, the planning group sponsor, and other relevant internal audiences.

- Key messaging development and updates.
- Communication and outreach tool development and updates, including fact sheets, brochures, frequently asked questions (FAQs), maps, infographics, online surveys, a stand-alone website for the SJRFPFG, other tools as needed and requested.
- Graphic design support, as needed.
- Planning, facilitation, and documentation of public meetings to identify flood risk in the region and receive feedback on general suggestions and recommendations from the public.
- Administrative and technical support and participation in SJRFPFG activities, and documentation of any SJRFPFG workshops, work groups, and subgroup and/or subcommittee activities.
- Technical support and administrative activities associated with periodic and special meetings of the SJRFPFG.
- Development and maintenance of a stakeholder contact database.
- Implementation of a stakeholder comment/response management and tracking system, including development of draft and final responses for SJRFPFG approval to public questions or comments.
- Preparation of a chapter in the RFP that summarizes public participation activities, including review by the SJRFPFG and modification of documents, as necessary.

### **Texas Water Development Board**

The TWDB is the state agency designated by the Texas Legislature to provide technical and financial assistance to the regional flood planning process. The SJRFPFG's assigned project manager from the TWDB will serve as the liaison between the TWDB and the SJRFPFG. Key responsibilities of the TWDB liaison include the following:

- Serve as a non-voting member of the SJRFPFG.
- Provide and clarify administrative and technical guidance to the SJRFPFG, planning group sponsors, and the technical consultant team in developing the RFP.
- Orient new SJRFPFG members and facilitate communication.
- Administer the TWDB contract with the SJRFPFG planning group sponsor.
- Help to ensure that the final RFP meets statute, rule, and contract requirements.

### **3.1. Internal Communications Protocol**

The following personnel are identified as the main points of contact to support consistent, efficient, and effective internal communication, and will be copied on internal communications correspondence as necessary:

#### **Voting Members**

- **Tim Buscha**, SJRFPFG Chair, tbuscha@idseg.com
- **Alia Vinson**, SJRFPFG Vice Chair, avinson@abhr.com
- **Alisa Max**, SJRFPFG Secretary, alisa.max@eng.hctx.net

### Planning Group Sponsor (Harris County)

- **Fatima Berrios**, Harris County Engineering Department, fatima.berrios@eng.hctx.net
- **Claudia Garcia**, Harris County Engineering Department, claudia.garcia@eng.hctx.net

### Technical Consultant Team (led by FNI)

- **Cory Stull**, FNI, cory.stull@freese.com
- **Maggie Puckett**, FNI, maggie.puckett@freese.com
- **San Jacinto RFPG Technical Consultant distribution list**, SJRFPG.TechCon@freese.com
- **Andrew Moore**, Halff, amoore@halff.com
- **Jacob Torres**, Torres, jmtorres@torresassociatesllc.com
- **Connor Stokes**, Hollaway, connor@hollawayenv.com
- **Patti Joiner**, Knudson, pjoiner@knudsonlp.com
- **Chris Fenner**, Stuart Consulting Group, chrisf@stuartconsultinggroup.com

### Texas Water Development Board

- **Megan Ingram**, TWDB, megan.ingram@twdb.texas.gov

### Internal Team Coordination

The following methods will be used internally to communicate as identified in coordination with the SJRFPG voting and non-voting members, the SJRFPG sponsor, the technical consultant team, and the TWDB. The technical consultant team will be responsible for documenting all decisions and outcomes identified during these routine meetings.

- **In-person meetings:** In-person meetings will be scheduled as necessary to enable efficient and effective communication across each entity involved in the SJRFPG (dependent on local government pandemic restrictions, public health guidelines, and the availability of appropriate safety precautions).
- **Virtual meetings:** Regular team-wide virtual meetings will be scheduled as necessary to provide a forum for information exchange, data requests, topic-specific clarification, and progress updates.
- **Email:** Email will be used as necessary to transfer documents, records, and progress updates.
- **Written correspondence:** Hard copy, written communication and transmittal via the U.S. Postal Service will be used as necessary for official documentation requiring an original signature, such as contracts and agreements.

### 3.2. Review Process for Publicly Distributed Information

Before public distribution, Hollaway will provide all communications products (including website content, educational materials, etc.) w first to FNI and other members of the technical consultant team as necessary for review and approval. Then the communications products will be provided to Harris County for final review and approval.

All deliverables developed by Hollaway to support the SJRFPG communications and public outreach goals will be considered internal, administrative draft documents until Harris County officially declares it suitable for public review. Harris County will make the final determination to release study information to the public.

Hollaway/FNI will provide complete drafts of such information to Harris County at least five (5) business days in advance for review and comment prior to public distribution deadlines. The necessary members of the technical consultant team will review and vet all information prior to submittal for Harris County review.

Hollaway will maintain responsibility for establishing a reasonable review period for FNI and Harris County to review and finalize documents. If it is identified that the public information approvals process is conflicting with delivery schedules, a more regimented review process will be established and implemented in accordance with Harris County guidance.

## 4. Key Audiences

Key audiences for the San Jacinto Planning Group Region must be clearly defined to accomplish the stated communications goals in this Plan. Therefore, the following key audience groups have been identified.

- Residents and property owners within the San Jacinto Planning Group Region.
- Elected officials.
- Floodplain administrators.
- Insurance professionals.
- Business owners.
- Realtors.
- Developers.
- Planners.
- Engineering professionals.
- Community ambassadors, e.g., local community leaders, homeowner association (HOA) presidents, citizen coalition leaders, regional/local influencers.
- Neighborhood and civic associations, e.g., civic clubs, HOAs, Super Neighborhoods, boards of municipal and public utility districts (MUDs/PUDs).
- Special interest groups, such as advocacy groups and chambers of commerce.
- Grassroot community organizations that represent diverse stakeholders
- Neighboring county/watershed elected officials, municipalities, organizations, and residents.
- Regional governmental/regulatory agencies, e.g., the Texas Department of Transportation (TxDOT), the U.S. Army Corps of Engineers (USACE), and others.
- Media representatives (local, state, national).
- Academia.
- Other interested individuals and groups, as identified.

To support this Plan, Hollaway will develop and maintain a stakeholder database comprehensive of each of these stakeholder groups throughout the life of the SJRFPG. This database includes contact information for each stakeholder group on an individual basis. It will be updated continuously and housed utilizing cloud-based database software. To maintain consistent and accurate stakeholder databases between Hollaway and Harris County, Hollaway will provide up-to-date database information to Harris County monthly or upon request.



These databases will include all known existing datasets and contain the following information for each key audience listed in this Plan:

- Stakeholder name (First, Last).
- Stakeholder/group affiliation, e.g., HOA, MUD, environmental group, **community organization** (multiple may apply).
- Stakeholder title (if applicable).
- Mailing address.
- Physical address (if applicable).
- Email address.
- Phone number.
- Known communication preferences (email, phone, mail).

Hollaway will maintain and update the stakeholder database continuously by keeping up-to-date names and contact information of persons attending regular SJRFPG meetings, public meetings, committee meetings, sub-committee meetings, and any interested individuals wishing to be added to the database. The database will be maintained online utilizing a real-time, cloud-based data management service with Microsoft Excel compatibility (including sorting and mail merge capability).

## 5. Public Participation in the SJRFPG

The SJRFPG RFP development process will be transparent and include many opportunities for public input throughout the planning cycle. The SJRFPG and any committee or subcommittee of the SJRFPG are subject to the Open Meetings Act and the Public Information Act. In addition to meeting the public notice requirements of the Open Meetings Act, the SJRFPG must follow public notice requirements outlined in the TWDB's regional flood planning rules in the SJRFPG adopted bylaws. Public notice requirements will vary depending on the activity or action to be taken at the SJRFPG meeting. The SJRFPG must adhere to specific notice requirements for certain public input opportunities, such as:

- Changes to SJRFPG membership.
- Pre-planning meetings to obtain input on the development of the RFP.
- Determining flood mitigation and floodplain management goals.
- Approving the process for identifying Flood Management Evaluations (FMEs), Flood Management Strategies (FMSs), and Flood Mitigation Projects (FMPs).
- Submission of the draft RFP, adoption of the final RFP, and amendments to the adopted RFP.

In the adopted RFP, the SJRFPG will be required to include summaries of all public comments received, with explanations of how the RFP was revised or why changes were not warranted.

## 6. Communications Tools and Tactics

This section describes the communication tools and tactics that will be implemented to support the SJRFPG. This section of the Plan is intended to be dynamic, and it will be updated and revised, as necessary. All public engagement events will be implemented in alignment with local government pandemic guidance and follow appropriate safety precautions.



In coordination with the technical consultant team and Harris County, Hollaway will be responsible for creating and distributing/implementing communication tools and tactics. Hollaway also will produce all products for public consumption in English and Spanish as standard practice.

### 6.1. Key Messaging

Key messaging for the SJRFPG will promote this Plan's goals and be refined, as necessary. In coordination with the technical consultant team and Harris County, Hollaway will use this messaging to develop communications collateral to enable engagement of the SJRFPG's key audiences.

Hollaway will maintain and update primary and secondary key messaging to support communication with the various key audiences. Primary messages convey broader, less detailed information, and secondary messages include more detailed information supporting the primary message. Key messaging will be consistent across all communications.

### 6.2. Educational Communications Tools

The development and distribution of accessible bilingual (English and Spanish) communications tools will be critical to achieving the goals of this Plan and the SJRFPG. In coordination with the technical consultant team and Harris County, Hollaway will produce the following educational materials to support the various needs that may arise throughout the life of the SJRFPG and the RFP development:

- Print and digital collateral, e.g., fact sheets, FAQs, self-mailing comment forms, email notices, informational exhibits, and others.
- PowerPoint presentation development and/or reviews and revisions.
- Digital tools, e.g., educational graphics for presentations, social media, website, other platforms.
- Electronic surveys.
- Other items identified, as necessary.

### 6.3. Website Development and Management

A website dedicated to the SJRFPG will serve as an easily accessible forum for obtaining and sharing public information. The technical consultant team will develop, host, and manage a design-forward, interactive, mobile-friendly, and accessible web platform. Hollaway will create this website in an easy-to-use content management system to allow for as-needed, just-in-time updates.

Website features will include:

- Resources and information about the SJRFPG.
- Interactive maps and survey tools.
- Calendar of upcoming SJRFPG meetings and access information.
- Documentation of previous SJRFPG meetings.
- A document library.
- Embedded content, including social media feeds, etc.
- A comment portal and opportunity to sign up for the SJRFPG distribution list.

No content will be added to the website without prior review and approval from FNI and Harris County.

#### 6.4. Social Media Establishment and Management

The SJRFPG will establish social media platforms (Facebook and Twitter) to:

- Drive awareness through accessible and free information channels;
- Announce upcoming SJRFPG meetings and provide access information; and
- Promote the transparency and authenticity of the SJRFPG.

Throughout the SJRFPG planning cycle, these social media accounts will be monitored, managed, and maintained by the Hollaway team in close coordination with the FNI and Harris County. Hollaway will develop a targeted social media and content strategy and update it throughout the SJRFPG planning cycle.

Content will be developed and customized for each platform with the intent of informing and engaging key audiences. Examples of content include:

- General safety, preparedness, and flood risk awareness messaging.
- Educational information and graphics.
- Information about/documentation of public engagement efforts.
- Opportunities for the public to participate and engage with SJRFPG representatives.

#### 6.5. In-person/Virtual Public Meetings

In-person or virtual large-scale public meetings will be held at key milestones throughout the planning cycle to identify flood risk in the region and receive feedback on general suggestions and recommendations from the public. As identified in previous sections of this Plan, these large-scale public meetings are subject to and will adhere to requirements set forth in the Open Meetings Act and Public Information Act. Additionally, each large-scale public meeting (in-person or virtual) will be accessible for English and Spanish speakers.

Hollaway will be responsible for planning, facilitating, and documenting each large-scale public meeting. Virtual meetings will be hosted and scheduled on Hollaway's Zoom virtual meeting platform. Each virtual meeting platform will provide accessibility via both computer login and call-in information.

#### 6.6. In-person/Virtual Briefings and Meetings

In-person or virtual briefings and meetings will serve elected officials, appointed officials, floodplain administrators, and regional governmental/resource agencies. These briefings and meetings will be intended to inform and engage those key audience members for the SJRFPG.

Hollaway will support these meetings by preparing agendas, providing meeting documentation, and leading any follow-up items identified during these targeted meetings.

Hollaway also will schedule and host these types of virtual meetings/briefings on one of the following Hollaway-managed virtual meeting platforms as needed:

- Cisco WebEx.
- Zoom.
- Microsoft Teams.

Hollaway will determine the most suitable virtual meeting platform based on the needs of the stakeholders/agencies invited to attend. Each virtual meeting platform will provide accessibility via both computer login and call-in information.

### 6.7. Meetings-in-a-Box

To support public and elected official requests for SJRFPG presentations, the most up-to-date communications tools described in this section (presentations, fact sheets, registration documents, comment forms, informational exhibits, etc.) will be provided to the technical consultant team and Harris County for their use as needed. Hollaway will replenish these materials upon request.

Hollaway will track, respond to, and document presentation requests, and help schedule speakers to support these requests for presentations.

## 7. Delivery Timeline: Communications Tools and Tactics

The communications tools and tactics described in Section 6 will be implemented according to the schedule in **Appendix A**. This Plan will be modified and updated, as necessary, based upon the success tracking of this Plan and other unforeseen events which may impact the delivery of the various deliverables required in the Scope of Work (March 2021) included in the TWDB's First Planning Cycle Documents (May 2020 - April 2021).

## 8. Public Comment Management System

Hollaway will develop and maintain a Public Comment Management System (PCMS) to document, monitor, and provide timely responses to public comments and inquiries. It is anticipated that public comments will be received through several channels, including the SJRFPG website, the SJRFPG email address (SanJacFldPG@eng.hctx.net), public engagement events and forums, in-person/virtual briefings and meetings, and written or emailed comments to the various entities involved in the SJRFPG. All comments, inquiries, and requests for information received through these channels will be tracked through the PCMS. The platform for this database is cloud-based software; however, reports may be exported and provided at any time to the technical consultant team and Harris County via Microsoft Excel or Microsoft Word.

The following information will be collected and tracked in the PCMS:

- Name of individual.
- Physical address.
- Mailing address.
- Phone number(s).
- Email address.
- Subject matter/topic.
- Specific comment, question, or request to include date received.
- Comment resolution status updates through coordination with the technical consultant team.
- Date of comment resolution.

The following public comment tracking, documentation, and response procedures will be followed by Hollaway:

- Hollaway will continuously monitor the PCMS database associated with the SJRFPG website's "Contact Us" page.
- Upon a comment or inquiry from a stakeholder, Hollaway staff will respond with an automated "thank you" message within one business day of receipt.
- Hollaway will partner with FNI and Harris County to formulate an appropriate response to the inquiry.
  - Hollaway will first evaluate the comment or inquiry to confirm if it could be resolved with a standard FAQ or redirection to pages of the SJRFPG website.
  - If the comment/inquiry cannot be answered by a FAQ or website redirection, Hollaway will draft a proposed response and forward the comment and draft response to FNI/Harris County for input and review.
  - Once a response is approved, Hollaway will respond to the stakeholder. Responses will be provided to the stakeholder within one business day upon finalization with FNI/Harris County.

## 9. Success Tracking, Metrics and Documentation

The success of this Plan can be assessed in a variety of ways throughout the life of the SJRFPG. Hollaway will implement the following activities to gauge necessary improvements and/or changes to improve the effectiveness and efficiency of this Plan:

- **Stakeholder database and public comment tracking.** Hollaway will develop a monthly report for FNI and Harris County review. This report will document the quantity and the nature of public inquiries received online, the SJRFPG email address, public engagement events and forums, in-person/virtual briefings and meetings, and written comment forms and letters.
- **Website and social media analytics.** Hollaway will continuously monitor and provide monthly reports to FNI and Harris County on the following analytics to gauge effectiveness of messaging, website design, and information presented: number of people visiting site/social media platforms, time spent on site/social media platforms, comments, and other pertinent information posted by the public.

## 10. Media Engagement

Mandatory policies, procedures, and protocols for media communication must be in place so that the SJRFPG has effective, timely, accurate and responsible communications in response to media requests and coverage.

The SJRFPG will endeavor to provide progress updates and information to stakeholders seeking information; however, having different sources providing information to media representatives increases the risk that inaccurate or incomplete information is unintentionally disseminated. Avoiding inaccuracies in communication requires strict adherence to the following protocol, which restricts media communications to the designated spokespersons for the SJRFPG.

Therefore, as part of a formal media communications process, the SJRFPG will designate the Chair of the SJRFPG as the Public Information Officer for the SJRFPG. The SJRFPG Chair, as the official spokesperson for the SJRFPG, is the only person who will respond to media inquiries. In the event that SJRFPG Chair is not available, the SJRFPG Vice Chair will serve as deputy

spokesperson for the SJRFPFG. Hollaway will coordinate with the designated spokespersons to satisfy any Spanish media requests.

Should any representative of the SJRFPFG be contacted by a member of the media or receive a media inquiry, the following response is **required**:

- I. Inform the media that the SJRFPFG Chair is the Public Information Officer for the SJRFPFG and is the official spokesperson. The SJRFPFG Chair is the only person who can comment. If a representative of the SJRFPFG receives a call from or is approached by a reporter, the SJRFPFG representative must politely decline to answer any questions and let them know that the message will be delivered to the SJRFPFG Chair immediately.
- II. Anyone receiving a media inquiry must take down the reporter's name, affiliation, phone number, and a summary of the reporter's inquiry to convey to the spokesperson. This will enable Hollaway to keep a record of who calls so that information can be provided to the spokesperson for a response.
- III. After steps I and II are complete, the person receiving the inquiry must call the SJRFPFG Chair immediately using the contact information set forth below. If the SJRFPFG Chair is not available, the person will call the SJRFPFG Vice Chair. If the Vice Chair is not available, the SJRFPFG Secretary must be called. If neither the SJRFPFG's Vice Chair nor the Secretary is available, the SJRFPFG's sponsor will be called. The spokesperson needs to receive the reporter's name, affiliation, phone number, and a summary of the inquiry that the reporter is calling about so that the spokesperson can respond to the reporter promptly. If the SJRFPFG Chair, Vice Chair, Secretary or the SJRFPFG sponsor cannot be reached, the person handling the inquiry must leave a message with each and continue to call until contact is made.

### 10.1. Designated Spokespersons and Media Relations Contact Information

Contact information for the SJRFPFG's primary, designated spokesperson, backup spokespersons, and the media consultant is as follows:

#### Primary Spokesperson for the SJRFPFG:

- The SJRFPFG's Chair (currently Tim Buscha)
  - Main: 832-590-7255

#### First Backup Spokesperson:

In the absence of the SJRFPFG Chair, the Backup Spokesperson for the SJRFPFG is:

- The SJRFPFG's Vice Chair (currently Alia Vinson)
  - Main: 713-860-6449

#### Second Backup Spokesperson:

In the absence of the SJRFPFG Chair and Vice Chair, the Second Backup Spokesperson for the SJRFPFG is:

- The SJRFPFG's Secretary (currently Alisa Max)
  - Main: 713-274-3760

**Third Backup Spokesperson:**

- SJRFPG Sponsor (currently Fatima Berrios)
  - Main: 713-270-3914

**Media Relations Consultant:**

- Technical Consultant Team (Hollaway)
  - Connor Stokes
    - Main: (713) 868-1043
    - Mobile: (713) 705-3880
  - Mariah Najmuddin (Bilingual spokesperson)
    - Main: (713) 868-1043
    - Mobile: (832) 668-4020
  - Leslie Hollaway
    - Main: (713) 868-1043
    - Mobile: (409) 789-9993

## **Appendix A:**

### **Delivery Timeline: Communications Tools and Tactics**



## Delivery Timeline: Communications Tools and Tactics

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