



Stakeholder Outreach Guide

Stakeholder Groups

We suggest including diverse stakeholders throughout the CPAW process to ensure robust results, incorporate local expertise, and develop stakeholder buy-in. The following table describes four broad categories of stakeholders and how they may engage in the CPAW process. Each community has specific circumstances, and some stakeholders may fall into more than one category, but this chart will help you communicate roles and expectations.

<i>Stakeholder</i>	<i>Who</i>	<i>Role</i>	<i>Participation</i>
1. Steering Group	Usually 2-5 people from fire and planning	Leads the process for the community; coordinates directly with CPAW team and other stakeholders	Attends all site visits, presentations, and forums; communicates with CPAW team via Basecamp and regular calls; reviews all draft deliverables and provides comments
2. Local Experts	Agencies, organizations, and local experts involved in planning, fire, forestry, fuels management, and emergency management, such as state and federal land management agencies, local governments, tribes, and fire departments or protection districts	Provides information and feedback based on relevant expertise	Attends presentations and some meetings; participates in site visits as determined; input may be requested on specific deliverables
3. Interested Parties	Organizations and individuals having an interest in planning and fire, such as landowners, homeowners' associations, neighborhood groups, watershed groups, land trusts, real estate professionals, developers, and builders	Informed of the process and invited to presentations	Attends presentations; may be provided periodic updates or contacted on specific issues
4. Public	All community members (including media)	Informed about CPAW	Invited to presentations, open houses, or other public opportunities, as determined and coordinated by steering group

Outreach to the Public & Interested Parties

Outreach to the public and interested parties focuses on educating them about CPAW, land use planning, and wildfire. Public input will come at later phases, during the public process when any changes to land use regulations are considered. While each community is unique, we typically recommend informing interested parties and the public about CPAW early in the process, to make them aware it is happening, and also toward the end to communicate results.

We can engage the public and interested parties in different ways, depending on each community's needs. Tactics might include:

- *Public presentations/open houses.* This can be done as a part of a site visit or during another related public meeting. The CPAW team can support this by giving a general presentation during a site visit, or provide you with a template presentation to give at another time.
- *Web posts and newsletters:* An introduction to CPAW can be provided through existing local government, fire district, homeowner's associations, or non-profit websites or newsletters. The CPAW team can provide general language or other media, if helpful.
- *Media:* Local media can help inform your community about the CPAW process. We can help you solicit articles or feature stories, draft press releases and talking points, or help take media on tours during site visits. We can also help draft editorials for you or another partner to submit to the local newspaper.

Each community's needs and opportunities for public outreach are unique. The CPAW team will work with you to determine the best strategy and provide support as needed.

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