

Table 2.1: Outreach Methods

Outreach Method	Target Group(s)	Goal(s)	Timing
<p>Public Meetings</p> <ol style="list-style-type: none"> <li>1. Stakeholder Group</li> <li>2. Community Meeting (held in Community Center)</li> <li>3. Updates at City Boards &amp; Commission Meetings</li> </ol>	<p>Business and community-based organizations, general public, City Boards and Commissions</p>	<ul style="list-style-type: none"> <li>• Review overall goal of plan, hazards, assets, and preliminary draft strategies.</li> </ul>	<p>April-June 2016</p>
<p>Online Hazards Survey</p>	<p>General Public</p>	<ul style="list-style-type: none"> <li>• Provide general overview of project, and receive feedback on natural hazards.</li> <li>• Reach citizens not currently engaged in civic processes in a quick, user-friendly format.</li> </ul>	<p>April-June 2016</p>
<p>Share Project Information on Social Media (Facebook, Twitter, and NextDoor)</p>	<p>General Public</p>	<ul style="list-style-type: none"> <li>• Provide general overview of project, and receive feedback on natural hazards.</li> <li>• Reach citizens not previously engaged in civic processes in a quick, user-friendly format.</li> <li>• Provide ongoing project updates.</li> </ul>	<p>April-June 2016</p>
<p>Public Notification</p> <ol style="list-style-type: none"> <li>1. Project webpage</li> <li>2. City Manager Report</li> <li>3. Channel 27</li> <li>4. Benicia Herald</li> <li>5. Farmers Market</li> </ol>	<p>Stakeholders and General Public</p>	<ul style="list-style-type: none"> <li>• Provide ongoing project updates.</li> <li>• Notify public of public review draft availability.</li> <li>• Ask the public to identify areas where they have experienced hazards (large map was created and dots used to identify locations).</li> </ul>	<p>April-June 2016</p>
<p>Special Notification</p> <ol style="list-style-type: none"> <li>1. Rancho Benicia</li> <li>2. Casa de Vilarrasa</li> </ol>	<p>Vulnerable populations, senior citizens, and individuals/groups without online access</p>	<ul style="list-style-type: none"> <li>• Engage the Benicia Emergency Response Team (BERT) to reach out to vulnerable populations and solicit feedback through surveys.</li> </ul>	<p>May-June 2016</p>