

# County of Kauai

## Community Engagement Action Plan

### Components of Plan:

#### 1. Description of Activities

- a. Community Outreach Events
  - i. Formal Digital Equity Coalition of Kauai (DECK) meetings
  - ii. Pop-Ups at community events
- b. Collaborate with Community and Business Organizations
- c. Social Media Campaign
  - i. Press releases as well
- d. Focus Groups
- e. ACP Meetings

#### 2. Tactical Strategies

In an effort to reach all Kauai residents, with special emphasis on the unserved and underserved communities, our strategy will rely heavily on advertising prior to the Community Outreach Events. We will rely heavily on the networks of community and business organizations to get the word out. We plan to connect and engage with leaders of community organizations, who will then inform their networks and drive them towards our events.

Community leaders and community organizations will have better access to the unserved and underserved, and so we will partner with them to spread the word and inform them about these meetings.

Specific strategies for engagement are:

- a. Prioritize unserved communities by engaging community and business organizations, as information is best spread through trusted community members.
- b. Advertise community meetings through various channels, including social media, press releases, flyers, posters, word of mouth, email newsletters, and more.
- c. Hold larger events at the same time as a handful of smaller focus groups in various regions in order to engage community members who wouldn't normally participate in government meetings.
- d. Hold various "talk-story" sessions with community leaders and key influencers to inform and engage them, empowering them to inform and educate their peers.
- e. Partner with DHHL and other Native Hawaiian organizations to ensure that Native Hawaiians and those living on Hawaiian Homesteads are informed and educated.

### 3. Timeline

General timeline is as follows:

- a. County plans kickoff event on August 3<sup>rd</sup>, targeting at least 3 more outreach events across the island to make it easier for participants to attend, with focus groups and ACP meetings being held at various dates throughout the process as well.
  - b. County of Kauai plans to complete engagements by December 20th.
4. Metrics/Measurements In this section, Counties will describe how they will track progress toward their community engagement goals. Data should include basic information about event and attendees.
- a. Attendance – County will record who attended the outreach events, focus groups, ACP meetings, and will record the amount of interested individuals at pop-up events.
  - b. Advertising Reach – County will measure the reach of our social media posts, and will also gather open-rate data for email lists and newsletters that our community partners send out.
  - c. Survey of Understanding – quick survey to gauge attendees' perceived level of understanding.
  - d. Speed Tests – County will gather speed test data to have a more accurate understanding of the baseline of internet connectivity.
  - e. Sign-ups – County will also track the amount of people that sign up for different digital equity programs.

\*Note: This document will be updated every six months to reflect new information and the different stages of the BEAD program. For example, the current stage between July 2023-October 2023 is essentially, Get out the Word, Check the Maps. In November, the focus will shift to sharing the Initial Proposal and sharing the upcoming Challenge Process (2024).