

Community Outreach and Engagement working group | Year-end Summary

Overarching CEOR goals (policy-related or mandated):

1. Recommend policies and practices that create a **culture of good food as a right**;
Coordinate with the sustainability office, other city and county staff, and local/regional environmental groups to ensure that the issues involved with supporting a sustainable local food system are incorporated in any relevant plans, initiatives, or activities
 - a. establish a user-friendly and effective process for engaging the community in ongoing dialogue and work activities related to the mandate of the SFPB
 - b. support social marketing efforts around local (central Texas) food culture based on best practices

2013 Work Summary

- Finalized draft of “process map” for community members to propose issues of concern to SFPB members and/or join workgroup; clarified SFPB use of City of Austin social media accounts
- Revised and edited content on both SFPB web pages, cross-linked to make access to both sites/content easier
 - o Boards & Commissions website (<http://www.austintexas.gov/sfpb>),
 - o Created “Get Involved” section on HHS website (<https://www.austintexas.gov/sustainability/food>)
- Began collaborating with and posting SFPB content to CofA Sustainability Office social media accounts
- Hosted SFPB annual Community Event - Food Day 2013
- Finalized outreach invite language and form for SFPB board members to use to create “SFPB Community Partner Distribution List”
 - o Recommended use: as invite source for potential working group members
 - o to share timely information with community stakeholders about upcoming agenda items of interest and notices of working group meetings. no more than 1-2 emails a month.
 - o **FORM TO SUBSCRIBE:** <https://docs.google.com/forms/d/1tc2O6gAtnlz8inB-keXFXmWciOuRVF6FxZdSPxDECgs/viewform>