

### **Ways to Improve the RLSA Restudy**

This is the most important Collier County plan that will affect all citizens for the rest of time. We need to get it right.

**1. Video record all sessions**

2. Start at the beginning. We don't understand why the second part of the session at the February 22 meeting began with policies in the middle.

3. Have speakers comments posted on the website

5. Have summaries of prior meetings available at each new session

6. Provide questions in advance

7. Have feedback forms after every session

8. Change schedule for August meeting. People are on vacation. If you provide video and feedback options, we can participate. (Use technology)

We need more citizen participation!

## **RSLA Outreach, Process and Communication Suggestions**

### **1. Improving outreach to citizens**

Communications to improve attendance should be approached like any marketing plan.

- Explain what the program and restudy is—use language that is understandable and promotes interest
- Tell them why it is important to attend
- Explain the benefits of attending
- Tell the time, place, agenda
- Provide background information that is easily accessible on a website
- Provide names of individuals who can explain the topic

### **2. Providing ongoing information/transparency**

- **VIDEO RECORD ALL MEETINGS**

Currently there is no information available to citizens who didn't attend the first two meetings. There is no frame of reference to be able to go back and evaluate what was said. Individuals who didn't attend can't get any information.

Speakers comments aren't available.

### **3. The Restudy Process-Intent is the key**

Good dialogue and problems solving occur when there is a clear intent and good questions that allow for open ended brainstorming—not yes or no. If you start with something already written (Policies) it discourages new ideas. For example:

- Start a meeting with the intent such as,  
“Agriculture is an important component of the RSLA. Currently, we have lost X%  
How can we incentivize it? What will it take to promote it”
- Then, the facilitator leads. Break into groups as done in the second meeting.  
Brainstorm. Share ideas. Use recommendations for future meetings.
- Post and summarize all suggestions on the website so others can see and respond.

### **4. Website and links to background information**

- The website is poorly constructed. The links don't work. Finding the “White Paper” took several hours and several phone calls to access it. I could not recommend it to individuals who were interested because I couldn't explain how to find it.
- There is no interactive application (like Facebook)
- There are no links to a depository of individual topics such as SSA's, WRA's, etc. so it is difficult to comprehend all the comments and recommendations from the past

We live in an age of technology. These things are possible to fix. Maybe someone from FGCU can help.