

Consumer Engagement Deliverables

Compile list of stakeholder and interview questions

Conduct research and interviews

Develop plan including assessment, prioritization of consumer segments, goals and outcomes, technology needed, and menu of outreach activities

Develop platforms for online and social media communications

Conduct 1-2 online or in-person forums per month

Conduct outreach community organizations and stakeholder groups. Establish mechanisms for ongoing communications

Compile and share results of activities with CAB and PMO