

Proposed 2025 Roadshow Plan

The following 2025 Roadshow Plan outlines a proposed strategy for a series of in-person public open house meetings (the roadshow) hosted by the Lower Brazos (Region 8) Regional Flood Planning Group (RFPG) as part of the regional flood planning process. These meetings are currently planned to occur in Aug. and Sept. 2025 and are designed to inform the public, gather feedback, and foster transparency and engagement around flood risk, mitigation, and long-term planning efforts across the region.

The purpose of this document is to provide a launch point for the RFPG and its technical consultant team to discuss the proposed roadshow strategy, refine the strategy based on input RFPG feedback, and ultimately guide the planning, coordination, and execution of the roadshow.

The plan includes detailed information on:

- **Roadshow Locations, Venues, Dates, and Times** – Provides a proposed schedule of meetings and locations across Region 8.
- **Roadshow Advertisement Strategy** – Outlines the methods for promoting the meetings to ensure broad awareness and participation.
- **Roadshow Format** – Describes the open house approach used for each event to encourage direct interaction between the public and project team.
- **Roadshow Materials** – Lists the materials that will be prepared and distributed at the events to inform the public and facilitate meaningful feedback.

Proposed Roadshow Details

Roadshow Locations, Venues, and Times

The roadshow is proposed to launch in Waco following the August 21, 2025, RFPG meeting. The remaining meetings are proposed to be held in locations consistent with the previous planning cycle roadshow, including Granbury, Georgetown, College Station, and Rosenberg.

The proposed roadshow dates do not conflict with the start of the new school year in any of the planned locations, which begin as follows: Waco ISD – August 13, Lamar CISD (Rosenberg) – August 11, College Station ISD – August 16, Georgetown ISD – August 14, and Granbury ISD – August 14. The roadshow will begin approximately one week after the first day of school in most of Region 8.

To further minimize disruption, lower basin meetings are proposed for the week of August 25, 2025, allowing for greater flexibility in case of hurricane activity. While the proposed August–

September timeframe still falls within hurricane season (June 1–November 30), scheduling later in August helps reduce the risk of weather-related delays.

Importantly, all venue locations and times have not yet been confirmed and are pending input/approval from the RFPG. Proposed roadshow locations, venues, dates, and times are included in the following section.

Proposed Roadshow, Venues, Dates, and Times

Location	Target Venues	Target Date
Waco	Brazos River Authority Central Office 4600 Cobbs Dr, Waco, TX 76710	Aug. 21, 2025
College Station	Visit College Station Event Center 1207 Texas Ave, College Station, TX 77840	Aug. 26, 2025
Rosenberg	Rosenberg Civic Center 3825 Highway 36 South, Rosenberg, TX 77471	Aug. 28, 2025
Granbury	Hood County Annex I 1410 W. Pearl Street Granbury, TX 76048	Sept. 9, 2025
Georgetown*	Georgetown Community Center 445 E. Morrow St, Georgetown, TX 78626	Sept. 11, 2025

**Venue availability not yet confirmed.*

Roadshow Advertisement Strategy

To ensure broad awareness and promote attendance, the following multi-tiered strategy is proposed to advertise the roadshow:

1. General Announcement (All Meetings):

- A comprehensive public notice would be published in local newspapers throughout Region 8 announcing the entire series of public meetings.
- A mass email would be distributed to the Region 8 RFPG stakeholder database with the full schedule and meeting details.

2. Localized Promotion (Per Meeting):

- Prior to each individual meeting, meeting-specific notifications would be sent via email and U.S. mail to stakeholders and contacts in the vicinity of the upcoming meeting.
- Announcements would be shared with local jurisdictions and community groups to encourage further distribution.
- Optional outreach includes community calendars, municipal websites, social media posts, and press releases coordinated through local partners.

Roadshow Format

The roadshow meetings are proposed to be held **in-person using an open house format**, allowing attendees to engage directly with RFPG representatives at topic-specific stations. Each station will be staffed by knowledgeable representatives prepared to answer questions and gather feedback on key aspects of the regional flood planning process. This plan proposes that **no formal presentation** be included as part of each meeting, enabling flexible participation and direct, one-on-one engagement throughout each event.

Key features of the open house format:

- Attendees would be able to arrive and leave at any time during the scheduled hours, providing flexibility for individuals with varying schedules.
- Upon arrival, each attendee would receive a "How to Participate" handout, which would provide an overview of the available stations and guide attendees on how to navigate the meeting space and participate fully.
- Stations would include maps, display boards, and take-home materials on topics such as flood risk, mitigation strategies, public input opportunities, and regional planning goals.
- Corresponding exhibit boards would be placed at each station, clearly labeled and color-coded (if applicable), to help attendees easily locate and understand the topics that interest them most.



Example "How to Participate" handout

- Comment forms would be available at multiple stations to collect public feedback.
- A looping informational video would be shown in a designated viewing area, covering the same material that would typically be included in a formal presentation.

This approach ensures that every participant receives the same information as they would during a traditional meeting but in a more engaging and accessible way. Additional benefits of the open house format include:

- A more comfortable environment for asking questions, particularly for individuals who may be hesitant to speak in front of a large group.
- The ability for attendees to explore information at their own pace and spend more time on topics that are personally relevant.
- Greater opportunity for personalized interactions and detailed conversations with subject matter experts.
- Enhanced accessibility for non-English speakers or individuals with specific needs, as staff and materials can support a broader range of engagement approaches.

Overall, the open house format promotes flexibility, accessibility, and meaningful engagement, making it well-suited for the diverse audiences expected across Region 8.

Optional Virtual Meeting Format

To facilitate engagement with stakeholders who may not be able to attend the in-person meetings offered by the roadshow, this plan proposes the option of a virtual open house meeting in addition to the five proposed in-person roadshow meetings. This format is designed to provide remote participation while maintaining a structured, accessible, and engaging experience for attendees.

The proposed virtual open house meeting format is outlined below:

Virtual Public Open House	Welcome and Introductions / Orientation			
	Breakout Session 1	Station 1	Station 2	Station 3
	Breakout Session 2	Station 1	Station 2	Station 3
	Breakout Session 3	Station 1	Station 2	Station 3
	Closing Remarks			

Meeting Orientation

The virtual open house would begin with a brief orientation led by a designated facilitator. The orientation would include welcoming remarks and an overview of the Region 8 RFPG, followed by a “How to Participate” orientation that explains:

- The virtual open house format
- How to access and navigate breakout sessions
- Virtual meeting ground rules

The orientation facilitator would remain in the main meeting room to greet late arrivals and assist with any technical difficulties.

Ground Rules

To support a respectful and orderly environment, attendees would be asked to follow basic virtual meeting etiquette, including:

- One person speaking at a time
- Muting microphones when not speaking
- Being respectful and courteous to all participants
- Asking one question at a time
- Avoiding inappropriate language or behavior

If an attendee did not follow the ground rules, a designated facilitator would issue a verbal warning. Continued disregard may result in the attendee being muted or removed from the meeting.

Breakout Sessions

Attendees would be invited to join their preferred breakout sessions, each representing a topic-specific virtual station similar to the in-person open house format. Instructions for joining breakout rooms would be provided both verbally and visually during the orientation. If needed, a member of the meeting team could manually assign attendees to their selected station.

Each breakout session would include:

- A brief presentation on the specific topic
- A facilitated Q&A period, where attendees could ask questions using the “Raise Hand” feature or the Chat function
- Guidance to help participants take turns and ask one question per opportunity to ensure everyone has a chance to participate

A team member would be present in each breakout session to provide technical support, answer logistical questions, and assist with maintaining an organized Q&A environment.

Breakout session timing could be adjusted based on the flow of the meeting. Any updates to timing or session logistics would be communicated to all attendees through the Chat function by the orientation facilitator or a technical support team member.

Roadshow Materials

To support meaningful public engagement and ensure consistency across the roadshow, a comprehensive set of materials is proposed to be prepared. These materials would serve to educate attendees, guide their participation, and collect input on the regional flood planning process. Proposed materials include:

Welcome and Registration Materials

- Sign-in sheets to track attendance and gather contact information for future updates.
- "How to Participate" handouts provided to each attendee at the registration table. These handouts will outline the meeting's open house format, describe each station's purpose, and include a simple map or layout of the meeting space to help attendees navigate the room.
- Name tags for staff to help encourage interaction and easy identification.

Informational Materials

- Exhibit boards placed at each topic-specific station. These boards would summarize key content areas in a clear, concise, and visually engaging format. Topics may include:
 - Overview of the Regional Flood Planning Group (RFPG) process
 - Identified flood risks across the region
 - Mitigation strategies under consideration
 - Opportunities for public involvement and feedback
 - Timeline and next steps for the regional planning effort
- Large-Format Maps showing flood-prone areas, watersheds, planning regions, and proposed mitigation projects.
- Informational handouts summarizing the above topics, designed for attendees to take home and share with others in their community.
- A looping informational video to be played in a designated viewing area. The video will help ensure that attendees who prefer or require visual or auditory learning formats receive the same core information as those engaging with the exhibits.

Public Input Materials

- Hard-copy comment forms available at several locations throughout the space, allowing attendees to submit feedback on what they have seen and heard.
- A comment drop box for secure and private collection of completed forms.
- A QR code linking to the RFPG website for those who prefer to submit feedback electronically—either during or after the meeting.

Language Accessibility and ADA Considerations

- Materials would be produced in **both English and Spanish**, and translations into other languages may be provided as needed based on meeting location demographics.
- All materials would follow **ADA accessibility guidelines** (e.g., font size, contrast, and readability), and stations will be arranged to accommodate individuals with mobility needs.

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