

## Greener Gov – Public Engagement (PE) - Systems Project Team

### Meeting notes – Sept. 9, 2019

Participants: Rose, Rob, Jackie, Keith, Lindy, Sarah, Eileen, Shirin

Not available: Chris, Lee

#### Topics Discussed:

1. Meeting participation:
  - a. Feedback on meetings attended to date
  - b. PE will commit to having at least one representative go to each SSO meeting
  - c. PE is not expected to attend every Impact Subcommittee meeting

#### Action needed: circulate sign-up sheet for SSO meetings;

- Jackie will cover Oct 4<sup>th</sup>, but all are invited 😊

2. Greener Gov Calendar:
  - a. Before each SSO meeting, PE needs to submit: long-term goals, interim goals, 3 current activities, deadlines, responsible party(ies), next 3 tasks
  - b. Minutes to Rose and
  - c. PE message to all EO1 Committees is, “We want to be your Voice!”
3. Website Feedback
  - a. Volume of traffic? Google analytics
  - b. Add social media
  - c. Link to individual Agency homepages
4. Branding
  - a. Logo – use GreenGov logo; may be changing...
  - b. Mascot for PE?
5. Stakeholder Mapping
  - a. Top Priority!
  - b. Will change over time
  - c. Internal: all Agency Commissioners
  - d. External: building management companies (e.g., Konover), parking garage management

#### Action needed: continue to develop list of Stakeholders and methods for communication for each

6. Email Marketing
  - a. Vehicle...MailChimp?, CT.gov?, other?
  - b. Frequency: every month
    - 1 week before each SSO
    - 1 week after each SSO
  - c. Recipients:
    - Team Leaders and Communication Liaisons

**NEXT MEETING:** Monday, Sept 23, 1:30 – 3 PM at Office of Early Childhood, Room 2A