

Ross Valley Flood Protection & Watershed Program

Strategic Communications & Implementation Plans

MARIN COUNTY FLOOD CONTROL & WATER CONSERVATION DISTRICT
Flood Zone 9 Advisory Board Meeting, April 16, 2015



Purpose, Goals & Desired Outcomes of Strategic Communications

Purpose

Serve as a blueprint for communicating with Ross Valley constituents about the Program

Goals

- Increase & enhance public outreach and engagement
- Engage the broader community
- Enable consistent, ongoing communications through the duration of the Program

Outcomes

- Deliver a Program to a well-informed public
- Ensure that the Program is reflective of the community's priorities

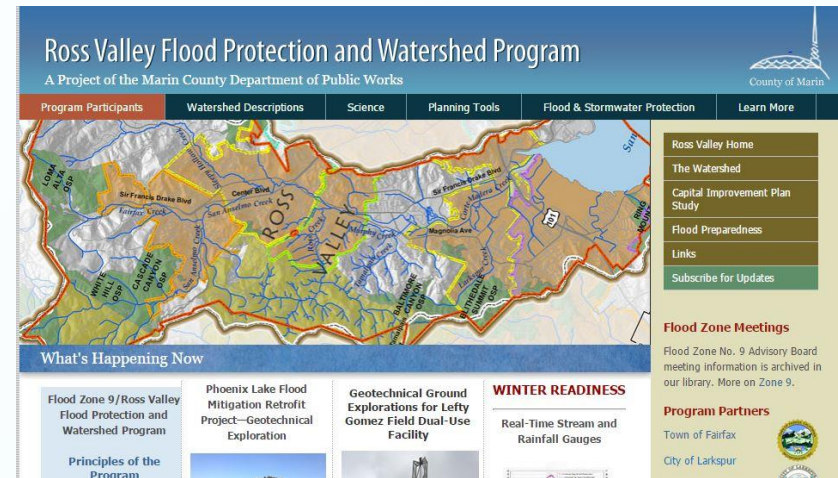
Strategic Communications Plan: A Roadmap

- Outreach objectives
- Strategy for achieving these objectives
- Target audiences & stakeholder groups
- Consistent, accessible messaging
- Outreach tools & methods
- Evaluation metrics



Engagement Tools

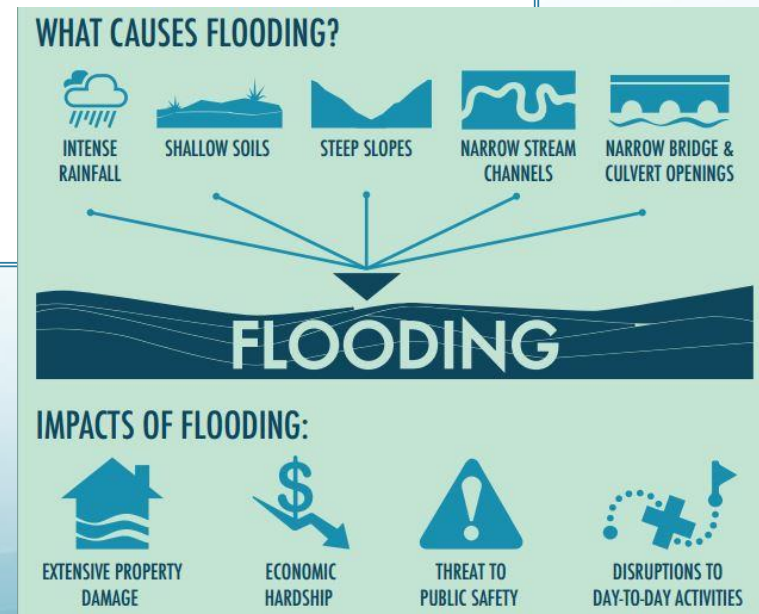
- Online tools:
 - Program website
 - Quarterly e-newsletter
 - Social media (e.g. NextDoor)
- In-person tools:
 - Community & stakeholder meetings
 - School-based workshops
 - On-site watershed events & partner events
- Traditional media



Phase I: April – July 2015

Phase I: Revise & Develop Public Outreach Tools

- Review existing website & recommend content, format, & engagement improvements
- Develop graphics
- Develop print materials
- Complete 2013-14 Annual Report



Phase II: August 2015 – March 2016

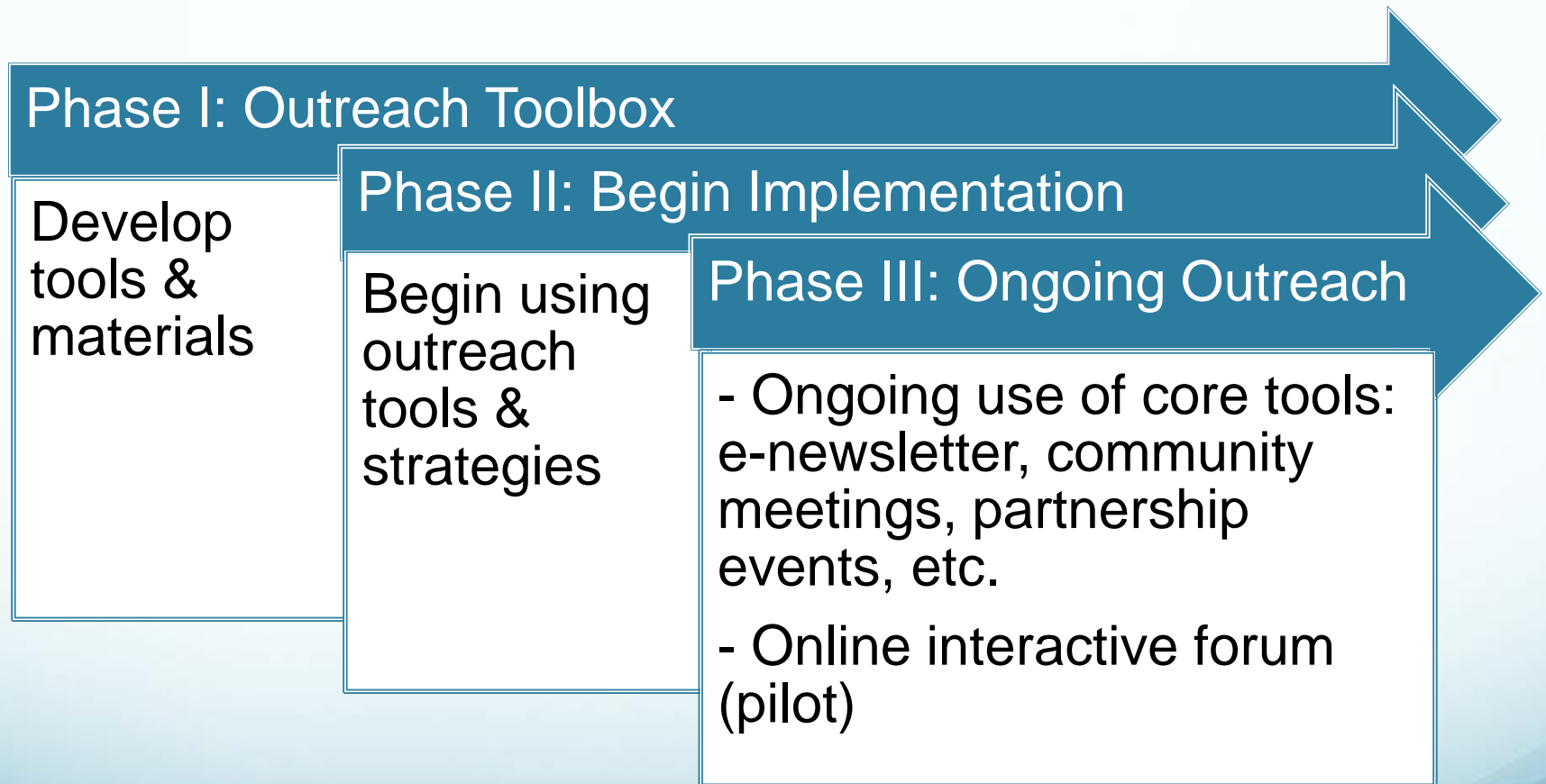
Phase I: Outreach Toolbox

Develop
outreach tools
& materials

Phase II: Begin Implementation

- Introduce quarterly e-newsletter
- Complete website revision
- Host watershed & partnership events
- Facilitate stakeholder meetings
- Install on-site signage
- Host annual Program community meeting

Phase III: April 2016 – Program Completion



Thank You

Questions on the Implementation Plan?

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