

## SBRA AC Ad Hoc Committee on Communications

Conference Call 2/22/2018

Meeting Notes

### Attendees:

Committee members: Anne Morkill (lead), Erika Powell, Ameer Raval, Ana Maria Ruiz, Sarah Young  
Staff: Taylor Samuelson

### Introductions - What's your interest/motivation for participating on this group:

- Diversity outreach and engagement
- Environmental justice perspective
- Represent disadvantaged/underserved communities most vulnerable to sea level rise
- Enhancing shoreline/open space access for local communities
- Engage local communities in project development
- Inform broader audiences about funding opportunities through Measure AA
- Equitable opportunities in engagement, participation, and learning
- Represent habitat restoration and conservation perspective
- Highlight multi-benefits that can be realized through flood protection projects
- Facilitate better collaboration across multiple jurisdictions
- Recognize & create awareness of public health, social/cultural, and economic benefits of wetland restoration for local communities (not just environmental benefits)
- Ensure fairness and transparency of public communications/notifications
- Provide staff support to AC and solicit AC feedback and expertise on RA products

### Committee Tasks:

Near term - Governing Board is meeting on April 11<sup>th</sup> to consider first round of grants and staff recommendations; will vote to approve - help Taylor craft key messages and FAQs. She will send draft strategy for review and comment.

#### Outreach Goals -

- 1) expand awareness and ensure transparency about RA grant management and oversight structure - clarify rules for selecting projects (regional allocation vs merit based)
- 2) show taxpayers that funds spent well
- 3) none this round for Contra Costa or Napa; not meant to be for each county but regional, but may elicit questions why (both counties coincidentally had lower rates of voter approval)
- 4) build awareness among future grantees

#### Tactics -

David Pine, Chair of RA Governing Board will write op-ed

Press release

FAQs

Fact sheets

ABAG distribution lists

Contact reporters

Work w grantees to do own outreach - consistent messaging

Hashtags for social media; website

Mailing list

## Long-term: Develop a Communications Strategy

### Preliminary ideas:

- Grantees post project signage with RA logo - develop common language (e.g. "this project paid for by taxpayers" or "brought to you by the SFBRA and funded by Measure AA")
- Website re-vamp
- Project factsheets for website and single-page handouts
- Collect a variety of communication strategies to see what different approaches are, targeted audiences, etc. - instead of starting from scratch - build on these (Erika will share examples; Taylor will contact JV too)
- Create a calendar around key project milestones to schedule times to highlight Measure AA throughout the year as projects are being implemented e.g. ribbon cutting, breach event, public meetings, etc.
- Webinar series about the projects but also promoting the Measure AA, every 2-3 months
- Expand group of grantees to disadvantaged areas and non-traditional groups - reach out to local community groups; ethnic media contacts
- Host community events or shoreline tours to bring local residents out to learn about wetlands and promote Measure AA funding opportunities
- SFBRA pop-up tents at community events for Earth Day; Bay Day

### Elements of a communications strategy (to be discussed further):

- identify target audiences
- identify delivery methods most suitable and relevant for each target audience
- identify effective tactics and platforms e.g. social media, press releases, community meetings, etc. (see preliminary ideas below)
- develop content/talking points/key messages
- identify who will deliver various elements of a communication strategy and when (e.g. AC support staff; AC members, Governing Board members, partner organizations, etc.)

### **Action items:**

1. Taylor will share draft outreach strategy for review and comment
2. Erika will share examples of communications strategies from various county climate change vulnerability assessments
3. Taylor will set up Google Drive for us to share documents and keep meeting notes etc.
4. Anne will send draft meeting notes for review & comments
5. Report out at 3/9 Advisory Council meeting

*Notes compiled by Anne Morkill, 2/22/2018*