

## Environmental Excellence: A 20-Year Vision Communications Activities

This matrix summarizes proposed communications activities to support the public outreach efforts to update the Board’s Environmental Vision. The goal is to inform the public, businesses, environmental organizations, civic groups and others that the vision is being updated and encourage them to provide input.

Target Date	Communication Channel	Audience / Stakeholder	Tactics
June 7, 2016	Project Launch <ul style="list-style-type: none"> <li>• Web</li> <li>• Channel 16</li> <li>• Media Relations</li> <li>• Podcast</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• General public</li> <li>• Media</li> <li>• Businesses</li> <li>• Environmental Groups</li> <li>• Citizen groups, councils, and associations</li> <li>• “Directed Public Outreach Groups”</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated web page for the project, explaining its importance, how to provide input, get more information, etc. <i>High visibility on the county’s homepage.</i></li> <li>• Short video highlighting the vision’s importance and how the public can provide input and a public service announcement. To be aired on Channel 16 and posted on YouTube to reach online audiences and encourage social sharing.</li> <li>• Podcast about the project and how to provide input.</li> <li>• News release on project launch with information on how to respond to the online survey</li> <li>• Outreach to traditional media outlets to let them know about the project launch</li> <li>• Social media promotion, announcing the project and how to provide feedback (eg. Facebook and Twitter)</li> </ul>
July 2016	Public Meeting(s) <ul style="list-style-type: none"> <li>• Web</li> <li>• Channel 16</li> <li>• Media Relations</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• General public</li> <li>• Media</li> <li>• Businesses</li> <li>• Environmental Groups</li> <li>• Citizen groups, councils, and associations</li> <li>• “Directed Public Outreach Groups”</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitated public meeting(s) to be posted on high-visibility, dedicated web page.</li> <li>• Meeting announcements on Channel 16</li> <li>• News release(s) to announce the meeting(s) designed to get in-person feedback.</li> <li>• Media outreach on this meeting(s).</li> <li>• Social media promotion of the meeting(s) (eg. Facebook and Twitter)</li> </ul>

Target Date	Communication Activity	Audience/ Stakeholder	Deliverable
January 2017	Draft Report <ul style="list-style-type: none"> <li>• Web</li> <li>• Channel 16</li> <li>• Media Relations</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• General public</li> <li>• Media</li> <li>• Businesses</li> <li>• Environmental Groups</li> <li>• Citizen groups, councils, and associations</li> <li>• “Directed Public Outreach Groups”</li> </ul>	<ul style="list-style-type: none"> <li>• Draft report to be posted on high-visibility, dedicated web page.</li> <li>• Channel 16 story about the report and continuing public input opportunities.</li> <li>• News release(s) to announce the draft’s release and contents.</li> <li>• Media outreach on this draft.</li> <li>• Social media promotion of the draft (eg. Facebook and Twitter)</li> </ul>
February 2017	Public Comment on Draft <ul style="list-style-type: none"> <li>• Web</li> <li>• Channel 16</li> <li>• Media Relations</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• General public</li> <li>• Media</li> <li>• Businesses</li> <li>• Environmental Groups</li> <li>• Citizen groups, councils, and associations</li> <li>• “Directed Public Outreach Groups”</li> </ul>	<ul style="list-style-type: none"> <li>• Announcement on dedicated, high-visibility web page that public comment is sought.</li> <li>• Announcements on Channel 16</li> <li>• News release(s) to announce that public comments sought.</li> <li>• Media outreach.</li> <li>• Social media promotion of the draft (eg. Facebook and Twitter)</li> </ul>