

South Fork American River Cohesive Strategy

WORKING DRAFT - Communication & Outreach Plan

Revised May 1, 2019 to reflect input from Communications Committee

Developed by the Consensus Building Institute

Purpose and Outcomes

The purpose of this communication and outreach plan is to **raise public awareness** about, **seek participation** in, and **develop collateral materials** for the South Fork American River (SOFAR) Cohesive Strategy in year one, with the goal of maintaining **transparency** and supporting a consistent, **unified voice** across the SOFAR landscape.

In August 2014, the Eldorado National Forest was one of two forests in California selected to begin implementation of the National Cohesive Wildland Fire Management Strategy, an all-lands approach to wildland fire management on a landscape scale. The project area is approximately 410,000 acres in the South Fork American River watershed, and includes 50% of the King Fire, 49 miles of the Highway 50 corridor, and 75% of the total watershed. Communities, infrastructure, public and private timber, water, power, recreation, protected species, and fire frequency are all reasons that this watershed is a high priority for collaborative action.

Priorities for 2019

Priority outreach/engagement activities in support of the SOFAR proposed work plan:

- **Focus Area factsheets** – complete focus areas factsheet (early summer).
- **Robust SOFAR website** – one-stop hub for SOFAR-related information. Link to existing information as much as possible rather than creating new resources (e.g., videos).
- **Partnerships / Networks** – Understand what outreach already occurs within each focus area; build upon existing efforts. Collaborate on new material if needed (e.g., PSW Communications)
- **Timelines of major activities in focus areas** - get major dates of activities (like a major burn or clearing effort) ahead of time to notify the community of what's occurring and why; or document it in action (photos / videos) so folks understand and value the work being done.

How to Raise Public Awareness

Participants in the SOFAR Collaborative Group are committed to keeping the **public informed** by providing the public with clear information about the SOFAR Cohesive Strategy. The public should be able to understand the primary goals of the SOFAR Cohesive Strategy and how local projects are connected to the Cohesive Strategy. The primary opportunities for learning and public involvement are through the SOFAR Cohesive Strategy website, the SOFAR Cohesive Strategy email list, Collaborative meetings, and distribution of collateral materials.

Decision-Making

Collaborative Group - composed of representatives from interested parties - is working to develop consensus recommendations on Cohesive Strategy implementation in the South Fork American River area. Collaborative Group meetings are open to the public.

Communication Tools

Interested Persons Email List

The facilitator will send one to two email updates per month to the interested persons list, particularly leading up to each collaborative group meeting and public workshop. Interested parties can sign up on the SOFAR Cohesive Strategy website, and Collaborative participants can contribute names to add to the list. Whenever individuals inquire about the process or attend a meeting, the project team adds them to the list. The list is broad and includes anyone who would like to stay informed about SOFAR Cohesive Strategy activities and anyone who the Collaborative thinks should be informed about the SOFAR Cohesive Strategy.

Website – Recommended URL: www.sofarcohesivestrategy.org

The project website is an information repository for the SOFAR Cohesive Strategy planning and implementation process. Background information, science, data and other materials, project information, and a schedule of meeting dates and meeting materials are all available on the site, as is a sign-up form for the SOFAR interested parties email list. The website will support transparency by serving as a comprehensive, central source of information related to the SOFAR Cohesive Strategy and a record of the Collaborative group's process and progress.

Informational Materials

Informational materials are critical for successful education and the circulation of consistent, accurate information. The Communications Committee, Collaborative Group, and facilitation team will develop a range of materials and capitalize on National Cohesive Strategy materials when available. All materials will be posted to the project website.

Background Materials

- **SOFAR Cohesive Strategy Basics Brochure** - *for future development*
- **Collaborative Group Composition**
- **SOFAR Map and Project Areas**

Future Materials to be developed as needed.

Regular Email Updates

Website Updates / Meeting Announcements

Key Outcomes and Meeting Summary – The facilitator will develop a concise meeting summary following each Collaborative meeting. Each summary will begin with a brief description of key meeting outcomes, which Collaborative participants can share with their organizations and interested parties.

Organizational Briefings

Organizational briefings could occur in two ways.

Collaborative Constituent Briefings

As needed, Collaborative participants will brief their organizations and governing boards on the SOFAR Cohesive Strategy process to date. The goal of the briefings is to present updates and solicit feedback tied to the Cohesive Strategy.

Strategic Organization Briefings

Collaborative members may also request to conduct briefings at organizations to strategically reach other interest groups or inform a broad section of the community that might not otherwise know about the SOFAR Cohesive Strategy.

Key Stakeholder Categories

- *For future Comms Committee input: what groups or categories do we need to be sure to raise awareness among regarding SOFAR?*