



The Sierra
Meadows
Partnership

Collaborative meadow
restoration and protection

3-year Work Plan- Communications

Work Group Introduction:

The Sierra Meadows Strategy Approach 3 sets forth desired outcomes, actions and milestones to help guide those working to implement the strategy. Using this approach, the Strategy set forth to cultivate strong meadow restoration networks that would maintain and grow open communications among institutions and individuals with the SMP, including private landowners. Further, the approach recognized the opportunity the Strategy has to integrate with Regional and State plans and more importantly how the Sierra Meadows Partners could work collaboratively to create a unified message about healthy meadow benefits. Finally, the Strategy recognizes the need for the development of SMP approved resources to aid practitioners and guide them through the restoration process.

By a careful communication plan moving forward, we can ensure the Sierra Meadows Partnership meadows message is clear, accurate, defensible and relevant to all interested parties in California.

Purpose & Goals:

1. To create a unified message that works to ***increase and diversify support*** for meadow restoration and clearly articulates benefits of meadow restoration using defensible data. The Communications Plan will work to send a unified message on why meadow restoration is a good investment that is persuasive to potential funders and works equally well to gain public support.
2. To facilitate ease of communications of information relevant to meadow restoration by development of a Sierra Meadows Partnership website.
3. To integrate the Sierra Meadows Strategy with State and Regional Planning through Policy efforts and strategic partnerships.

Task list:

Task			Completion Date
1	Draft and Develop a Sierra Meadows Partnership website		
	1.1	Contract web developer	May 2018
	1.2	Set up cloud-based content sharing platform (google docs)	May 2018
	1.3	Supply content to web developer from partners	June 2018
	1.4	Communicate/Guide web design with Communications Group collective knowledge/vision.	June 2018
	1.5	Initial draft of website out for partner review	June 2018
	1.6	Finalize web architecture	June 2018
	1.7	Host website update training for select SMP members responsible for updating workgroup content.	October 2018
	1.8	Improve, revise, expand content as completed and made available	Ongoing
2	Develop Topical Communications Fact Sheets		
	2.1	Identify Target Audiences/Stakeholder Groups	Feb 2017
	2.2	Assign Fact Sheet Working Pairs/Groups	May 2018
	2.3	Fill Data Gaps/Gather Relevant Data	Nov. 2018
	2.4	Customize SMP Fact Sheet Template using Sierra Fund example as starting point	Sept. 2018
	2.5	Draft Fact Sheets & send them to SMP for peer review	Dec. 2018
	2.6	Finalize Fact Sheets and push to SMP website	March 2019
	2.7	Announce Fact Sheet Completion via Social Media Campaigns and partner websites	May 2019
	2.8	Adaptively revise fact sheets based on WRAMP data learning opportunities	Ongoing
3	Development of Marketing and Communications Plan		
	3.1	Obtain Comm Plan Template from USFS and revise to fit SMP needs	Nov. 2018
	3.2	Incorporate fact sheet outreach as focused component of Plan	Dec. 2018
	3.3	Decide who is the appropriate messenger of various fact sheets	Feb. 2019
	3.4	Identify and Implement web mapping opportunities	Feb 2019
	3.4	Work collaboratively at SMP Annual Meeting to Finalize Comm Plan	May 2019
	3.5	Engage Marketing experts to help guide meadows marketing campaign	June 2020
4	Produce Video		
	4.1	Contract Videographer	
	4.2	Draft Script	
	4.3	Obtain video footage of meadows, SMP, SMRRP work	
	4.4	Initial Draft of Video out for review by Communications Committee	
	4.5	Revise Draft	
	4.6	Second Draft out for review by SMP	
	4.7	Incorporate final edits	
	4.8	Finalize Video	
	4.9	Promote Video	

Task Descriptions:

Task 1: Draft and Develop a Sierra Meadows Partnership website

Under this task the communications workgroup will work together to guide web content development and design for release in July to SMP. This includes, specific pages to each of the workgroup efforts as well as overarching SMP messages, memberships, and currently available resources. Acknowledgement that the website will be a living site, with much maturation over the next three years as the Partnership works to implement the Strategy.

Deliverables		Date
1	Launch Sierra Meadows Partnership Website	June 2018
2		
2		

Task 2: Develop Topical Communications Fact Sheets

The need for topical fact sheets stems from the recognition that each user group may have unique facts they are interested relevant to meadow restoration. As such the following topics are currently identified as key stakeholder groups to address. 1) Water (supply, quantity, quality); 2) Tribal; 3) Policy; 4) Wildlife/T&E Species; 5) Carbon; 6) Beaver; 7) Grazing.

Deliverables		Date
1	Final Topical Fact Sheets to website	March 2019
2	Published/Print Fact Sheets	May 2019
3		

Task 3: Development of Marketing and Communications Plan

The Marketing and Communications Plan will serve as a guide to communicating meadows message to a variety of audiences. The plan will work to focus meadows messaging within the SMP utilizing a unified message that is collaboratively agreed upon and is supported by defensible data.

Deliverables		Date
1	Sierra Meadows Partnership Communications Plan	May 2019
2		

Task 4: Video Production

Once post restoration data is made final, and fact sheets are completed, the data will be used to support production of a public meadows campaign video

Deliverables		Date
1	Sierra Meadows Partnership Meadows Video	May 2020
2		

Budget

Costs per task(s)

Task 1: Draft Web Development \$2,000. Annual Maintenance \$2,000 x 3= \$8,000

Task 2: In Kind Collaboration, Publishing Hardcopies \$3,000

Task 3: Communications & Marketing Plan Development \$8,000

Task 4: Video Production \$10,000

Costs through 2018 - \$4,000

- **\$4,000 for web design and maintenance.**

Costs through 2020- \$30,000

- **Communications Workgroup Lead Funding Support \$5,000**
- **Web Maintenance \$2,000 annually (years 2 & 3) = \$4,000**
- **Hardcopy Printing of Fact Sheets = \$3,000**
- **Contracting Marketing Expertise = \$8,000**
- **Video Production = \$10,000**

Budget Total = \$34,000

Participants

- **Garret Costello- Symbiotic Restoration**
- **Brock Dolman- OAEC**
- **Kate Lundquist- OAEC**
- **Rodd Kelsey- The Nature Conservancy**
- **Alex Keeble Toll- Sierra Fund**
- **Shelly Covert- Rancheria**
- **Janet Hatfield- California Trout**
- **Redgie Collins- California Trout**
- **Jason Ko- USFS**
- **Sherry Reckler- USFS**