Introductions – How does your organization communicate with its audiences?

- Website
- Social media
- Short videos
- E-Bulletin
- Print ads in local papers, e.g., East Bay Express
- Geotargeted online ads, e.g., Google Adwords
- Billboards
- Ads at Muni stations
- King Tides Initiative (website, online photo sharing by community members)
- Tours
- Events at Exploratorium
- Working with schools on Next Generation Science Standards

What the San Francisco Bay Restoration Authority (SFBRA) already does to communicate

- **Materials:**
  - one-pager and two-pager overviews
  - press releases
  - first grant round project fact sheets
- **Communications channels:**
  - Facebook
  - Website
  - Coverage by major news media and more specialized publications, such as the SFEP’s ESTUARY News, SF Bay JV’s e-Bulletin
  - Grantees require to acknowledge SFBRA/Measure AA in signs, newsletters, etc.
  - Webinars for prospective grant applicants
  - Email list

Outreach Goals

Outreach goals are most useful and meaningful when connected to specific audiences and desired outcomes. The following goals may need to be further refined as key audiences and outcomes are clarified.

- **Educate Key Audiences about the Benefits of Restoration:** Continue to spread the message that “Restoration is Working” and provides benefits for nature (wildlife, water
quality) and people (beauty, recreation, flood protection). Highlight projects that are underway and what they are expected to achieve.

- **Show Accountability and Good Governance:** Ensure transparency about SFBRA grant management and oversight structure. Show the voters that funds are being spent well.

- **Build Awareness among Potential Grantees.** Let potential grantees know this program exists and will be around for 20 years. This provides time to build capacity among groups that are not yet experienced in grant management.

- **Provide Guidance to Achieve Benefits for EDCs.** Provide guidance on ways for community-based organizations in economically disadvantaged communities (EDCs), to partner with restoration groups and agencies. Provide guidance in community engagement to potential grantees who are not experienced in this aspect of restoration project planning and implementation.

- **Educate Elected Officials about the Need for Additional Funds.** Keep a high profile among elected officials because funds in addition to Measure AA are needed.

**Who are the audiences for the SFBRA?**

- Cities along the shoreline, both government agencies and communities
- City managers
- Community leaders
- Nonprofit organizations, including environmental justice organizations
- Media
- Elected officials
- High schools: career centers, internship opportunities, service learning, work force development, environmental leadership academies
- Universities: opportunities for graduate-level research on restoration, partnerships with grantees on monitoring and evaluation, including measuring human dimensions of benefits
- Tech workers: influential, service days

**Key messages and themes**

1. SFBRA is an effective organization that is achieving restoration outcomes.
2. Restoration is working, providing benefits related to human health, recreation, water quality, job creation.
3. Measure AA is funding multi-benefit restoration projects.
4. The Bay is for everybody: these are public resources for all to enjoy.
5. We value living in a beautiful place.
7. Yet more funds are needed.
8. Wildlife is coming back.
9. “Sharing our home” (with other species).

**Tactics, resources, and metrics for success**

- **Planned for FY 2018/2019 (July 2018-June 2019)**
  - See “What the Restoration Authority already does to communicate” above
  - Provide grantees with guidance for creating project signage with SFBRA logo - develop common language (e.g. "this project paid for by taxpayers" or "brought to you by the SFBRA and funded by Measure AA")
o Revamp the website
o Provide content to AC member organizations and other partners to publicize using their existing communication channels, including:
  ▪ Information about the next grant cycle
  ▪ Updates on progress of SFBRA-funded projects
  ▪ “Wetland Restoration is Working” videos
  ▪ KQED California Report series on SFBRA-funded projects.¹

- Possible activities for future years, particularly if November Water Bond passes:
  o Expand staff time available for public outreach (currently only 12% of the State Coastal Conservancy public information officer’s time is budgeted for SFBRA)
  o Refresh website and post to social media frequently
  o Survey different audiences to see what messages resonate with them
  o 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.
  o Conduct a webinar series about the projects but also promoting the Measure AA, every 2-3 months
  o Expand group of grantees to economically disadvantaged communities and non-traditional groups - reach out to local community groups; ethnic media contacts
  o Host community events or shoreline tours to bring local residents out to learn about wetlands and promote Measure AA funding opportunities
  o Promote opportunities for youth involvement, including volunteering, service learning, and work force development.
  o SFBRA pop-up tents at community events for Earth Day, Bay Day, etc.

Action items:

1. Taylor will develop a draft outreach strategy for review and comment by the ad hoc subcommittee over the summer.
2. Taylor will revise the strategy based on subcommittee input and present a proposed strategy to the full AC at the 10/5 meeting.

Notes compiled by Jessica Davenport, 6/12/2018