COMMUNICATIONS AND ENGAGEMENT PLAN
FROM A SMALL RURAL COMMUNITY

(excerpts from a plan for another issue containing: 1) concerns and challenges, 2) outreach methods and notification, and 3) notification list of types of contacts)

PRESENTATION AND COMMUNICATION CONCERNS AND CHALLENGES

-Use of unfamiliar technical language and terminology   -Lack of attendance
-Access for non-English language users, hearing impaired, and ADA compliance
-Lack of access to internet and reference materials
-Engaging people with privacy concerns
-Non-interest in the subject and apathy
-Absentee and out of valley landowners
-Temporary employees in the area who own homes
-Emphasizing the seriousness of the issue without being alarmist

OUTREACH METHODS AND NOTIFICATION

The following are methods that should be used beyond legal notifications:

-Individual mailings and newsletters
-Website updates and potential use of social media
-Public notices and display advertisements in newspapers
-Focused workshops
-Speaker Bureau for any organizations requesting presentation. The bureau should include appointed people by the Board to accept and generate speaker and engagement requests and have focused messages and the ability to answer questions.
-Evening meetings to discuss
-Hard copy materials along with CD should be placed in County libraries

Guidelines for Workshops:

-Provide a meeting venue large enough to accommodate expected attendance
-Night meetings preferred but focused workshop with a specific organization should be at the time preferred by the organization.
-Anticipate any request for translation and utilize headphone translation equipment if possible
-Make materials available on the website either in advance or after the workshop
-Make a clear explanation in any notice to the nature of workshop
(informational only or possible decision made based on public comments).

NOTIFICATION LIST OF TYPES OF CONTACTS

-Service Organizations
-Business and Advocacy Groups
-Schools and Religious Organizations
-Tribal Representation
-Utilities (in the area)
-Local Government (City and County)
-State Government Agencies in the area
-Federal Government Agencies in the area