

# SFEP

SAN FRANCISCO

**ESTUARY**  
PARTNERSHIP

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## MEMO

DATE: August 21, 2019

TO: Implementation Committee Members

FROM: Darcie Luce, Environmental Planner

**RE: Agenda Item #6 - Communications Plan Implementation**

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In August 2018, a revised Communications Plan was presented to IC members with 11 actions to implement over the course of a year, along with performance measures to evaluate progress. This memo and the presentation at the August 21 IC meeting will serve to update the committee on implementation efforts. The attached Action Table provides a status and brief summary of each action; selected actions will be highlighted in more detail at the meeting. For questions or further information on any of the actions, please contact Darcie Luce at [darcie.luce@sfestuary.org](mailto:darcie.luce@sfestuary.org).

	Action Description	Performance Measure (Output)	Percent Complete	Progress/ Next Steps
1	Support and develop key national, regionally relevant, and organizational messages with partners.	At least 1 message at each level incorporated into the materials of SFEP and 3 partners.	66%	Developing Regional Workgroup
	Review all messaging outlets and outreach materials regularly for distribution of and consistency with these key messages.	All materials reviewed at regular, appropriate intervals within one year.	100% Ongoing	First review complete
2	Use IC member survey results to evaluate opportunities to highlight the Estuary Blueprint, relevant topic areas, or the SFEP in partners' materials.	Baseline established through Google survey results and analysis of IC members' and partners' websites.	100%	Presented at August 2018 IC meeting
	Increase presence of Estuary Blueprint and SFEP in partners' materials (websites, print and online collateral, and newsletters), and vice versa.	Change in number of mentions of SFEP or Estuary Blueprint in partners' materials and number of references to partners on SFEP's website.	100% Ongoing	Increased presence in partner materials
3	Assess needs and preferences of new priority audiences regarding messaging outlets, interests, and messages.	Preferred messaging outlet, interests, and messages identified for one new audience.	100%	Assessment complete; shifting focus in future
	If a tailored outreach approach to new priority audiences is needed, consider development of a new outlet, contingent on capacity, cost, and benefit.	Identification of new outlet and assessment of benefits and labor costs.	Not yet started	Will focus on website accessibility as part of MTC effort
4	Explore with MTC/ABAG staff opportunities for contributions to newsletters, blogs, and social media	At least one meeting with MTC/ABAG communications staff to discuss SFEP contributions.	100% Ongoing	Ongoing relationships with MTC/ABAG
	If contributions to MTC/ABAG are a possibility, increase SFEP presence in these channels.	Topics relevant and linked to SFEP or Estuary Blueprint partners on ABAG/MTC materials at least once per month.	100% Ongoing	Revised ABAG website; 5-6 MTC blog posts to date
5	For future programs and projects, develop a communication strategy at the outset for expected products or outcomes; write this strategy into grant proposals where possible.	Communications strategy template developed for future grant proposals and projects.	33%	Draft guidance document underway

	Action Description	Performance Measure (Output)	Percent Complete	Progress/ Next Steps
6	For current programs or projects without a communications strategy, identify opportunities for increasing visibility of and access to program- or project-specific materials.	Completed review and evaluation of all current program- or project-specific materials; one communication strategy identified for each program or project that needs increased visibility.	25%	Program and project-specific efforts underway
7	Increase presence on social media.	Social media calendar established with frequency appropriate to staff capacity and outlet.	100% Ongoing	Social media strategy and calendar created
	Coordinate social media calendar with ESTUARY News and PEARLS, regional partners, and national partners.	Calendar integrated with 3-5 events, priorities, or messages of partners per month.	100% Ongoing	Through Regional Workgroup
8	Incorporate more success stories from Estuary Blueprint partners for inclusion in the e-newsletter.	At least 4 success stories from partners featured in the e-newsletter per year.	100% Ongoing	Will complete 4 stories with August newsletter
9	Identify opportunities to link ESTUARY News and PEARLS articles to SFEP web pages and Estuary Blueprint actions	1-3 PEARLS articles completed on Estuary Blueprint actions per year, contingent on available funds.	Not yet started	Funding source to be identified
10	Identify strategies for increasing subscribers to and engagement with the Estuary Blueprint e-newsletter.	1-3 strategies identified for increasing 'opens' and subscriptions to the Estuary Blueprint e-newsletter.	100%	Analysis of engagement; 3 strategies identified
	Select and implement at least one identified strategy, and evaluate subscription levels before and afterward.	Before-and-after evaluations of e-newsletter subscription levels.	75%	Revised look to roll out with August newsletter
11	Update SFEP website content regularly.	Schedule for review and update of website content created and implemented.	100% Ongoing	Comprehensive review completed