



Communications and Outreach Plan - DRAFT

Project: **Greater Newport Area Vision 2040**

Timeline: **October 2016 – June 2017**

Version: **DRAFT 11-11-2016**

Overview

Stakeholder engagement is crucial to the development of a community-wide vision and strategic plan. In developing this Communications and Outreach Plan, the consultant team is assuming three phases in the Greater Newport Area Vision 2040 Project around which communications efforts and outreach activities are built. Opportunities to inform and engage will occur within the following phases:

- 1) Foundation building
- 2) Vision development and refinement
- 3) Strategic planning

The Communications and Outreach Plan is based on community and engagement principals developed through experience on other successful vision projects. Proven engagement principles include:

- ❖ Providing engagement opportunities for all who care to be involved.
- ❖ Providing multiple opportunities for engagement and entry into the process during all phases.
- ❖ Providing different levels of engagement opportunities that can align with participants' abilities to be involved. This includes a range of opportunities from in-person "come to us", in-person "be where they are", and online.
- ❖ Seeking opportunities to activate community networks or build them, if they don't currently exist.
- ❖ Fostering a shared understanding of community context for decision-making.
- ❖ Recognizing and affirming the value of contributions from community members.



Phase One: Foundation Building

The first phase sets the foundation and content for the project, and begins to establish the communications networks the project will use to connect with a wide range of community members. This phase kicks off the engagement process and awareness building, and provides a strong communications foundation from which to build throughout the project.

Communications and Outreach Objectives

- Identify topics of likely interest for the Vision
- Identify individuals and groups that may have an interest in the Vision project
- Kickoff the Advisory Committee that will support and guide the project
- Develop timelines and approach options for outreach and communications tools
- Establish a communications plan (this document) based on input from community members and City staff
- Provide opportunities to get more detailed information to those interested
- Develop Focus Areas for future vision discussions
- Kickoff awareness building with community and City

Primary Messages

- The Greater Newport Area Vision 2040 Project is beginning. Your input is important!

Secondary Messages

- The City of Newport is developing a long-range vision and strategic plan to help guide the city into the future.
- The Greater Newport Area Vision 2040 Project offers opportunities for the community to weigh in on Newport's preferred future.
- Project activities will offer multiple avenues to provide input.
- A wide range of opportunities to get involved are available and encouraged (workshops, online survey, community activities).
- For more information go to the project webpage or contact Rachel Cotton or Cassie Davis.

Outreach Activities *(assignments in parenthesis with lead listed first)*

- Individual interviews and small group discussions *(consultant team, City staff)*
- Advisory Committee meetings to be facilitated by consultant with community input/comment period(s) *(consultant, City staff, Advisory Committee)*
- Development of an interested parties email list *(City staff, consultant team, Advisory Committee)*
- Email notifications to stakeholder list to initial project awareness and opportunities to participate *(consultant team, City staff, Advisory Committee)*
- Informational presentations at defined events - optional *(City staff, Advisory Committee)*



Communications Tools

- Project graphics/branding. Includes project logo and templates for communication needs (*consultant team, Advisory Committee*)
- Focus Areas and associated sub-topics development (*consultant, City staff, Advisory Committee*)
- Two email notifications to stakeholder list and identified groups based on initial conversations with the Advisory Committee, City and community leaders: (*consultant team, City staff, Advisory Committee*)
 - 1) Welcome, project background and contact information
 - 2) Workshop flyers and workshop invitations
- Media release announcing project (*City staff and consultant team*)
- Initiate project webpage on City website (*City staff and consultant team*)
- Project fact sheet with information about the project, contact information, and how to stay informed (*consultant team and City staff*)
- Ongoing Advisory Committee communications (*City staff, consultant team*)

Timeline

- Project initiation through early January 2017

Communications Deliverables

- Communications and Outreach Plan
- Draft Focus Area ideas
- Branding logo and template
- Fact sheet
- Workshop flyer
- Initial stakeholder list

Phase Two: Vision Development and Refinement

Activities and communications aligned with this phase contribute to the development of a Greater Newport Area community vision. While the project team will continue to engage in activities to increase project awareness, the primary focus will shift to soliciting specific input from community members about the vision. The stakeholder questions posed during this phase are targeted to align with identified focus areas and include the following four questions:

When thinking about [*specific Focus Area here*]...

1. *What do you most appreciate about Newport?*
2. *What is the biggest challenge for Newport now or in the future?*
3. *What is your vision for Newport?*
4. *What is one strategy for achieving your vision?*

The first two questions verify the established Focus Areas from Phase One, and allow for refinement, if needed. The third question, “*What is your vision for Newport?*” is the focus of Phase Two and will help



inform the development of the Focus Area Vision Statements. The fourth question, “*What is one strategy for achieving your vision?*” will be used to inform the Strategic Plan that will be created in Phase 3. The project team will use the Focus Areas from Phase One to guide these questions. The results of all these answers will be shared among the project team and Advisory Committee to begin drafting the Focus Area Vision Statements, and aligning them with the Strategic Plan.

After the draft Focus Area Vision Statements have been reviewed and vetted through the community, City staff and Advisory Committee, this phase will conclude with the development of a Summary Vision (one pager) and finalized Focus Area Vision Statements.

Communications and Outreach Objectives

- Continue to communicate need for project input and develop project awareness through emails, media releases and project website
- Continue to expand list of interested stakeholders for ongoing communications
- Collect community-wide input on vision questions for each Focus Area
- Update public information timelines and approaches (if changed from Phase One)
- Provide opportunities to get more detailed information for those interested
- Draft and vet Focus Area Vision Statements

Primary Messages

- Join us in developing Newport’s long-term vision. Your input is important!

Secondary Messages

- The City of Newport is developing a long-range vision and strategic plan to help guide the city into the future.
- The Greater Newport Area Vision 2040 Project offers opportunities for the community to weigh in on Newport’s preferred future.
- Community workshop will engage dialogue around areas of interest.
- If you cannot attend the first workshop, there will be opportunities to participate online and at subsequent activities.
- Project activities will offer multiple avenues to provide input – at project sponsored events, community events and online (workshop, online survey, public meetings).
- For more information go to the project webpage or contact Rachel Cotton or Cassie Davis.

Outreach Activities *(assignments in parenthesis with lead listed first)*

- Advisory Committee Meetings to be facilitated by consultant *(consultant team and City staff)*
- Vision Kick Off event to provide an introduction to the Vision process and launch the effort to collect community information about the public’s preferred future including feedback on potential strategies to achieve the vision. *(consultant team, City staff and Advisory Committee)*
 1. Community Workshop (January 2016)



- Online survey, which is an online version of the workshop and will remain open for comments for about four weeks. (*consultant team*)
- Community activities (booth tabling, presentations, small group discussions, etc.) (*City staff, consultant team, Advisory Committee*)
 - [*Community Activities/Opportunities list – to be added*]
- Continued development of an interested parties email list (*consultant team and City staff*)
- Establish a Drafting Sub-committee to review and analyze vision language (this can be the members of the Advisory Committee, City staff and/or community members) (*consultant team, City staff and Advisory Committee*)
- Conduct phone conferences with Drafting Committee to refine Focus Area draft vision language(*consultant team*)
- Community engagement activities to vet the draft vision statements (*consultant team, City staff and Advisory Committee*)
 - [*Community Activities/Opportunities list – to be added*]
- Second online survey to vet draft focus area vision statements with community and solicit input on potential strategies (*consultant team*)
- Council Project Update and review of draft vision statements (*City staff, consultant team*)

Communications tools

- Two email updates to mailing list and interest groups (*consultant team and City staff*)
 1. Invitation to community events
 2. Participation thank you/next steps and link to online survey
- Community Workshop flyer for email distribution, business windows and bulletin boards (*consultant team and City staff*)
- Ongoing stakeholder inquiry responses (emails and phone calls) (*consultant team and City staff*)
- Updates to project webpage about upcoming events and opportunities to be involved, including link to online survey (*City staff and consultant team*)
- Ongoing activity recruiting, coordination and outreach (based on expressed interests) (*consultant team and City staff*)
 1. Community workshop
 2. Drafting Sub-committee meetings
 3. Misc. activities per interest group (presentations, event booth tabling, polling, etc. - TBD)
- Newport Council project update briefings (times TBD) (*City staff and consultant team*)

Timelines

- December 2016 through May 2017

Communications Deliverables

- “Workshop-in a box” materials (fact sheet, comment cards, focus areas handout, power point presentation)



- Two online surveys, flyers (one related to initial vision questions, and another for vetting of the draft vision statements)
- Paper version of survey questions
- Flyer about community event
- Two webpage updates with opportunities to get involved (online surveys and activities)
- Draft Focus Area Vision Statements

Phase Three: Strategic Plan Development

Overview

Activities and communications within this phase support the development of a strategic plan for City of Newport that build on the established vision. The focal point of this phase is the development and vetting of a strategic plan. The project team will seek community input on the draft strategic plan.

Because the process continues to be iterative, the project team will have logged numerous suggestions for strategies and actions prior to the start of this phase. The outreach during this phase will refine and expand on input from the previous phases.

This phase concludes the project with council review and adoption of both the Community Vision and City Strategic Plan.

Communications and Outreach Objectives

- Continue to develop project awareness through emails, media and project website
- Provide awareness about the final vision draft and move the conversations to review of the City Strategic Plan
- Provide a community update on project timelines
- Align vision strategies with city responsibilities

Primary message

- Join us in providing input on Newport's long-term vision and the City's strategic planning efforts.

Secondary Messages

- The City has been engaging the public about a preferred future for Newport.
- The Newport strategic planning effort offers opportunities for the community to prioritize the City's role in Newport's preferred future.
- Online and in-person activities offer opportunities to be involved in the process.

Outreach Activities *(assignments in parenthesis with lead listed first)*

- Community event to unveil final vision and solicit feedback on draft strategies for the Strategic Plan *(Consultant team, City staff and Advisory Committee)*
- Council presentation of Vision and Strategic Plan *(City staff, consultant team)*

Communications tools



- Two email updates to mailing list: *(consultant team and City staff)*
 1. Invitation to community event to review final vision and draft strategies. *(consultant team, City staff and Advisory Committee)*
 2. Participation thank you/next steps
- Continued development of interested parties email list *(consultant team and City staff)*
- Ongoing stakeholder email inquiry responses (emails and phone calls) *(consultant team and City staff)*
- Ongoing activity recruiting, engagement and coordination – includes promoting events through email notifications, webpage, local businesses, and event planning logistics *(consultant team and City staff)*
- Advisory Committee Meetings *(consultant team, City staff and Advisory Committee)*
- Community event flyers for emails, webpage, business windows and bulletin boards *(consultant team and City staff)*
- Volunteer-led Outreach Activities *(Advisory Committee – optional)*

Timelines

- April 2017 through June 2017

Communications Deliverables:

- Community event flyer and webpage update
- Community event materials (vision and draft strategies boards and interactive materials)