

Teanaway Community Forest Recreation Planning

Communication and Public Outreach

Teanaway Community Forest Advisory Committee
January 12, 2017



Communication/Outreach Goals

- **Ensure the public and recreation advocates** receive the information they need to understand and participate in the recreation planning process
- **Increase public understanding** of the relationship between recreation and watershed protection and other community forest priorities
- **Build long-term public support for the forest**, including volunteer stewardship and adequate funding

Strategies

- **Timely public information** about advisory committee meetings and recreation planning process (DNR and WDFW communication offices)
- **Targeted outreach** to key stakeholders and recreation advocates in Kittitas County and across the state (DNR and WDFW staff and advisory committee members)
- **Regular web-based communication** about the project, especially around key planning milestones (DNR and WDFW communication offices)
- **Outreach to news media** in central Washington and to outdoor and environmental reporters statewide (DNR and WDFW communication offices)

Communication/outreach opportunities

- Website: <http://www.dnr.wa.gov/Teaway>
- Electronic newsletter – Subscribe online
- Social media to amplify messages and promote information-sharing
- Media outreach: News releases and direct contacts
- Open houses during planning process
- Presentations to key stakeholder groups
- Survey to gauge public interest in various recreation opportunities

Measuring success

- Number and duration of website visits
- Metrics on social media information-sharing
- Number of E-newsletter subscribers
- Survey participation by wide range of interests: hikers, horseback riders, motorcyclists, and others
- Media coverage of planning process and opportunities for public input
- Meeting attendance

Questions?

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