

MEMORANDUM

Date: September 3, 2019
To: Communications & Technology Committee
From: Mark Martin, General Manager
Subject: Draft Communications Plan Outline

A Draft Communications Plan Outline for non-emergency but important notifications was reviewed at a prior Communications & Technology Committee meeting. Staff have been focused on other priorities recently and were unable to make a significant amount of progress. That said, some minor edits and additions are reflected in the attached document for discussion.

COMMUNICATIONS PLAN (Outline)

1. RMCSO Public Notices

- a. RMCSO Website (District Secretary, General Manager, Dir. of Admin)
 - i. Banner Updates at top
 - ii. Rotating Slideshow
 - iii. Pinned topical info boxes below slideshow
- b. RMCSO Facebook (District Secretary)
- c. Email blast (Mail Chimp)
- d. Texts
- e. Hardcopy/Physical
 - i. MVA Clubhouse Bulletin Board
 - ii. RMA Admin Offices Bulletin Board
 - iii. Less immediate updates via Pipeline newsletter
 - iv. Banners
 - v. Magnetic Signs on RMCSO work trucks
- f. RMCSO Phone Message/tree with info about concern
 - i. Researching capability of current system
- g. Other?
 - i. RMA GM via email
 - ii. MVA GM via email
 - iii. RMA Website (Request Permission)
 - iv. RMA new electronic message board? (Request Permission)
 - v. RMA physical large information boards/banners
- h. Reminders for all communications to regularly check RMCSO Website or to call District offices for updated information or concerns.
- i. Bill Stuffers

2. RMCSO STAFF NOTIFICATION

- a. Notification of ALL or SELECTED RMCSO staff depending on issue

3. EXTERNAL POSTINGS

- a. Too much posting on private external sites will:
 - i. Increase staff effort that could be directed usefully elsewhere,
 - ii. Undermine efforts to educate the public to go directly to RMCSO website or call RMCSO when issues arise.
 1. Our goal should be to condition the public to seek official information directly from RMCSO.

4. RMCS D BOARD NOTIFICATION

- a. GM Keep Board Notified via Emails
- b. Calls if critical timely situation

5. LONG-TERM MESSAGING/EDUCATION

- a. Refrigerator magnets with who to call
- b. Pipeline reminders

6. AFTER ACTION REVIEW

- a. What could we have done better next time?

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