

Oregon Dunes Restoration Collaborative
Communications & Outreach Group Meeting Minutes – 4-2-19

Connecting w/ Monitoring Group

- Monitoring group met last in November
- They are refining what questions we want to ask, and what we want to get out of monitoring
- All of these potential topics overlap somewhat with other work groups
- Relevant questions around outreach:
 - Are our education & outreach efforts successful?
 - Are people learning about the dunes?
 - Are we getting more volunteers?
 - Is our work to protect the dunes affecting the local economy?
- What are we tracking so far?
 - Have seen steady increase in website traffic and social media followers
 - But only ~6 months of data since we launched those platforms in September/October 2018.
 - Number of people on volunteer list increasing, but number of people attending work parties has been decreasing (probably due to winter weather?)
- What would the communications groups like to see monitored? What are the desired outcomes of this group and how can the monitoring group help?
- How do we track the harder to measure questions? Are people learning about the dunes?
 - Survey to dunes users and/or residents
- And if we find out that people aren't learning, how do we adjust our approach?
- What are we going to do with this data?
 - Eventually create a report (after gathering data for multiple years / across multiple sites)
- Could a student class do this as part of a project? Forest Service staff probably cannot do the surveys themselves (Lisa checking)
- Before and after questions related to educational talks – measure what they know and then again measure what they learned? Or do just at the end of the event?
- Have we done enough general outreach yet to expect that the public is aware of us?
- Andy can connect w/ PR expert in Eugene – maybe we can reuse one of his surveys
- Next Siuslaw NF public survey won't be for several years
 - But could we add something in that when it comes out next?
- Lisa has seen grants recently related to citizen science efforts, for when we launch those

Updating brochures

- Colin (TLC) graphic designer – updating brochure to include OHV image
- Should we also include a hiker? Or other recreational uses? Include photos of people
 - And we should be careful to not swing too far to the OHV side?
- Is 5000 enough? That was first amount
 - First printing was \$261 for 5,000
- Do we need more rack cards also? And should those be updated with OHV imagery?
 - Andy will discuss that with graphic designer also

Other items to purchase or print

- We should make sure we are being consistent with branding and messaging
- All promo/outreach items should include website, logo, or otherwise help the ODRC mission
 - T-shirts
 - Another aerial photo poster? For STRD's outreach events
 - Business cards
 - Logo stickers
 - Sandwich board / signs for at events
- Jeff will get quotes for these items
- Dina has a single-page laminator if needed

Distribution of brochures

- How do we replenish the first round of brochures?
- Can we create a label that tells businesses how to restock or who to call for more brochures?
- Can we try to recruit volunteers for distribution?
 - Dina will write a social media post to recruit volunteers once new brochures created
- We can ask for volunteers at the Coos Bay pub talk to cover the southern end of the dunes
 - Print copy of distribution list and bring to 7 Devils; Dina will bring rack cards

Refer to the spreadsheet on google drive for where brochures have been distributed thus far, plus Jeff's ideas for further outreach:

https://docs.google.com/spreadsheets/d/1Mp0PfJ2EmijoHjs6RalibqpCDfbcS_adJWU4BaWTKww/edit#gid=545482667

Social media

- All pages have seen slow but steady increase in traffic since launching in September
- Newsletter
 - Original mailing list (USFS sign-in sheets + Andy's monthly emails) had 201 emails
 - Current mailing list has 218
 - Newsletter averages 38% open/read rate each month
- Website
 - 258 visits / month average
 - ~85% are "new" visitors to the site
- Facebook
 - 258 "likes" – up from 140 after initial launch
 - Our posts reach ~6,250 people per month
 - Average engagement (clicking, commenting, or "liking" a post) is ~1,350 per month
- Instagram
 - 142 followers – up from 63 after initial launch
 - ~650 average reach per week
 - ~250 average engagement per week
- Best content has been educational posts about wildlife and nature, and volunteer events
- We should make sure we're including ODRC mission / message in those educational posts
- Dina will start scheduling regular posts for "wildlife Wednesday"

Social Media ads

- Paid advertisements on social media can promote our events and boost name recognition
- Minimum ad amount is \$20 for 10 days
 - We have a \$15 free credit from Facebook, so could spend as little as \$5 on our first ad
- April 27th Earth Day event at Honeyman will be our first paid ad
 - Then we can evaluate its effectiveness and determine a need for more ads
 - Jeff will work with Travel Lane County staff for advice on Facebook ads

Presentations to stakeholders

- Dina has 3 upcoming educational talks (7 Devils pub talk, Coos History Museum, and UO Museum Field Trip)
- Jeff is working to schedule more presentations to officials / city councils
 - Have emails out and waiting for reply from Lakeside and Coos Bay
 - Connect with Jody to see if he has other connections in Coos Bay & North Bend
 - Bill has a connection to Douglas County Commissioners – follow up with him to schedule a meeting
- Rotary club / civic groups
 - Dina has previously given presentations to Rotary Club in Florence and in Reedsport
 - In Florence, they have grants to give out, and one member was ready to write a check
 - Due to confusion about NEPA process, we did not ask for any funding at that time
 - Local Rotary clubs are also part of a regional group, and these larger groups pool funds or work together on regional issues
 - Andy can look into what region the dunes clubs are part of, and perhaps we approach that larger group with a funding request

Communicating NEPA status to the public

- What should our message to the public be?
- Are we still trying to accomplish all of our long-term goals of dunes restoration?
 - In short, there will still be plenty of work to be done when the NEPA decision is signed/released
- Lisa can help write some talking points about NEPA and how it affects our work
 - What are the current projects that can be done under NEPA, and how can we talk about those to the public?

Field Trip

- What is the one (or two) best sites for the field trip?
 - Day Use overlook is good – can see changes in landscape
- What about taking them out in the buggies?
 - Take them out to a tree island / how the vegetation is encroaching / the open sand
 - Sand Dunes Frontier?
- Jeff will circle back to elected officials staff and try to start picking a date

Other Items

- Should we consider re-combining Communications & Outreach w/ Education?
- Volunteer who worked on the strategy book was asking if there is more volunteer writing work
 - Lisa will connect her to Jeff and Dina
 - Potential ideas: educational video script, website content

Action Steps:

Jeff:

- Get updated budget from CPRCD
- Find quotes for printing brochures, t-shirts, stickers, sandwich board
- Explore using paid social media ads to promote Earth Day events
- Continue scheduling presentations to stakeholder groups
- Connect with elected officials and staff on Field Trip date

Andy:

- Follow up with TLC's graphic designer on brochure & rack card redesign
- Look into Rotary Club regional group that covers dunes area
- Ask Dave (PR) for a sample survey about environmental issues

Lisa:

- Help Dina draft talking points to explain NEPA process / "where are we now"
- Ask other USFS staff for list of ongoing projects, that ODRC can talk about during public outreach
- Send grants related to citizen science efforts to monitoring group
- Connect writing volunteer (strategy book) to Jeff and Dina for other projects

Dina:

- Start scheduling regular educational posts on Facebook
- Write a social media post to recruit volunteers (after new brochures printed)
- Ask education working group if they want to consider re-combining with education & outreach

Monitoring Work Group / Chandra:

- Write monitoring questions or survey to address items relevant to communications & outreach

Everyone:

- Make connections to businesses or public buildings regarding brochure distribution
- Get the pop-up banners out in public!