

MESSAGING SUBCOMMITTEE REPORT
of the INTEGRATION STEERING COMMITTEE
to be made at the July 1, 2019 ISC Meeting
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I: Outreach

Our outreach plan must balance comprehensiveness with manageability. We believe that philosophically it is advantageous to meet people at times and places that they would generally be anyway. This ensures higher turnouts. We plan to focus on:

- Home Owner’s Associations – have ISC members and/or other Agency staff meet some of the larger HOAs meetings, and some clusters of smaller ones sharing a region. This will be our first big pass at outreach.
 - This will give us a chance to rub shoulders with people who don’t have formal positions on the island. They are not otherwise affiliated, that have no skin in the game, and are not affiliated with any of the Agencies.
 - There are about 55 HOAs in the Fire District, 15 in the Town of a sufficiently meaningful size
 - The advantage of HOA outreach is that it ensures fair geographical representation, particularly since Fire and EMS coverage tends to be managed by geographical area.
 - This is an excellent opportunity for multitasking – not only discussing ISC
- “Need to Know” List and Press – this is a known list of people that are important to the community because of their position. They are thought leaders and the people who will shape the dialogue. We have a list already, which we are working on making more complete. Please add names if you think of any.
 - First, we send out a letter to a list of people in a “need to know” category:
 - They have different interests and different sets of questions, so there may be variations on the letter
 - Some will receive just the letter
 - Others we will offer to meet with groups such as: SJC Council, Town, Port of Friday Harbor, Board of Health, and state legislators
 - Second, we will meet individually with members of the press so that they understand the project, as well as a few key people such as the county administrator. These people will play crucial roles and will require individual attention.
- Nonprofit and service organizations
 - Send a letter giving them background and offer to meet if desired
 - A list does not exist. We are hoping to find a preexisting list rather than being required to make our own
- EMS and Fire Associations

- This is important both from the perspective of the election, but also in reassuring volunteers and staff through the process
- We will need this group to also help with the electoral process, so approaching this group is a little different. This part may begin with discussion with leaders about what is needed to advance the discussion going forward.
- There will eventually be limitations on what we can discuss. Care will need to be taken to ensure compliance with election laws

We visualize two or three letters to the “Need to Know” list, HOA list, and the service organization list. This asks if they want to meet with us and gives factsheet information in a readable way. This is partly due diligence, many will not be interested.

Separately, we will be identifying groups we want to proactively meet with, and these groups and individuals we will actually call.

Related to this is internal “outreach,” if it can be called that – getting the PHD/Fire District Boards and Town Council on the same pages as the ISC. That may mean the ISC going to visit each body.

We would like to start scheduling this (see below, Section III)

II: Web Page/Social Media:

We do not think a special web page is necessary. People are confused already about how different agencies and departments are or are not linked. People often think Fire already runs EMS.

Currently the public is accustomed to using the PHD website due to the CAG, but even so, usage is only 10-15 views for a few day around ISC or Board meetings days (including staff). That’s not to say that usage would not go up as this issue heats up and election dates come closer, but in that eventuality it allows for campaign specific webpages to go up that (a) avoids cluttering and confusion and (b) helps us to avoid accusations of campaigning.

- Facebook: one page is sufficient, and we will use the Fire District Facebook page and EMS/PHD will just “share it” on their own pages. Town does not use Facebook.
 - we should lock out comments and direct people to our other outreach efforts.
 - We will not post to other social media sites (Friday Harbor Now, Rant and Rave, etc.) due to public records concerns
 - This also allows people to keep using what they’re already used to accessing
- Webpage: If we want to point to documents, we just use one central repository and link to it elsewhere, as we now use the PHD page.

There is a mild downside to using the Fire Facebook but PHD webpage, but we don’t think it’s a big deal. If it does become a big deal we can readdress. In the modern world where you can post links, it’s easy to send people to right place. If people start seeming confused, we will readdress. We like the idea of not cluttering digital space. If viewership increases on these resources we will be able to retain it after the campaign is over.

If the group wants a separate website, we can make that happen. In that case we prefer the use of the Fire District website, assuming we create a new webpage.

III: Messaging

We need to figure out what we're actually going to say. We feel it crucial that we have a consistent message. If the group agrees with the foregoing, we will focus next on messaging for our outreach.

We would like to create the framework of a letter and identify which key things the committee will need to identify. We need to know how the process is going to be going forward between now and the next six months. Our project relies on and supports the rest of the project – but to get through all of this outreach it will require getting started ASAP.

The letter will (a) identify what is happening and background (b) identify timeframe for what is happening. Almost like a factsheet, but more chatty – it's a first contact. We don't need to know everything, just enough to get started. It lays the groundwork for further contact. This will also be the approach for in person outreach.

Once we start with outreach, we want to be able to answer questions – and answer them consistently the same. We may need to utilize other commissioners/councilors during our outreach, so they will need to be on the same page as the ISC. This again requires a clear plan.

What we need to move forward:

1. We need the ISC to make the crucial decisions that comprise the plan. This plan then needs to not change, and be agreed on by the participating Boards/Council. To that end:
2. The plan needs approved by the Boards and Town Council so that we are representing a plan that is actually in place -or- if we don't have a game plan that is approved we need to know that, since messaging that will be different, i.e. "here's what we're thinking about" rather than "the plan is"
3. We will need to schedule in different Agency, Town, and District representatives including ISC members for different portions of the outreach. This will require significant times commitments.

IV: Budgeting

There is a cost to mailings. The number of addresses right now is about 100. At \$0.55 for first class stamps, \$0.10 per envelope, \$20 for stationary, and printing on standard paper can be done in office. This is approximately \$100 each mailer. If we do this letter three different times, that's \$300.

Other costs are mostly labor, which are already paid for by the respective agencies and will not cost the ISC.