

## Columbia Climate Action and Adaptation Plan

### Community Survey Publicity Plan

#### **Summary of elements:**

Deliverables

News Media

Outreach to Stakeholder Organizations

Outreach to vulnerable populations

Outreach events

Social Media

Facebook

Twitter

Instagram

Logistics (relevant to publicity)

#### **Deliverables**

“Business” cards to promote event

Press Release

Facebook AD -

Facebook event

City Webpage content (outside of Facebook)

City Calendar event

Add to sustainability climate webpage

Journey to Inclusiveness webpage

#CoMoCimateAction

Flyer – info from card and key message - PW

Twitter message

**News Media**

<b>Action</b>	<b>Target</b>	<b>Timing/Status</b>	<b>Owner</b>
Press release	All media outlets, Print, TV & Radio		PW
Online & print calendars (Tribune and Missourian's Vox)	Tribune, Missourian, KOMU, KRCG		CA
Radio – Paul Pepper			BB
Radio public announcements	KOPN, KBIA		CA

**Outreach to Stakeholder Organizations**

<b>Action</b>	<b>Target</b>	<b>Timing/Status</b>	<b>Owner</b>
Email Newsletter	Sierra Club		Carolyn Amparan
Email Newsletter	Calvary Episcopal Church		Carolyn Amparan
Announcement	Friends of Peace Studies		Carolyn Amparan
Announcement	CoMo For Progress		Kim Wade
Contact – request email newsletter and social media support	Citizen's Climate Lobby, Peaceworks, Renew Missouri, Mizzou Energy Action Coalition, League of Women Voter's , Audubon, Mid-MO Solidarity Network , Boone County Democrats		Carolyn Amparan
Contact – request email newsletter and social media support	Bicycle and Pedestrian Commission, Co Area Transportation Study Organization, Community Improvement Districts., Public Transit Advisory Commission,		Annette T.
Contact – request email newsletter and social media support	Chamber of Commerce		Jay H.
Contact – request email newsletter and social media support	UU Church, Faith Voices, Columbia High School, Teachers and Env. Groups, CoMO for Progress,		Kim W.

Contact – request email newsletter and social media support, announcement	Columbia Insurance Group, Shelter Insurance, State Farm Insurance, CPCU & IPMM, Young Professionals		Ryan K.
Contact – request email newsletter and social media support, announcement	Race Matters, Students & Faculty (?), University of MO – Journalism		David
Contact – request email newsletter and social media support, announcement	Mizzou Energy Management, Parking and Transportation, Planning, Design & Construction, Sustainability Office		Raghu
Contact – request email newsletter and social media support, announcement	University of MO environmental & Other groups		Mason
Meetings with Neighborhood leaders	Focus neighborhoods		Barbara Buffaloe
Community police officers			
Citysource -			
City Boards & Commissions			
Water & Light Board			BB
second letter to boards & commissions – more direct on coming to participate in the workshop. Will send flyer.	Boards and Commissions		PW and BB
High schools environmental or journalism groups	Columbia High Schools		KW
Refugee & Immigrant Services (on Worley)			
Youth Advisory Commission – delivered announcement cards			

**Outreach to Vulnerable Populations**

Action	Target	Timing	Owner
Visit their locations and organizations to promote event			PW
Rock the Community table, In Douglass Park			
Inclusive excellence mile, in conjunction with Mizzou Athletics, possible table			Nicki McGruder
Mo Faith Voices – 2000 households Listening Sessions (understand issues related to poverty that are important to CoMO residents and get people to be more politically active). Provide info to people who have been trained.			Kim Wade

**Outreach at Events**

Action	Target	Timing	Owner
Earth Day Festival	Columbia Residents		
Advancing Renewables Conference	Attendees		BB and CA
Journey to inclusive excellence – announced	200 Participants		Nicki McGruder
Benton-Stephens Neighborhood Association-announcement			JH
Bike Walk and Wheel breakfast stations			
Heritage Day event			
Famers Market 10-11			Dave and Jay

## **Social Media Outreach**

Facebook, Twitter, Instagram (no account)

<b>Action</b>	<b>Target</b>	<b>Timing</b>	<b>Owner</b>
Create Facebook event	Columbia residents		Barbara Buffaloe
Facebook City accounts - Promote sharing to organizations & groups			PW
Facebook Ad -	Columbia residents		Barbara Buffaloe
Instagram - None			
Twitter - city ids?			
Facebook city accounts share event			
Facebook council members share event			
Journey to inclusive excellence – has Facebook and Instagram accounts	800 Participants		Nikki McGruder
Shared to miscellaneous Columbia focused Facebook pages and groups	Sierra Club, Occupy Mid- Mo, Citizen's Climate Lobby, CoMO for Progress, Sustain Mizzou, Our Revolution, League of Women Voters, March for Science, Mid-MO Sustainable Living and Voluntary Simplicity, Hinkson Creek Community Tiger Congress FOR		Carolyn Amparan

Logistics: