



## Communications and Outreach Plan - DRAFT

Project: **Greater Newport Area Vision 2040**

Timeline: **October 2016 – August 2017**

Version: **DRAFT 12-16-2016**

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### Overview

Stakeholder engagement is crucial to the development of a community-wide vision and strategic plan. In developing this Communications and Outreach Plan, the consultant team is assuming three phases in the Greater Newport Area Vision 2040 Project around which communications efforts and outreach activities are built. Opportunities to inform and engage will occur within the following phases:

- 1) Foundation building
- 2) Vision development and refinement
- 3) Strategic planning

A rolling calendar outlining project activities by phase is provided in Appendix A. Communications and Outreach Schedule.

The Communications and Outreach Plan is based on community and engagement principals developed through experience on other successful vision projects. Proven engagement principles include:

- ❖ Providing engagement opportunities for all who care to be involved.
- ❖ Providing multiple opportunities for engagement and entry into the process during all phases.
- ❖ Providing different levels of engagement opportunities that can align with participants' abilities to be involved. This includes a range of opportunities from in-person "come to us", in-person "be where they are", and online.
- ❖ Seeking opportunities to activate community networks or build them, if they don't currently exist.
- ❖ Fostering a shared understanding of community context for decision-making.
- ❖ Recognizing and affirming the value of contributions from community members.



## Phase One: Foundation Building

The first phase sets the foundation and structure for the project, and begins to establish the communications networks the project will use to connect with a wide range of community members, including the Hispanic community, Tribes and other ‘hard-to-reach’ groups and individuals (see Appendix B. Initial Stakeholder Groups). This phase kicks off the engagement process and awareness building, and provides a strong communications foundation from which to build throughout the project.

### Communications and Outreach Objectives

- Identify topics of likely interest for the Vision
- Identify individuals and groups that may have an interest in the Vision project
- Kickoff the Advisory Committee that will support and guide the project
- Develop timelines and approach options for outreach and communications tools
- Establish a communications plan (this document) based on input from community members and City staff
- Provide opportunities to get more detailed information to those interested
- Develop Focus Areas for future vision discussions
- Kickoff awareness building with community and City

### Primary Messages

- The Greater Newport Area Vision 2040 Project is beginning. Your input is important!

### Secondary Messages

- The City of Newport is developing a long-range vision and strategic plan to help guide the city into the future.
- The Greater Newport Area Vision 2040 Project offers opportunities for the community participate in articulating Newport’s preferred future.
- Project activities will offer multiple avenues to provide input.
- A wide range of opportunities to get involved are available and encouraged (workshops, online survey, community activities).
- For more information go to the project webpage or contact Rachel Cotton or Cassie Davis.

### Outreach Activities *(assignments in parenthesis with lead listed first)*

- Individual interviews and small group discussions *(consultant team, City staff)*
- Advisory Committee meetings (2) to be facilitated by consultant with community input/comment period(s) *(consultant, City staff, Advisory Committee)*
- Development of an interested parties contact list *(City staff, consultant team, Advisory Committee)*
- Email notifications to stakeholder list to initiate project awareness and opportunities to participate *(consultant team, City staff, Advisory Committee)*
- Informational presentations at defined events - optional *(City staff, Advisory Committee)*



### Communications Tools

- Project graphics/branding. Includes project logo and templates for communication needs (*consultant team, Advisory Committee*)
- Focus Areas and associated sub-topics development (*consultant, City staff, Advisory Committee*)
- Two email notifications to stakeholder list and identified groups based on initial conversations with the Advisory Committee, City and community leaders: (*consultant team, City staff, Advisory Committee*)
  - 1) Welcome, project background and contact information
  - 2) Kickoff event(s) flyers and invitations
- Media release announcing project (*City staff and consultant team*)
- Initiate project webpage on City website (*City staff and consultant team*)
- Project fact sheet with information about the project, contact information, and how to stay informed (*consultant team and City staff*)
- Ongoing Advisory Committee communications (*City staff, consultant team*)

### Timeline

- October 2016 through early February 2017

### Communications Deliverables

- Communications and Outreach Plan
- Draft Focus Area ideas
- Branding logo and template
- Fact sheet
- Kickoff event(s) flyer
- Initial stakeholder list

## Phase Two: Vision Development and Refinement

Activities and communications aligned with this phase contribute to the development of a Greater Newport Area community vision. While the project team will continue to engage in activities to increase project awareness, the primary focus will shift to soliciting specific input from community members about the vision. The stakeholder questions posed during this phase are targeted to align with identified focus areas and include the following four questions:

When thinking about [*specific Focus Area here*]...

1. *What do you most appreciate about the Greater Newport Area?*
2. *What is the biggest challenge for the Greater Newport Area now or in the future?*
3. *What is your vision for the Greater Newport Area?*
4. *What is one strategy for achieving your vision?*

All four questions seed community discussions about Newport's future and can be used throughout the project. The first two questions verify the established Focus Areas from Phase One, and allow for



refinement, if needed. The third question, “*What is your vision for the Greater Newport Area?*” is the focus of Phase Two and will help inform the development of the Focus Area Vision Statements. The fourth question, “*What is one strategy for achieving your vision?*” will be used to inform Strategic Planning that will be created in Phase 3. The project team will use the Focus Areas from Phase One to guide these questions. The results of all these answers will be shared among the project team and Advisory Committee to begin drafting the Focus Area Vision Statements, and aligning them with the Strategic Plan.

After the draft Focus Area Vision Statements have been reviewed and vetted through the community, City staff and Advisory Committee, this phase will conclude with the development of a Summary Vision (one pager) and finalized Focus Area Vision Statements.

### **Communications and Outreach Objectives**

- Continue to communicate need for project input and develop project awareness through emails, media releases, project website and community activities
- Continue to expand list of interested stakeholders for ongoing communications
- Collect community-wide input on vision questions for each Focus Area
- Update public information timelines and approaches (if changed from Phase One)
- Provide opportunities to get more detailed information for those interested
- Draft and vet Focus Area Vision Statements

### **Primary Messages**

- Join us in developing Newport’s long-term vision. Your input is important!

### **Secondary Messages**

- The City of Newport is developing a long-range vision to help guide the city into the future.
- The Greater Newport Area Vision 2040 Project offers opportunities for the community to participate in articulating Newport’s preferred future.
- Community events will engage dialogue around areas of interest.
- If you cannot attend the first community kickoff event(s), there will be opportunities to participate online and at subsequent activities.
- Project activities will offer multiple avenues to provide input – at project sponsored events, community events and online (project kickoff event(s), online survey, public meetings, etc. – see Appendix C. Potential Outreach Activities List).
- For more information go to the project webpage or contact Rachel Cotton or Cassie Davis.

### **Outreach Activities** *(assignments in parenthesis with lead listed first)*

- Advisory Committee Meetings (3) to be facilitated by consultant *(consultant team and City staff)*
- Vision Kickoff event(s) to provide an introduction to the Vision process and launch the effort to collect community information about the public’s preferred future including feedback on

potential strategies to achieve the vision. (*consultant team, City staff and Advisory Committee*)

- Online survey, which is an online version of the initial vision input questions and will remain open for comments for about six-eight weeks. (*consultant team*)
- Community activities (booth tabling, presentations, small group discussions, etc.) (*City staff, consultant team, Advisory Committee*)
  - See Appendix C. Potential Outreach Activities List
- Continued development of an interested parties email list (*consultant team and City staff*)
- Establish a Drafting Sub-committee to review and analyze vision language (this can be the members of the Advisory Committee, City staff and/or community members) (*consultant team, City staff and Advisory Committee*)
- Conduct phone conferences or in-person discussions with Drafting Committee to refine Focus Area draft vision language(*consultant team*)
- Community engagement activities to vet the draft vision statements (*consultant team, City staff and Advisory Committee*)
  - See Appendix C. Potential Outreach Activities List
- Second online survey to vet draft focus area vision statements with community and solicit input on potential strategies (*consultant team*)
- Council Project Updates (2-3) and review of draft vision statements (*City staff, consultant team*)

**Communications tools**

- Two email updates to mailing list and interest groups (*consultant team and City staff*)
  1. Invitation to community events
  2. Participation thank you/next steps and link to online survey
- Community Kickoff Event(s) flyer for email distribution, business windows and bulletin boards (*consultant team and City staff*)
- Ongoing stakeholder inquiry responses (emails and phone calls) (*consultant team and City staff*)
- Updates to project webpage about upcoming events and opportunities to be involved, including link to online survey (*City staff and consultant team*)
- Ongoing activity recruiting, coordination and outreach (based on expressed interests) (*consultant team, City staff, Advisory Committee*)
  1. Community Kickoff Event(s)
  2. Drafting Sub-committee meetings (2)
  3. Miscellaneous activities per interest group (presentations, event booth tabling, polling, etc. – see Appendix C. Potential Outreach Activities List )
  4. Translation of project materials and/or translator services to be coordinated when appropriate for the given activity.
- Newport Council project update briefings (times TBD) (*City staff and consultant team*)

**Timelines**

- December 2016 through July 2017



### **Communications Deliverables**

- Outreach Toolkit (fact sheet, comment cards, focus areas handout, power point presentation, including translated materials as needed)
- Two online surveys, flyers (one related to initial vision questions, and another for vetting of the draft vision statements)
- Paper version of survey questions
- Flyer about community event
- Two webpage updates with opportunities to get involved (online surveys and activities)
- Draft Focus Area Vision Statements

## **Phase Three: Strategic Plan Development**

### **Overview**

Activities and communications within this phase support the development of a strategic plan for City of Newport that build on the established vision. The focal point of this phase is the development and vetting of a strategic plan. The project team will seek community input on the draft strategic plan components and the City's implementation role(s).

Because the process continues to be iterative, the project team will have logged numerous suggestions for strategies and actions prior to the start of this phase. The outreach during this phase will refine and expand on input from the previous phases.

This phase concludes the project with council review and adoption of both the Community Vision and City Strategic Plan.

### **Communications and Outreach Objectives**

- Continue to develop project awareness through emails, media and project website
- Provide awareness about the final vision draft and move the conversations to review of the City Strategic Plan
- Provide a community update on project timelines
- Align vision strategies with city responsibilities

### **Primary message**

- Join us in providing input on Newport's long-term vision and the City's strategic planning efforts.

### **Secondary Messages**

- The City has been engaging the community about a preferred future for Newport.
- The Newport strategic planning effort offers opportunities for the community to help prioritize the City's role in the Greater Newport Area's preferred future.
- Online and in-person activities offer opportunities to be involved in the process.

**Outreach Activities** (*assignments in parenthesis with lead listed first*)



- Community event to unveil final vision and solicit feedback on draft strategies for the Strategic Plan (*Consultant team, City staff and Advisory Committee*)
- Council presentation of Vision and Strategic Plan (*City staff, consultant team*)

#### **Communications tools**

- Two email updates to mailing list: (*consultant team and City staff*)
  1. Invitation to community event to review final vision and draft strategies. (*consultant team, City staff and Advisory Committee*)
  2. Participation thank you/next steps
- Continued development of interested parties email list (*consultant team and City staff*)
- Ongoing stakeholder email inquiry responses (emails and phone calls) (*consultant team and City staff*)
- Ongoing activity recruiting, engagement and coordination – includes promoting events through email notifications, webpage, local businesses, and event planning logistics (*consultant team and City staff*)
- Advisory Committee Meetings (*consultant team, City staff and Advisory Committee*)
- Community event flyers for emails, webpage, business windows and bulletin boards (*consultant team and City staff*)
- Volunteer-led Outreach Activities (*City, Advisory Committee*)

#### **Timelines**

- April 2017 through August 2017

#### **Communications Deliverables:**

- Community event flyer and webpage update
- Community event materials (vision and draft strategies boards and interactive materials)
- Draft Strategic Plan and implementation recommendations.

## Appendix A. Communications and Outreach Schedule

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## Preliminary Communications and Outreach Schedule

### Phase 1: Foundation Building

Date	Activity	Assignment	Due Date/Status
10/24/16	Advisory Committee (AC) Meeting #1	Consultant / City	COMPLETE
Oct/Nov 2016	Logo development	Consultant / AC	COMPLETE
November 2016	Stakeholder interviews	Consultant / City	COMPLETE
November 2016	Initial Focus Areas development	Consultant / City / AC	COMPLETE
November 2016	Communications and Outreach Plan	Consultant	DRAFT REVIEW
November 2016	Stakeholder database and interest groups list	Consultant / City	ON GOING
November 2016	Webpage development	City / Consultant	COMPLETE and ON GOING
11/16/16	Advisory Committee (AC) Meeting #2	Consultant / City	COMPLETE
December 2016	Project fact sheet	Consultant	COMPLETE
December 2016	Project Awareness (email notifications, presentations, bulletins, etc.)	Consultant / City / AC	December 2016
December 2016	Community kickoff event flyer development	Consultant	January 2017
January 2017	City Council project update	City	January 2017
February 2017	Community kickoff event(s) notifications (see Activities List – email lists, community bulletins, news article, handouts, etc.)	Consultant / City / AC	IN PROGRESS

### Phase 2: Vision Development

Date	Activity	Assignment	Due Date
December 2016 / January 2017	Kickoff event logistics planning	Logistics Subcommittee (Consultant / City / AC)	Dec 2016 / Jan 2017 (first logistics subcommittee meeting 12/2/16)
December 2016 / January 2017	Refine Project Schedule (includes benchmarks, outreach	Consultants / City	Jan 2017 (to be reviewed at AC meeting #3)

*Greater Newport Area Vision 2040 Project*

	opportunities and tool box of outreach materials)		
<b>January 2017</b>	Kickoff event materials (agendas, handouts, work sheets, etc.)	Consultant	Jan 2017
<b>January 2017</b>	Online survey development (publish by first Kickoff event)	Consultant / City	Jan 2017
<b>January 2017</b>	Advisory Committee (AC) Meeting #3	Consultant / City / AC	Jan 2017
<b>February 2017</b>	Vision 2040 Kick-off Event (and ancillary outreach activities)	Consultant / City	TBD
<b>February/March 2017</b>	Community Outreach Activities	Consultant / City / AC	See Activities List
<b>April 2017</b>	Develop Draft Vision Statements	Consultant	Early April 2017
<b>April 2017</b>	Drafting subcommittee review and refinement of Draft Vision Statements	Consultant / City / AC	Mid-April 2017
<b>April 2017</b>	Advisory Committee Meeting #4 (overlaps with Phase 3 Strategic Planning)	Consultant / City	Mid-Late April 2017
<b>April 2017</b>	Develop vision vetting flyer, materials and webpage update	Consultant / City	April 2017
<b>April/May 2017</b>	Vision vetting notifications (email, news releases, bulletins, etc.)	Consultant / City / AC	April/May 2017
<b>April/May 2017</b>	Online survey development	Consultant	April/May 2017
<b>May 2017</b>	Publish Draft Vision Statements and launch Community Vetting	Consultant / City	May 2017
<b>May 2017</b>	Community Outreach Event(s) and Activities to vet Draft Vision	Consultant / City / AC	See Activities List
<b>May 2017</b>	City Council Project Update	City	May 2017
<b>June 2017</b>	Vision Refinement	Consultant	June 2017
<b>June 2017</b>	Drafting committee conference call to review and refine draft Vision Statements	Consultant / City / AC	Mid June 2017
<b>June 2017</b>	Advisory Committee Meeting #5	Consultant / City / AC	Mid-Late June 2017
<b>July 2017</b>	Publish Final Draft Vision Statements	Consultant/City	July 2017
<b>July/August 2017</b>	City Council presentation	City/Consultant	July/August 2017

### Phase 3 Strategic Planning

<b>Date</b>	<b>Activity</b>	<b>Assignment</b>	<b>Due Date</b>
<b>April 2017</b>	Emerging themes and framework for Strategic Plan – based off of input from Phase 2 Vision Development	Consultant	Early-Mid April 2017
<b>April 2017</b>	Advisory Committee Meeting #4 (Phase 2 and 3 elements combined)	Consultant / City	Mid-Late April 2017
<b>June 2017</b>	Develop draft Strategic Plan	Consultant	June 2017
<b>June 2017</b>	Advisory Committee Meeting #5 (Phase 2 and 3 elements combined)	Consultant/ City / AC	Mid June 2017
<b>June 2017</b>	Develop flyer and materials to promote and review final draft vision and draft strategic plan. Update project webpage.	Consultant/ City / AC	Mid June 2017
<b>June/July 2017</b>	Community notifications (email, news release, bulletins, etc.)	Consultant / City / AC	June/July 2017
<b>July 2017</b>	Publish Final Draft Vision and Draft Strategic Plan	Consultant / City	July 2017
<b>July 2017</b>	Community event to review final Vision and vet draft Strategic Plan	Consultant / City / AC	July 2017
<b>August 2017</b>	Finalize Vision and Strategic Plan	Consultant	August 2017
<b>August 2017</b>	Council Presentation and Adoption of Final Vision and Strategic Plan	City / Consultant	August 2017
<b>Recommended</b>	Community Celebration Event for Vision and Strategic Plan	City / AC	August 2017

## Appendix B. Initial Stakeholder Groups

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# Initial Stakeholder Groups

*(This is a living document and will be updated as new groups and stakeholders become available)*

## Residents and Visitors

- Residents
- Tourists
- Eco-tourists
- Educational travelers
- Seasonal residents

## City Government

- City Council
- City employees
- City advisory boards and committees
- Law enforcement

## County Government

- Lincoln County
- Lincoln County Transit
- Law enforcement

## State Government

- ODOT
- ODF&W
- Employment office

## Federal Government

- NOAA
- EPA
- Coast Guard
- National Guard

## Special Districts

- Port of Newport
- Hospital/Health District (Samaritan Pacific Hospital)

## Tribes

- Confederated Tribes of the Siletz Indians

## Educational Resources

- Lincoln County School District
- Oregon Coast Community College
- Hatfield Marine Science Center—Oregon State University

## Public Utilities

- Central Lincoln PUD
- Northwest Natural

## Economic Development Community

- Greater Newport Chamber of Commerce
  - Leadership Lincoln
  - Northwest Management
- Economic Development Alliance of Lincoln County
- Yaquina Bay Economic Foundation (YBEF)
- Yaquina Bay Ocean Observing Initiative (YBOOI)
- Port of Newport Commission

## Industries

- Commercial fishing
  - Fisherman's Wives
- Food/Beverage
- Tourism
- Environmental
- Logging/forestry
- Large Employers/Lessees

## Arts, Cultural, Educational, and Community Resources

- Oregon Coast Council for the Arts
- Newport Performing Arts Center
- Newport Visual Arts Center
- Yaquina Art Association
- Yaquina Art Association Photographers Group

## Greater Newport Area Vision 2040 Project

- Nye Beach Merchants Association (they support youth arts through banner project)
- Coastal Arts Guild For Art Sake Co-Op Gallery
- Newport Symphony
- Newport Jazz Party organizing committee, through the Oregon Coast Council for the Arts
- The 13 "PAC RATS"--Resident Artist Teams (via the Performing Arts Center and Oregon Coast Council for the Arts: see OCCA website for list)
- Newport Public Art Committee
- Bayfront Galleries
- Siletz Tribal Heritage Commission
- Guin Library at Hatfield Marine Science Center Art 101
- Artists at the Aquarium Village complex in South Beach
- Woodworking guild
- Newport Quilt Show organizers
- Toledo Arts Guild
- Yachats Arts Guild
- Lincoln City Cultural Center
- Oregon Coast Aquarium
- Hatfield Marine Science Center Visitors Center
- Lincoln County Historical Society
- Pacific Maritime and Heritage Center
- Oregon Coast History Center & Burrows House Museum
- Centro de Ayudo
- Habitat for Humanity
- Year-round Farmer's Market
- Airport Users
- Recreational Fishing Community

### Environmental Community

- Surfrider Foundation
- Midcoast Watershed Council
- Wetlands Conservancy
- Central Oregon Coast Land Conservancy
- Oregon Coast Community Forest Association

- Citizens For Clean Air
- Natural Resources Conservation Service
- Lincoln Soil + Water Conservation District

### Neighborhood Districts

- Agate Beach
- City Center
- Nye Beach
- Bayfront
- South Beach

### Commercial Districts

- Nye Beach Merchants Association
- Bayfront Association

### Service Organizations

- Rotary Club
- Altrusa
- Optimists Club
- Lions Club
- Samaritan House
- Housing Authority of Lincoln County
- Community Service Consortium
- Food Bank

### Other Groups and Constituencies

- Seniors
  - Senior Center
  - Longview Hills
- Students
  - OCCC
  - Lincoln School District
  - Pre-Schools
  - OSU Extension
- Youth groups
  - Youth Development Commission
- Hispanic community
  - Centro de Ayudo
- Religious organizations
- Homeowner associations
- PFLAG
- Leadership Lincoln

## Appendix C. Potential Outreach Activities List

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## Outreach Activities List

Greater Newport Area Vision 2040 - Potential Outreach Activities and Opportunities (This is a living document and will continue to be populated as new opportunities are identified)						
Phase	Dates	Opportunity	Affiliated Organization	Potential Activity	Champion	Notes
<b>Phase 1 (Foundation Building &amp; Project Awareness)</b>	11/17/16	Realtors Association Meeting	Dolphin Real Estate	Presentation	Patricia Patrick-Joling	DONE.
	Dec-16	Email Blast	See Initial Stakeholder Groups list	Email distributions with project information	HDR / City / AC	
	Dec-16	Immigrants Race and the Space Between	OCCC - Oregon Humanities	Handouts/Presentation	Cathy Briggs and Lucinda Taylor	DONE. New contacts added to list.
	12/3/16	Lighted boat parade (Dec 3)	Chamber of Commerce	Booth tabling / flyer handout		
	Dec/Jan	Unspecified	City of Newport and Vision Advisory Committee (AC)	Flyer Distribution - Community / business bulletin boards, grocery store(s), etc.	Rachel Cotton and Joyce Porch (possible flyer distribution subcommittee)	
	Dec/Jan	Unspecified	City, HDR, Vision Advisory Committee	Email distribution to community listserves	HDR, City, Vision Advisory Committee	Send project awareness email notification to all groups on Initial Stakeholder Groups list and other identified groups/individuals
	Dec/Jan	Unspecified	Local Organizations and Boards	Presentations	HDR, City, Vision Advisory Committee	See Initial Stakeholder Groups list
		Unspecified	City Committees	Presentation at each committee meeting	HDR, City, Vision Advisory Committee	Add agenda item to each of their upcoming meetings
	Dec/Jan	District Dialog publication	School District	Project news feature in District Dialog publication		Contact Laurie Urquhart, Admin Asst to Superintendent 541-265-4403 laurie.urquhart@lincoln.k12.or.us
	Dec/Jan	News Article - Steve Carr	Newport News Times	Write-up/publication		
	Dec/Jan	News release in local paper	Newport News Times, News Lincoln County	News Release	City/HDR	News release on the Wednesday or Friday prior to the kickoff event.





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Phase	Dates	Opportunity	Affiliated Organization	Potential Activity	Champion	Notes
<b>Phase 2 (Vision Development and Vetting)</b>	Jan/Feb 2017	Kickoff Project Event	City, HDR, Vision Advisory Committee	TBD	HDR, City, Vision Advisory Committee	
	Feb/March/ April/May	Online Survey	City, HDR, Vision Advisory Committee	Online Survey Monkey soliciting feedback on the vision	HDR/City	There will be two online survey's (one for initial vision development and
	Feb/March/ April/May	Donuts and Coffee	Hatfield Marine Science Center	Presentation		
	Feb/March/ April/May	YoPro's	Chamber of Commerce	Small group discussion		
	Feb 23-26, 2017	Newport Seafood and Wine Festival (Feb 23-26, 2017)	Chamber of Commerce	Booth tabling		
	Feb/March/ April/May	Farmers Market	Newport Farmers Market	Booth tabling		
	Feb/March/ April/May	PAC events	OR Coast Council for the Arts	Booth tabling		
	May 4-7, 2017	Newport Loyalty Days (May 4-7, 2017)	Newport Loyalty Days & Sea Fair Festival	Booth tabling		
	Feb/March/ April/May	Unspecified	Surfrider Foundation	Small group activity, distribute flyers		Consider working with Surfrider's Newport chapter and their organizing committees to do activity or distribute information
	Feb/March/ April/May	Unspecified	Centro de Ayuda	Organized activity, presentation and/or flyer handout at language classes, booth at affiliated event		
	5-May-17	Cinco de Mayo Event	Centro de Ayuda	Booth tabling		
	Feb/March/ April/May	Unspecified	LCSD H.E.L.P	Presentation / small group discussion		
	Feb/March/ April/May	Unspecified	Leadership Lincoln	Presentation / small group discussion		
	Feb/March/ April/May	OCCC College Council	OCCC	Presentation	Lucinda Taylor	



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Phase	Dates	Opportunity	Affiliated Organization	Potential Activity	Champion	Notes
<b>Phase 2 (Vision Development and Vetting)</b>	Feb/March/ April/May	GLAMs (Gathering with laughter...)	OCCC	Presentation	Lucinda Taylor	Contact Linda Killbride
	Feb/March/ April/May	C.E.R.T Monthly Meeting	City of Newport	Presentation at monthly meeting		Meets every third Tuesday of the month 6-7pm
	Feb/March/ April/May	Unspecified	RSVP Volunteer Program	Send information to disseminate to affiliates		
	Feb/March/ April/May	Unspecified	Newport Rotary	Presentation		
	Feb/March/ April/May	Unspecified	Senior Center	Handout information, post on bulletin board, email listserv		
	Feb/March/ April/May	Project-specific event at Performing Arts Center	Oregon Coast Council for the Arts	Project-specific event at either Visual Arts Center or Performing Arts Center	Tom Webb / Wayne Belmont	
	Feb/March/ April/May	Unspecified	Lincoln County Commons or Fairground	Consider a shared event, collaborate with affiliates/committee on an	Wayne Belmont	
	Feb/March/ April/May	Family Events / PTA/ Talk to Principal	Pre-schools	Distribute flyers		
	Feb/March/ April/May	High School Government Class	School District	Class activity, or work with Government class or Student Council to engage students. Work with Spanish emersion classes and do bilingual student		Talk to Marta and Anna with School District for bilingual student outreach.
	Feb/March/ April/May	Local business canvassing	N/A	Distribute flyers	HDR, City, Vision Advisory Committee	
	Feb/March/ April/May	OSU Extension listserv	OSU Extension	Share information through listserv		
	Feb/March/ April/May	County Health listserv	County Health Department	Share information through listserv	Beatriz Botello	
	Feb/March/ April/May	Unspecified	Hatfield Marine Science Center	Organized activity, distribute flyers		
	Feb/March/ April/May	Unspecified	Oregon Coast Aquarium	Distribute flyers		



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Phase	Dates	Opportunity	Affiliated Organization	Potential Activity	Champion	Notes
<b>Phase 2 (Vision Development and Vetting)</b>	Feb/March/ April/May	Preschool Storytime	Library and Lincoln County	Bilingual outreach to parents during activity - presentation/handouts	Beatriz Botello	The County does re-occurring Emergency Preparedness Discussions with Latino Families during this event ( <a href="http://newportoregon.gov/dept/lib/storytimes.asp">http://newportoregon.gov/dept/lib/storytimes.asp</a> )
	Feb/March/ April/May	Unspecified	Community Services Consortium	Small group discussion or activity; distribute flyers		
	Feb/March/ April/May	Unspecified	Newport Fisherman's Wives	Small group discussion/activity		
	Feb/March/ April/May	Unspecified	PFLAG	Small group discussion/activity		Contact Ineka Estabrook – inekaE@gmail.com
	Feb/March/ April/May	OSU Extension Associated Student Government	OSU Extension	Organized event/activity with college students		
	Feb/March/ April/May	Unspecified	CTSI	Small group discussion/activity		
	Feb/March/ April/May	Unspecified	City of Newport and Vision Advisory Committee (AC)	Flyer Distribution - Community / business bulletin boards, grocery store(s), etc.	Rachel Cotton and Joyce Porch (possible flyer distribution subcommittee)	
	Feb/March/ April/May	Unspecified	City, HDR, Vision Advisory Committee	Email distribution to community listserves	HDR, City, Vision Advisory Committee	Send project awareness email notification to all groups on Initial Stakeholder Groups list and other identified groups/individuals
	Feb/March/ April/May	District Dialog publication	School District	Project news feature in District Dialog publication		Contact Laurie Urquhart, Admin Asst to Superintendent 541-265-4403 laurie.urquhart@lincoln.k12.or.us
	Feb/March/ April/May	News release in local paper	Newport News Times, News Lincoln County	News Release	City/HDR	News release on the Wednesday or Friday prior to the kickoff event.



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Phase	Dates	Opportunity	Affiliated Organization	Potential Activity	Champion	Notes
<b>Phase 3 (Strategic Plan Development)</b>	May/June/July	City-Sponsored Community Event	City, HDR, Vision Advisory Committee	TBD	HDR, City, Vision Advisory Committee	
	May/June/July	Unspecified	City of Newport and Vision Advisory Committee (AC)	Flyer Distribution - Community / business bulletin boards, grocery store(s), etc.	Rachel Cotton and Joyce Porch (possible flyer distribution subcommittee)	
	May/June/July	Unspecified	City, HDR, Vision Advisory Committee	Email distribution to community listserves	HDR, City, Vision Advisory Committee	Send project awareness email notification to all groups on Initial Stakeholder Groups list and other identified groups/individuals
	May/June/July	District Dialog publication	School District	Project news feature in District Dialog publication		Contact Laurie Urquhart, Admin Asst to Superintendent 541-265-4403 laurie.urquhart@lincoln.k12.or.us
	May/June/July	News release in local paper	Newport News Times, News Lincoln County	News Release	City/HDR	News release on the Wednesday or Friday prior to the kickoff event.
	May/June/July	Additional activities to be determined during Phase 2 based off of prior engagement work. (what's working, new groups identified, who hasn't been reached)				