

Introduction to Communication Best Practices and Approach

Developing the Elevator pitch

Feedback from Tables

- Economic reasons for return on investment, people might not like the initial plan, but they will relate to it and like it
- Social component and business case
 - Consider the inverse... what would happen if don't address/view veg management on ROW as habitat?
- Show low risk of enrolling in the monarch CCAA, assuming monarch is listed
- Save money in the long run on veg management
- Natives outcompete woody vegetation
- Need: Develop a model to estimate cost/benefit beyond vegetation management | How can be put a price on ecosystem functions?
- Need: Funding, commitment, and data to develop model to estimate ecoservice benefits
- Talk to the language of your customers, is there a way to calculate \$\$ associated with public perception/buy-in?
- Change your perspective: "It's our responsibility to make it a great place for our neighbors"
- Highlight other benefits, such as: water quality, floodwater protection, visual appearance
- Meet cost and sustainability goals, partner with organizations

Key takeaways:

Upper management is interested in return on investment; a business case: social and economic; risk factor; public perception, paradigm shift about unmowed ROWs; partnering with organizations; competing with organizations doing IVM work; environmental aspects.

Small Group Work Session #2 - Create a scope of work for the Working Group

Feedback from Tables

- Interested in building a campaign to build public/customer support = persuasive tool to take to upper management
 - Awareness to the public, to upper management
 - Previous project experience has shown that if you have pushback from public, it can delay new projects

What's the most important thing in your scope of work?

- Long term cost savings, long term reliability = establish cost savings of IVM
- Create a strategic plan that engages community
 - a. Interactive field days
 - b. Social media campaigns
 - c. Share and celebrate what is being done and how
 - d. Include cost-benefit analysis for how these things are benefiting the company, stakeholders, and the community
- Identify our target audience and look at successful case studies
- Create templates that can be used for training, presentations
 - a. Tailor to different groups, access to examples [Build a reference library]
 - i. Regionally appropriate is a plus
 - ii. Case studies that show what happens when no action is taken
- Build a dictionary of terms/nomenclature that binds us all together, educational demos, packaging for the right people, keep it simple
- Exposure to executives internally and externally (from the public) = most effective
- Cost savings from mowing doesn't always apply everywhere, need to quantify something applicable to everyone
- Investigate the intersection between business leaderships and the community
 - a. Drive corporate initiatives
 - b. Focus on case studies
 - c. Rally around something you've done
 - d. Focus on industry examples

Key takeaway: Group communication needs are variable and dependent on status of pollinator programs

- Folks who have institutional buy-in are more concerned about public outreach
- Folks who need institutional buy-in are more interested in building a business case/strategy for approaching upper management
- Tools Include:
 - Communications plan
 - Social Media
 - Field Days- touring sites, education
 - Telling your story

- Cost-benefit analysis metric companies can do and share
- Fact Sheets
- Videos
- Social Media
- Reference Library
 - Cost/benefit analysis
 - White papers
 - Literature reviews
- Social Science Reviews (polls)
 - What is the public saying about the issue/ what is the company doing?
 - Consumers
 - Non-consumers
 - Invests
- IVM 101
 - Education for ROW managers
 - Education for public
- Sustainability messaging