DRAFT
ART Contra Costa Project Communications Strategy

Communication Objectives

• Increase awareness about current and future flooding and sea level rise impacts faced by Contra Costa County to inspire further planning and action at the local and regional scales
• Share project findings with public audiences beyond the current working group to support the incorporation of adaptation in local planning, projects, and operations
• Reach out to communities and community-based organizations, particularly within underserved communities, to share project findings and invite participation in local and regional planning efforts to make Contra Costa County communities more resilient
• Generate support among business and industry groups for improved engagement and participation of the private sector in local and regional adaptation planning efforts

Types of Communication Materials

• Project website
• Project reports
• Two-pagers
• Posters – maps, assessment findings, adaptation responses
• Powerpoint presentation slides
• Asset and exposure mapbooks
• Sea level rise and shoreline maps

Potential Audiences and Venues

• Local agency or organization board and commission meetings
• City Council, County Supervisor, Mayors meetings
• Public meetings and events hosted by local partner agencies and organizations
• BCDC Commissioner meetings
• Outreach to State and Federal elected officials
• Business and industrial councils
• Private organizations/interests along the shoreline
• Community-based organizations and nonprofits
• Funders and foundations