

Adapting to Rising Tides



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