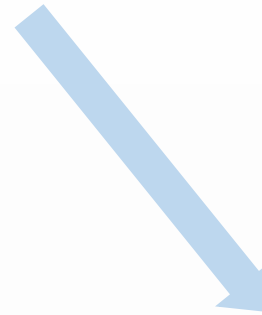
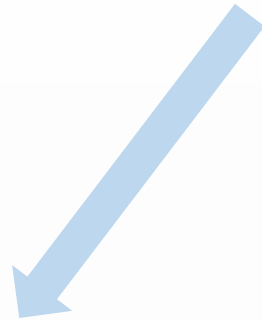


Outreach: Proposed Work Plan and Budget

Hailey Townsend, Communication Assistant

Communication Strategy



Support
local
outreach

Conduct
regional
outreach

Introduction

- FY2019 Work Plan
- FY2020 Work Plan
- Proposed 2020 Census Budget



FY2019 Work Plan

January 2019
– April 2019

- Develop Treasure Valley Census branding and logo; create work plan template for RCCC

April 2019
– June 2019

- Finalize branding based on feedback and edits from RCCC

June 2019 –
September 2019

- Develop remaining templates/resources for RCCC

(Opportunities for collaboration, sharing resources, etc.)

Resources:

June 2019 –
September
2019

- Develop templates/resources for the RCCC

- **RCCC website**
- **Talking points**
- **Display**
- **Videos**
- **Templates:**
 - **Social media**
 - **Web content**
 - **News releases**
 - **Fliers**
 - **Email blasts**
 - **Op Ed**
 - **Work plan**

FY2020 Work Plan

October 2019 –
December 2019

- Distribute templates to RCCC and continue to assist in preparations

December
2019 –
April 2020

- Regional and local promotion

April 2020

- Census Day – April 1st

(Opportunities for
collaboration, sharing
resources, etc.)

Regional Promotion:

December
2019 – April
2020

- **Public website**
- **Social media posts**
- **COMPASS Op Ed**
- **Radio**
- **Billboards**
- **Print media**
- **Digital ads**
- **SWAG (?)**
- **Earned media coverage**

Proposed Budget: Regional Outreach*

Fiscal Year	Item/Quantity	Estimated Cost
FY2020		
	Billboards (3 months) <ul style="list-style-type: none"> Valley Regional Transit bus billboards or roadside billboards 	\$9,000
	Print media display ads (March x 4, April x 1)	\$5,200
	Radio ads (English and Spanish) (6 weeks)	\$15,000
	Targeted digital ads (6 weeks)	\$3,000
	Miscellaneous (translation, printing, SWAG, social)	\$2,800
	Total	\$35,000

**Illustrative only*

Brainstorm Activity



Next steps (COMPASS)

- Develop Treasure Valley Census branding and logo
- Create work plan template for RCCC
- Meeting: April 2019



Next steps (You)

- Check RCCC website and contact list
- Reach out to your fellow members (Shake a hand! Exchange a business card!)
- Meeting: April 2019



Questions?



???

Contact

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