

City of Encinitas Urban Forest Advisory Committee  
Communications Plan

- I. Objectives
  - a. Create awareness of UFAC and the Encinitas Urban Forest Management Program
  - b. Cultivate a positive impression of Encinitas and its commitment to the urban forest
  - c. Educate the community on preferred urban forest management practices
- II. Positioning
  - a. Proactive
  - b. Preservation minded
  - c. Current, science-based management practices and policies
- III. Strategy
  - a. Communicate on a regular basis to the community regarding
    - i. Activities
    - ii. Events
    - iii. Resources
    - iv. Educational materials
    - v. Recommendations for best practices
- IV. Communications Channels
  - a. Digital
    - i. City of Encinitas Website
    - ii. Social Media
      - 1. Facebook
      - 2. Instagram
      - 3. Email
      - 4. Newsletters
        - a. City Manager Weekly Update
        - b. Encinitas This Week
        - c. Community Connections
        - d. Mayor and City Council
  - b. Traditional
    - i. Brochures
    - ii. Local Press
  - c. Events
    - i. Arbor Day
    - ii. Street Fairs
    - iii. EcoFest
    - iv. Farmers' Markets
- V. Content (TBD)

UFAC Communications Calendar 2020				
Communications Element	Q1	Q2	Q3	Q4
<b>Digital</b>				
City of Encinitas Website				
Facebook				
Instagram				
Email				
Newsletters				
-City Manager Weekly Update				
-Encinitas This Week				
-Community Connections				
-Mayor's Newsletter				
-Council Members' Newsletters				
<b>Traditional</b>				
Brochures				
Press Releases				
<b>Events</b>				
Arbor Day		April 25		
Street Fairs		April 25 & 26		November 22?
Ecofest			May 17	
Farmers' Markets				