

Marketing Communications
GOALS & OBJECTIVES
January 25, 2022

Overview:

This document will provide an overview of expectations for marketing communications efforts by the California Wildfire & Forest Resilience Task Force. Fully understanding and articulating specific goals and objectives will help guide The Idea Cooperative in developing effective marketing strategy and creative communications.

Purpose:

The ultimate goals of California Wildfire & Forest Resilience Task Force go far beyond preventing forest fires. By focusing on forest resiliency, the shared efforts of the Task Force partnership of agencies is working towards a more sustainable future for all Californians that include a healthier natural environment, climate change mitigation and fire safety. The marketing communications must recognize this, and work to reinforce this to overcome perceptions that the only goal is fire suppression.

Progress:

All stakeholders are anxious and excited to see that real action is being taking and having an impact now. The scope of the plan will also reinforce the long-term, wide-ranging, integrated and collaborative nature of the effort.

Stakeholder Prioritization:

Task Force: All members of federal, state, local, tribal and private entities involved with achieving the four Goals and 99 Key Actions outlined in the Action Plan.

- **Relevant Insight:** Seek clear direction and consistency of messaging from the Task Force to help guide their efforts and align their outgoing communications.

Legislators: Specifically, elected officials in California and parts of the US government with policymaking responsibilities and constituencies throughout the state.

- **Relevant Insight:** Seek to assure voters that they are delivering on an effective and financially responsible approach to creating fire safe communities and, importantly, promoting the many added benefits that come from better forest health.

Media: Statewide and regional news sources.

- **Relevant Insight:** Play a key role in changing public perceptions about fires and fire safety, from a suppression-only approach to a multi-faceted set of initiatives focused on a long view approach to forest resiliency and how those efforts will benefit Californians for generations.

Public: California citizenry at large.

- **Relevant Insight:** Desperate for positive news that real action is being taken to prevent wildfires but lack awareness of the full range of actions required, or that it comes with long term added benefits.

Overall Marketing Communications Goals & Objectives:

Increase Task Force Executional Alignment: Ensure all members are clear on Task Force core purpose, and have a single, simple source to track progress on their and other agency's initiatives.

- **Metrics/Analytic:** Website and digital communications engagement data, including newsletter subscribes, open and click rates, website traffic.
- **Metrics/Anecdotal:** Increased executional efficiency and positive feedback from Task Force members.

Task Force Messaging Alignment: Help all members communicate more clearly and consistently about the purpose and progress of the Task Force.

- **Metrics/Analytic:** Website and digital communications engagement data, along with social media follows, shares, clicks, likes, etc.
- **Metrics/Anecdotal:** Increased messaging consistency and positive feedback from Task Force members.

Legislative Messaging Alignment: Help elected, and other government officials articulate a clear, effective strategy and progress on Task Force initiatives.

- **Metrics/Analytic:** Engagement data gathered from digital communications targeting legislatures.
- **Metrics/Anecdotal:** Increased messaging consistency and positive feedback from legislatures.

Pass-Through Public Awareness: Given that we are not funded to reach mass audiences, we will rely on legislatures, industry influencers and earned media to raise awareness of Task Force purpose and progress.

- **Metrics/Analytic:** Engagement data gathered from digital communications, including social media.
- **Metrics/Anecdotal:** Increased messaging consistency and positive feedback from legislatures.

Perception Shifts: While challenging to quantify, a key objective will be to help all stakeholders better understand several important misperceptions about wildfire prevention, including, but not limited to the importance of forest health in general, the need for some natural and prescribed burns and, perhaps most importantly, that California has a Task Force making important progress that can bring a welcome sense of relief.