

Attachment A

Communication Protocols for Significant, Controversial, or High-Profile Programs or Actions

The purpose of these protocols is to set forth a process that departments can follow to develop the appropriate outreach approach for significant projects, programs or actions that are high profile or impact a broad section of the community. Some examples include but are not limited to: establishing local responsibility area high fire hazard zones; the funding loss impacting Social Services/County Health and related cuts in services or programs; programs that require public outreach by legislation or grants. These are not intended to be used for the majority of the work carried out by the departments. The first thing a department should do is determine if the program, policy, project or action warrants the application of these protocols and this should include obtaining concurrence from your ACEO. If the answer is yes, the steps below should be followed:

- 1) Identify other departments that may need to be involved
- 2) Identify impacted stakeholders
- 3) Identify groups or organizations that can help reach “hard to reach” populations and work with them to discuss approaches
- 4) Identify the appropriate outreach methods which include, but are not limited to
 - a. Press releases
 - b. EMMA notifications ([Email marketing built for your ecosystem | Emma](#))
 - c. Social media
 - d. Meet with existing working, community or stakeholder groups
 - e. Neighborhood/community meeting
- 5) Identify appropriate communication to Board regarding outreach efforts
 - a. Board briefings
 - b. Memo to Board
 - c. Include in Board agenda letter
- 6) Coordinate with County PIO regarding outreach strategy