

RMP External Communication Plan - Draft 01-23-14

RMP Information Products	Frequency	Purpose	Target Audience	Format	Cost to RMP
Pulse	Biennial (2015, 2017, etc.)	Primary means of presenting summary <i>information</i> on Bay water quality	Primary: RMP Stakeholders Secondary:	Glossy hard copy	\$155K: SFEI labor \$110K; Printing \$30K; Consultant \$15K
RMP Update	Biennial (2016, 2018, etc.)	Update on RMP activities and achievements, selected summary <i>information</i> on Bay water quality	RMP Stakeholders	Glossy hard copy	\$70K: SFEI labor \$55K; Printing \$12K; Consultant \$3K
Annual Monitoring Results	Annual	Documentation of methods, presentation of results	RMP Stakeholders	Electronic	\$40K
Fact Sheets	Occasional	Summary information on important topics, convenient format	RMP Stakeholders, Reporters, Public Outreach Folks	Electronic	~\$20K
Estuary News Articles	Quarterly	Disseminate RMP info to wider audience	SFEP distribution list	Electronic	~\$5K
Annual Meeting	Annual, joint with SOE in odd years	Stakeholder interaction, science/policy forum	RMP Stakeholders		\$65K (\$50K SFEI, \$15K venue)
Workshops	Occasional	Strategy development, stakeholder interaction, science/policy forum	RMP Stakeholders		~\$30K each
Invited presentations at meetings	Continual	Disseminate RMP info	RMP Stakeholders, managers, scientists	Power-point	
RMP Web Site	Continual	Disseminating data and information	RMP Stakeholders		\$10K
Webinars	Occasional		RMP Stakeholders		\$5K

Related non-RMP Products	Recommendation	Purpose	Frequency	Target Audience	Format	Cost
Estuary Portal	Stay on sidelines for now		Ongoing	The public?		\$0
State of the Estuary Report	Continue as a primary source of information for water quality section - consider contributing RMP funding		?		Hard copy, electronic	\$0 (funded by SFEP last time)