

**RMP External Communication Plan – Approved by Steering Committee 01-24-12**

<b>RMP Information Products</b>	<b>Recommendation</b>	<b>Purpose</b>	<b>Frequency</b>	<b>Target Audience</b>	<b>Format</b>	<b>Cost to RMP</b>
Pulse	Next on CECs in 2013, consider switch to biennial (after survey, 2012 pilot)	Primary means of presenting summary <i>information</i> on Bay water quality	Considering biennial	RMP Stakeholders	Glossy hard copy	\$120K each edition (SFEL labor \$85K; Printer/ Consultant \$35K)
Pulse Lite	Pilot in 2012	Supplemental means of presenting summary <i>information</i> on Bay water quality	Considering biennial (off years for Pulse)	RMP Stakeholders	Electronic	~\$40K every non-Pulse year
Annual Monitoring Results	Keep	Documentation of methods, presentation of results	Annual	RMP Stakeholders	Electronic	\$40K
Newsletter	Drop – leave this to SFEP – offer article topics to <i>Estuary</i>					
Fact Sheets	Keep	Summary information on important topics, convenient format	Occasional	RMP Stakeholders, Reporters, Public Outreach Folks	Electronic	~\$20K
Estuary Insert	Keep	Disseminate RMP info to wider audience	Annual	SFEP distribution list	Hard copy insert	~\$25K
Annual Meeting	Keep, consider coordination with SOE	Stakeholder interaction, science/policy forum	Annual	RMP Stakeholders		\$60K (\$48K SFEL, \$12K venue)
Workshops	Keep	Strategy development, stakeholder interaction, science/policy forum	As needed	RMP Stakeholders		\$30K each
Invited presentations at meetings and conferences	Continue	Disseminate RMP info	As needed	RMP Stakeholders, managers, scientists	Powerpoint	

RMP Web Site	Keep (enhance?)	Disseminating data and information		RMP Stakeholders		\$10K
Webinars	Pilot if there is sufficient stakeholder interest			RMP Stakeholders		\$5K
E-updates	Leave this to SFEP					

<b>Related non-RMP Products</b>	<b>Recommendation</b>	<b>Purpose</b>	<b>Frequency</b>	<b>Target Audience</b>	<b>Format</b>	<b>Cost</b>
Estuary Portal	Participate and help provide leadership		Ongoing	The public?		\$8K
<i>Estuary</i>	Offer article topics and material		Six per year		Hard copy, electronic	\$4K
State of the Estuary Report	Continue as primary source of information for water quality section		?		Hard copy, electronic	\$0 (funded by SFEP last time)