



# Platte River Recovery Implementation Program

Updated August 2023

## Overview

The communications goal for the Platte River Recovery Implementation Program (PRRIP) is to raise public awareness of the purpose, goals, and successes of the Program. Given the Program's large geographic footprint and corresponding number of stakeholders, the plan's audience ranges from a single water user in central Nebraska to the entire population of the front range of Colorado. The objectives, key messages and tactics below are intended to focus Program communication priorities down to a level that is manageable given a reasonable investment of staff time and financial support.

## Plan Objectives, Key Messages, and Tactics

### Objectives

1. Foster community buy-in for Program goals and purpose.
2. Raise public awareness of the benefits of Program activities and successes.
3. Increase number of users and variety of recreational uses on Program public access lands.
4. Support youth engagement and river education programs.

### Key Messages

Key messages should be emphasized in all communications.

1. The Program is a unique and highly successful partnership between government, water users, and conservation entities in Colorado, Wyoming and Nebraska.
2. The Program conserves and improves habitat for four threatened and endangered species in order to protect water users in the Platte River Basin. *PRRIP serves the endangered species of the Platte Basin as well as the people who live here.*
3. The Program is a good neighbor and invests in the local community.

### Communications Tactics

These tactics are designed to support the successful implementation of the communications goal and objectives. These tactics are to be led by the EDO.

#### Tactics Color Legend

Green: Tactic is already in place, or it would require low effort to implement.

Orange: Medium/High staff time commitment, will require staff scheduling adjustment.

Red: Additional commitment in both staff time and financial support.

### **Tactics for Objective 1**

*Foster community buy-in for Program goals and purpose.*

1. Sponsor Local Programs
2. Refine Messaging about Program Benefits for water users, conservation entities, and other stakeholder groups.
3. Create FAQs on Website

### **Tactics for Objective 2**

*Raise public awareness of the benefits of Program activities and successes.*

1. Guest Lectures at University of Nebraska – Kearney
2. Tables and Booths at Fairs, Parades, and Public Forums
3. Quarterly Newsletter
4. Social Media
5. Photo Gallery at Local Library (or Other Appropriate Venue)

### **Tactics for Objective 3**

*Increase numbers of users and variety of recreational uses on Program public access lands.*

1. Invite School Field Trips
2. Post Flyers in Local Visitor Center and Museums
3. Outreach to Travel Websites
4. Social Media

### **Tactics for Objective 4**

*Support youth engagement and river education programs.*

1. Sponsor Local Programs
2. Offer Staff Expertise to Classrooms and Student Camps
3. Support River Education Curriculum

## **Platforms & Tools**

The following platforms and tools will be used to advance the communications goal.

- Platteriverprogram.org
- Bi-annual Report StoryMap
- Continued financial sponsorship of youth education programs
- Social media
- Information & Education Intern

## **Success Metrics**

The following metrics will be used to gauge the success of communication tactics.

1. 10% increase in visits to Program public lands.
2. First-hand reports on how Program support for river education programs has benefited youth.

**Objective 1 Foster community buy-in for the Program goals and purpose**

Tactic 1 Sponsor Local Programs

Tactic 2 Refine Messaging about Program Benefits for Water Users

Tactic 3 Create FAQ's on Website

*Staff Time*    *Program Cost*

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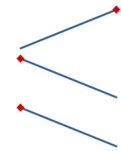
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**Objective 2 Raise public awareness of the benefits of Program activities and successes**

Tactic 1 Guest lectures at UNK

Tactic 2 Tables and booths at fairs, parades, and public forum

Tactic 3 Quaterly newsletter

Tactic 4 Social Media

Tactic 5 Photo gallery at local library (or other appropriate venue)

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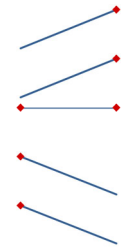
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**Objective 3 Increase number of users and variety of recreational uses on Program public access lands**

Tactic 1 Invite school field trips

Tactic 2 Post flyers in local visitor center and museums

Tactic 3 Outreach to travel websites

Tactic 4 Social Media

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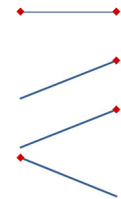
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**Objective 4 Support youth engagement and river education programs**

Tactic 1 Sponsor local programs

Tactic 2 Offer staff expertise to classrooms and student camps

Tactic 3 Support river education curriculum

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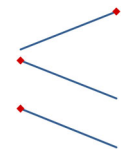
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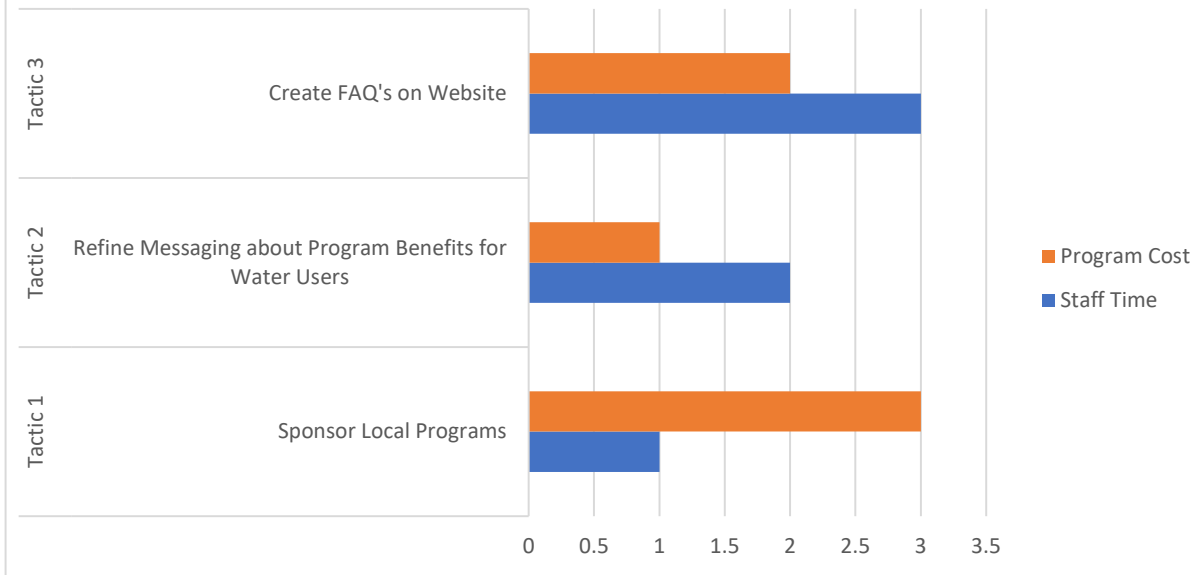
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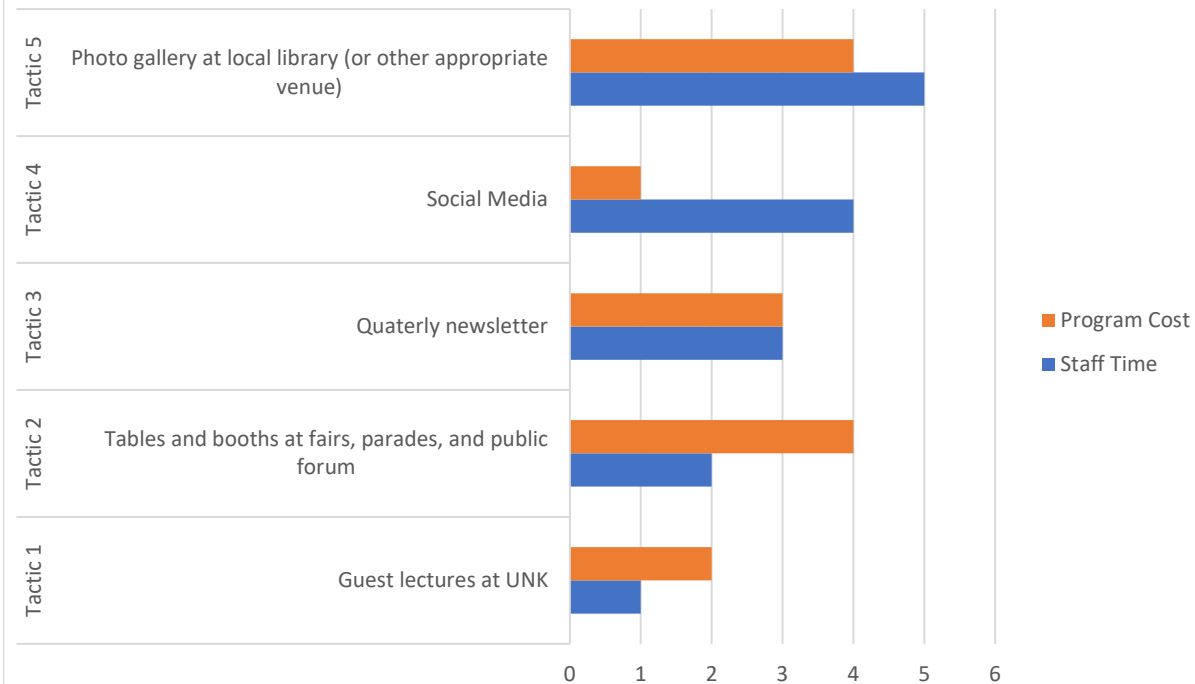
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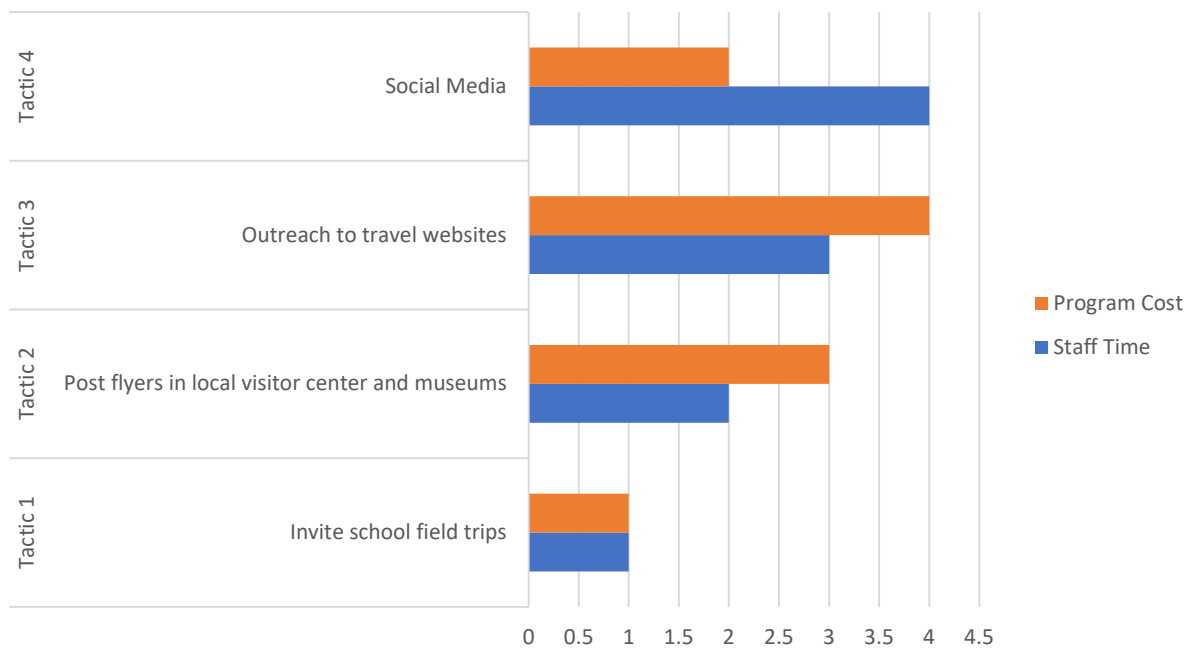
## Objective 1 Foster Community Buy-in



## Objective 2 Raise Public Awareness



### Objective 3 Increase Users of Program Land



### Objective 4 Support Education Programs

