

Communication Action Plan

Geospatial Framework Data Sharing Legislative Concept

The objective of this communication plan is to define a practical method to increase awareness, understanding, and support for the legislative concept (LC) on geospatial Framework data sharing between public bodies. There are at least two key challenges in this effort: the audience of stakeholders that will be impacted by this concept is very broad and large; the previous legislation in the 2016 session (HB4056) is relatively fresh in the minds of the stakeholders and is often confused with this effort.

Communication on the current LC will include talking points in bullet form that can be widely distributed to anyone that might communicate with stakeholders, a more detailed Powerpoint presentation that can be used at meetings, conferences, etc., a Story Map that illustrates the importance of shared Framework data, and a one-pager that briefly explains the legislative concept. All communication pieces will likely be made available on the Geospatial Data Sharing Work Group website for ease of access.

There are several actions that need to be taken:

1. The bulleted talking points need to be drafted and approved by the Work Group (DSWG)
 - a. The content will likely come from existing material
 - b. Sean/Cy will draft soon and distribute to the Work Group for feedback/approval
 - c. Talking points will be posted to the website after approval by the Work Group
 - d. The talking points will be used to communicate directly with key people (see below)
2. The Powerpoint presentation that is currently posted to the website needs to be modified based on feedback offered at the August 12 Work Group meeting
 - a. Cy/Sean will revise the slide deck and distribute to DSWG for feedback/approval
 - b. The slide deck will be used to make presentations at meetings/conferences (see below)
3. Key people with whom to communicate directly in the stakeholder community need to be identified
 - a. Each person from the DSWG needs to identify at least one, and preferably more, people in the stakeholder community that are influential and can likely be counted upon to deliver our shared message about the LC to others with whom they communicate in the broader stakeholder community
 - b. The names and contact information of those key influencers will be sent to Cy and he will compile a list
 - c. The DSWG member who identified each key person will use the bulleted talking points, slide show, Story Map, and one pager to communicate with their key person/people and ask them to spread the word
 - d. It will be very important to ensure these key people fully understand the LC
4. A list of meetings, conferences, etc., that are targets for presentations needs to be compiled
 - a. Each person from the DSWG who is connected with a stakeholder organization that has meetings, conferences, etc., that could be used to communicate our message should send information to Cy about those events, including dates, locations, and contact information, if possible

- b. Cy will compile a list and communicate with DSWG members and others to begin to develop a speakers bureau of presenters for each event
- c. If DSWG members want to volunteer to speak at any of these events, they will let Cy know and he will help facilitate participation, if needed

Timeline

Action 1	Talking points drafted	19-Aug
	Talking points approved	26-Aug
	Talking points posted	29-Aug
Action 2	Slides revised	19-Aug
	Slides approved	26-Aug
	Slides posted	29-Aug
Action 3	Key people identified	2-Sep
	Key people contacted	16-Sep
	Speaking opportunities identified	2-Sep
Action 4	Speaking engagements lined up	Ongoing

Upcoming Meetings

APCO/NENA October 17-21 Sunriver [Annual Fall Conference](#)