

**Greater Santa Fe Fireshed Coalition
Communications Plan Summary
August 18, 2016**

The Greater Santa Fe Fireshed Coalition (GSFFC) pools the collective resources of various governmental and non-governmental organizations to assess the risk of catastrophic wildfires in the Santa Fe watershed, and to coordinate treatments that will mitigate this risk. The GSFFC is currently writing its long-term planning and strategy document, and has created three committees to prepare the plan and to execute it once it is complete. The Resiliency Team is coordinating the substantive aspects of the plan, developing a strategy to assess, monitor and map the wildfire and flooding risks in the Fireshed. Two committees are developing the procedural aspects of the plan. The Implementation Team is responsible for fundraising and coordinating treatments based on the resiliency strategy. The Communications Team is responsible for coordinating public engagement as well as communications among the GSFFC's partners.

Participation in the GSFFC is organized into three statuses:

Partners in the GSFFC are organizations that support the vision and mission of the GSFFC, that sign the GSFFC's plan and strategy document, and that commit time to participate in GSFFC meetings and committees

Advisors are individuals or organizations that support the vision and mission, that regularly attend Coalition meetings, and that may participate in committees

Contacts are members of the public who have expressed an interest in the vision and mission, and whose contact information is on the GSFFC's Contact List, or who follow the GSFFC on social media

The GSFFC Communications Plan presents procedures for communications with four audiences:

Internal communications among GSFFC partners and advisors

Public relations and education with the general public, GSFFC contacts, and public officials

Tribal partners, including the Tesuque Pueblo and other pueblos in the vicinity

Other collaborative organizations in New Mexico and around the U.S.

For each audience, the current draft of the Communications Plan specifies the functions or general purposes of communication with each audience, the goals and objectives which identify the desired outcomes of communication with each audience, and the strategies and tactics, which describe the means of achieving the desired outcomes.

In the first eight months, the Communications Team has organized a public meeting to introduce the GSFFC to the community. Partners hosted booths at the meeting, and spoke about the GSFFC. The Governor of the Pueblo of Tesuque and the Mayor of Santa Fe also spoke at the meeting. The meeting provided an opportunity to publicize the Coalition through local media. The Communications Team also actively manages a webpage, a Facebook page, and a Twitter account to engage the public in our activities.

Web: http://www.forestguild.org/SantaFe_Fireshed

Facebook: <https://www.facebook.com/SFFireshed/>

Twitter: <https://twitter.com/sffireshed>, @SFFireshed