



COMMUNICATIONS **PROPOSAL**

PARKIT! RESEARCH AND STRATEGY

Submitted by:
Erin Fogg, Founder + Principal

March 2022

THANK YOU

We appreciate the opportunity to learn more about your great work and present our thoughts on how to best share it with the world.

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PROJECT OVERVIEW

The ParkIT! Project is looking to better understand public perception of the initiative to inform next steps for effectively communicating with audiences throughout Monterey County. We propose a proactive digital and in-person research strategy to define and better understand the initiative's audiences and identify the best strategies for relevant, respectful and effective communications. Our approach is crafted to lay a solid foundation for longer-term countywide engagement as the initiative moves forward.

This proposal begins with a multifaceted Research and Analysis effort that is designed to reveal our target audiences' existing perception of ParkIT! and the greatest opportunities for a) increasing engagement with ParkIT!; b) improving understanding of ParkIT!'s mission and plans; and c) providing a foundation from which to recommend effective and appropriate communications practices for ParkIT!.

Finally, Spoke will craft a suggested outreach plan to leverage our understanding of ParkIT!'s audiences with an emphasis on building communications tools and an implementation strategy that will grow with the organization moving forward.

TASK I RESEARCH + ANALYSIS | \$15,000

(June - August 2022)

RESEARCH APPROACH

We propose a multifaceted research effort, which a) integrates the most relevant and useful elements of the existing knowledge base; b) illuminates the critical gaps in that knowledge; and c) yields new and useful information that will improve the effectiveness of ParkIT!'s outreach. The following research tools will be used to collect information, which will form the basis of our analysis:

Environmental Scan

We will collect and evaluate relevant existing tools and market research, including reports and publications by related organizations. During this phase of work, we will also conduct a detailed audit of ParkIT! materials, working with the team to identify which audience each tool was intended for and how effective the tool has been. This will help us build a holistic understanding of what the organization's communications have looked like and whom they have reached.

Strategy

Having developed a clear sense of the environment we will be working in, Spoke will convene a strategy meeting with key ParkIT! committee members and select outside stakeholders (as recommended by the ParkIT! team) to define the organization's communications goals, desired outcomes, and specific target audiences. This brainstorming process will provide our team with the additional knowledge needed to define targeting for our digital survey tools and identify appropriate survey questions for each target group. We will begin with the following basic contextual questions, customizing and expanding upon these based on the

ultimate targeting and goals defined through our research and defined with the ParkIT! team:

- Are you familiar with ParkIT!
 - If so:
 - What words come to mind when you think of ParkIT! and the initiative's plans?
 - What experience do you have with ParkIT!?
 - If not, what would you guess ParkIT! does?
- Do you enjoy using Monterey County's open spaces and parks?
 - If so:
 - Where?
 - How do you access these open spaces and parks?
 - What organizations are your go-to sources for information about outdoor activities?
 - How did you connect with these organizations?
 - What do you like about these organizations?
- Do you consider yourself an environmentalist?
 - If not, why?
- Did you know that part of ParkIT!'s mission is to improve access?

Understanding the needs, challenges and motivational levers of these core stakeholders will inform the initiative's messaging and branding, and help to maximize the impact of ongoing outreach.

Web-based Survey

We will develop and administer a multifaceted online survey instrument to collect new insights and fill gaps in existing knowledge from priority stakeholder groups. Survey content will be customized to each key stakeholder group using the key stakeholder questions listed above as a starting point. We will build upon any available existing contact lists to ensure the widest possible distribution of the survey to the target audience, and increase the number of respondents. We will also plan to distribute targeted surveys using tools that can help us reach beyond ParkIT!'s existing contacts – such as SurveyMonkey's paid distribution service and Facebook's boost feature, each of which allow for detailed selection of survey recipients based on geography, age, and interests with surprisingly reasonable per-user cost structures. (NOTE that our strategy for use of these tools will require further refinement with the ParkIT! team as we flesh out the specific profile of the audiences we intend to reach and what we hope to inspire them to do).

Stakeholder Interviews

We will conduct informal interview's with ParkIT! team members and allies to identify current best practices, challenges, and barriers to increased participation and support. We will initially connect with existing ParkIT! contacts, then develop a broader list of interviewees by reaching out to stakeholders, supporters, and partner organizations for help identifying potential interviewees who fit the profile of audiences ParkIT! is hoping to reach.

TASK I DELIVERABLES

Spoke will summarize all data, analysis, and findings in a Comprehensive Audit Report. We know that stakeholders, particularly new ones, must be engaged on their own terms and settings and we will work with ParkIT! to identify where and how we can be most effective. This report will also include early strategic recommendations for ensuring the maximum impact of all marketing, education, and outreach collateral, focusing on new and creative opportunities for engagement and effective messaging, branding, and delivery strategies. These strategies will be fleshed out in the Roadmap document referenced below.

TASK II STRATEGY + RECOMMENDATIONS | \$10,000

(June-November 2022)

DISCOVERY AND SCOPE DEFINITION

We will begin the second phase of our work together with a strategic communication planning session to discuss the findings generated in the research phase, reaffirm ParkIT!'s goals and primary audiences, and discuss recommendations.

Spoke will then work to match the group's desired outcomes with the initiative's new "who, what, and why" – building out the topline messaging identified above and drafting a compelling updated narrative that succinctly supports ParkIT!'s desired behavioral shifts for each priority audience.

After finalizing our messaging priorities and desired contact points with the project team, through up to three rounds of revisions, we will produce a messaging brief that articulates key audiences and touchpoints, top-line messaging for each audience, and what materials we should use to deliver our messages. This central communications planning document will be used as an ongoing reference for both communications planning and to guide the team in making strategic outreach-related investments both in this phase of work as well as moving forward.

TASK II DELIVERABLES

Spoke will provide the ParkIT! team with a communications roadmap document that articulates our assessment based on internal inputs and the external evaluation, and our recommendations for a communications strategy to be implemented by the ParkIT! team moving forward. This detailed strategic recommendations document will complement the research summary from Task I and include such additional tools as:

- An overview of goals and objectives drawn from our planning session and organizational interviews
- An outline of suggested collateral to be developed (with updatable templates or suggested formatting guidelines as appropriate)
- High level messaging for each of our identified priority audiences
- A suggested execution timeline

PROJECT FEES + TIMELINE

Spoke estimates a total project cost of \$25,000. Estimated time of project is five months.

Phase	Amount
JUNE-JULY 2022 DISCOVERY, STRATEGY & PROJECT PLAN In-depth audit and discussions between Spoke and the ParkIT! team including materials audit, research, surveys and outreach, planning, meetings, strategic development, etc.	\$15,000
AUGUST-SEPTEMBER 2022 INFRASTRUCTURE + TRAINING Infrastructure, training, and strategic planning to support the initiative's communications plan launch and promote continuity across communications channels.	\$7,000
NOVEMBER 2022 CLOSE + FUTURE PLANNING Final implementation and planning support, and honing of execution plan.	\$3,000
TOTAL	\$25,000

PRICE + PAYMENT SCHEDULE

ParkIT! agrees to contract with Spoke Consulting to provide strategic communications services for a total fee of \$25,000, billed in installments. Work will be completed by November 30, 2022, unless terminated by either party. Additional project requests will be covered under separate contract addenda as determined by both parties either on an hourly basis at Spoke's standard agency rate of \$150/hour or under a not-to-exceed monthly retainer.

\$5,000 | down payment | due upon contract approval

\$5,000 | monthly | due on the 10th of each month from June - Nov 2022

** Both parties have the right to terminate this contract at any time with 30-days written notice.*

EACH PARTY WARRANTS THAT IT HAS READ AND AGREES TO BE BOUND BY THESE TERMS AND CONDITIONS, AND THE SIGNATORY BELOW IS AUTHORIZED TO EXECUTE THIS WORK ORDER BY SIGNING BELOW AND INITIALING EACH PAGE.

SPOKE CONSULTING CORP.
133 Crossroads Blvd.
Carmel, CA 93923

By: Erin Fogg

Signature: _____

Date: _____

ParkIT!

By:

Signature: _____

Date: _____

ABOUT SPOKE

Spoke opened its doors in Carmel in 2011. Within a year, Spoke had garnered client placements in every major California newspaper and *The New York Times*, built a dozen new websites, designed an array of client materials, facilitated numerous strategic messaging and planning sessions, and provided crisis communications services to well-known public figures.

POWERFUL COMMUNICATIONS + LASTING CONNECTIONS

Spoke works exclusively with nonprofits and foundations, offering a full complement of communications services from messaging to media relations, strategic writing, and online strategies.

Spoke's work rarely ends when we close a project. We form lasting relationships that provide maximum value and impact for our clients — people and organizations who are making the world a better place, including:

Sobrato Philanthropies | Stanford Center on Philanthropy and Civil Society | Chronicle Season of Sharing Fund | Alaska Federation of Natives | Monterey SEA | Bright Beginnings | First 5 of Monterey County | Foundation for Monterey County Free Libraries | Rise Up | *Stanford Social Innovation Review* | SVCCreates | Big Sur Land Trust | Community Legal Services in East Palo Alto | Immigration Institute of the Bay Area | Partnerships for Trauma Recovery | REDF | MBARI | TPW | San Francisco General Hospital Foundation

SPOKE PROJECT LEAD: ERIN FOGG

Founder + Principal, Spoke Consulting

Spoke's founder, Erin Fogg, has dedicated her career to working with nonprofits, foundations, government agencies, political candidates, and elected officials who are working to make the world more equitable and just.

Erin brings a richly cross-cultural personal background to her work. She has called both Indonesia and Spain home. Erin graduated with high honors from the University of California at Berkeley with a B.A. in Interdisciplinary Studies and a Minor in Spanish. She earned an M.A. in International Policy from the Monterey Institute of International Studies, where she specialized in negotiations and conflict resolution. She is an alumna of Emerge California and NOLS.

Spoke was founded on an inclusive project management process in which multiple team members are always involved in project planning and delivery to promote diversity of thought and maximum client support. Learn more about other Spokies here: <https://spokeconsulting.com/about-spoke/>

SPOKE VALUES

Spoke is a Certified Woman-Owned Small Business, Certified Green Business, Certified Family-Friendly Employer, and Certified Child-Welcoming Business with a deep commitment to promoting diversity among our own staff and with our clients we choose to serve. Spoke works exclusively with organizations that promote social good, including respect for diversity and economic development.

CLIENT SAMPLING

Spoke provides an array of communications services to a wide variety of clients, intentionally maintaining a diverse portfolio to keep us communicating brilliantly across issues. The following is a sampling of clients not included in the case studies already included above:

STANFORD CENTER ON PHILANTHROPY AND CIVIL SOCIETY

Ongoing Communications Support (virtual and in-person events, web development and maintenance, materials development, PR, digital communications)

RISE UP

Ongoing Communications (web development and maintenance, materials development, PR, digital communications)

SOBRATO PHILANTHROPIES

Ongoing Communications (communications strategy, PR, virtual and in-person events, materials development, web management, digital communications)

REDF

Ongoing Communications (communications strategy, PR, digital communications)

FIRST 5 MONTEREY COUNTY

Ongoing Communications (communications strategy, PR, materials development, web management, digital communications)

SVCREATES

Ongoing Communications (communications strategy, PR, virtual and in-person events, materials development, web management, digital communications)

BIG SUR LAND TRUST

Ongoing Communications Support (communications strategy, PR, materials development, web management, digital communications)

EXAMPLES OF OUR WORK

1. Client Strategic Communications Plan

(<https://www.dropbox.com/sh/qbwrur1v9i53wml/AABoMsoQgQ9Ug8pv1JtkzNtCa?dl=0>)

- Spoke facilitated multiple strategic meetings with our clients' staff and community stakeholders, reviewed communications assets, and worked with our clients' teams to deliver these communications briefs and related planning tools. Active communications progress is managed using a Google Docs communications toolkit, including an overall communications calendar and event/campaign/project-specific planning documents provided by Spoke. You are welcome to view an example of our communications calendar structure here: https://docs.google.com/spreadsheets/d/1PMnCCTe_S_7-zzHJCohfSYljCpVoNlr-XwfbHw94yQE/edit?usp=sharing
- *NOTE: The briefs and calendar have been partially redacted to protect our client's privacy while still providing a sense of Spoke's strategic communications planning structure and writing style.*

2. Magnify Community Opinion Series (<https://magnifysv.medium.com>)

- Spoke helped establish Magnify Community's monthly communications cadence and opinion writing process in 2019.
- Spoke provided ongoing copyediting and publication support for every published column (with careful attention to maintaining the integrity of the author(s) voice).

3. SVCcreates "Business of the Arts" Publication

(https://www.svcreates.org/the-business-of-arts-culture-2021/?mc_cid=9cbac7f10b&mc_eid=0b1c4285cd)

- Spoke worked with the CEO of SVCcreates and a braintrust of Silicon Valley business, nonprofit and arts leaders to compile, co-write, copyedit, and design this recent published insert for the Silicon Valley Business Journal.

4. First 5 Monterey County 2020 Census Organizing Support (please note that in this case translation support was managed by the First 5 team with implementation by Spoke)

- Census 2020 Social Media Toolkit:
https://drive.google.com/drive/folders/1IW43FAjLxNKEI36sCj_NQysJQMZGvl9A?usp=sharing
- Targeted Census 2020 Ads: <https://docs.google.com/document/d/1BX6H-5jYtx0m0nqBXxFeehTXj9C08t6BABVTen78Nrc/edit?usp=sharing>

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- All Kids Count - Census Week Social Media Plan:
<https://docs.google.com/document/d/1de3Uemm6AgoKLwv7wRI3Cx9jj4i908pj7OqNTV7y488/edit?usp=sharing>

5. Various Clients: Press Releases

- The following releases were all co-written, copyedited, and distributed by Spoke on behalf of our clients:
 - Insight Center "Mississippi Is America: Labor Market Segregation Entrenches Inequality in the US" Press Release
(<https://mailchi.mp/spokeconsulting/mississippi-is-america-report>)
 - REDF Sample Pitch and "2021 Growth Portfolio" Press Release
(<https://app.sparkmailapp.com/web-share/QgHmQIe-Fou3tMGy1Yk6VJOMYiGh-z9CNYk9EYSD>)
 - Sobrato Philanthropies "2020 Local Investments" Press Release
(<https://mailchi.mp/spokeconsulting/amc1v6ntns-3593264>)