

Draft Communication Plan
for the
City of Sandpoint Sustainability Plan

Introduction

This Communication Plan supports the development of the City of Sandpoint's sustainability plan which will be focused on City programs and policies. The Communication Plan and the sustainability plan are being developed by the City's Sustainability Advisory Committee (Committee) which was initiated in 2024. The formal name and content of the City's sustainability plan will be developed in collaboration with City staff and the community.

Objectives

This Communication Plan is intended to guide and support the City's sustainability planning process through three objectives:

- Objective 1: Plan and facilitate meaningful and transparent community engagement in the City's sustainability planning process.
- Objective 2: Share relevant and useful information on sustainability topics with the local community as it relates to the City's sustainability planning process.
- Objective 3: Encourage community support and ownership of the City's final sustainability plan through communications and activities.

Key Audiences

A preliminary list of key audiences for this Plan is provided below.

- City of Sandpoint residents
- City staff and elected and appointed officials
- Local businesses and the City of Sandpoint Chamber of Commerce
- Community and nonprofit organizations
- Other local, state, and federal government agencies with sustainability-related programs operating within or affecting the City of Sandpoint
- School students and staff
- Visitors

Core Messages

This Plan will focus on 3 core messages.

- Message 1: Sustainability ensures our town remains livable and vibrant for future generations.
- Message 2: Everyone in Sandpoint has a role in shaping the City's sustainability plan.
- Message 3: The planning process for the City's sustainability plan will be transparent, inclusive, and data-driven.

Communication Channels and Tools

This Plan will use a variety of channels to communicate with key audiences, including:

- Digital: Website, social media, email newsletters, online surveys.
- In-Person: Workshops, town halls, community events.
- Traditional Media: Newspaper articles, flyers, radio segments.

Engagement Phases and Activities

Implementation of this Plan will align with the development of the sustainability plan. Six stages of engagement are envisioned and each stage will be supported by a different set of communications and activities (Table 1).

Table 1. Communication Phases and Activities, Sandpoint Sustainability Plan

Stage	Focus	Activities
[Redacted content]		

Stage	Focus	Activities

Roles and Responsibilities

This Plan will be implemented by members of the Committee, City staff, and volunteers. Specific roles and responsibilities will be finalized by the kick-off of planning process and may be modified, as needed, as the process proceeds.

Timeline

A preliminary implementation timeline is provided in Table 2. The Committee’s goal is to present a Final sustainability plan to the Sandpoint City Council for formal adoption by the end of 2026.

Table 2. Preliminary Timeline

Date	Milestone

Feedback and Evaluation

Community input and feedback will be gathered throughout the planning process, and the process will be adjusted as needed. Engagement metrics, including attendance, and survey responses will be incorporated into the sustainability plan.

The Committee plans to provide monthly updates to and solicit feedback from the Mayor and the City Council throughout the planning process.

Budget and Resources

The final Communication Plan will include estimated costs for outreach materials, online tools, events, and staff time.

Success Indicators

The final Communication Plan will define measurable indicators of communication success, including participation rates, diversity of input, and media reach.