

Communications Strategy for the R3 Playbook Adoption

Overview

The River Revitalization Steering Committee (R2SC) has finalized the draft R3 Playbook- an implementation-focused, community-driven roadmap aimed at revitalizing the Truckee River corridor. This communications strategy outlines our multi-channel approach to generate awareness, encourage public engagement, and foster trust and transparency leading up to and following the Council's review and consideration of the Playbook.

Strategic Communications Goals

- 1. Create Broad Awareness**
Ensure that Truckee residents, stakeholders, business owners, and regional partners are informed about the draft R3 Playbook, its purpose, and the timeline for public input.
- 2. Encourage Community Participation**
Drive awareness through open house event, social media and traditional press to solicit community engagement.
- 3. Build Momentum and Trust**
Reinforce community trust in the R2SC process by clearly communicating progress, partnerships, and how feedback will be incorporated.

Pre-Adoption Communications Timeline & Tactics

Date	Tactic	Description
June 20	Social Media Post	Highlight the upcoming presentation at the June 24 Town Council meeting.
June 23	Newsletter Teaser	Talk from the Town will include a brief teaser article about the R3 playbook and upcoming June 24 Town Council update presentation. Agenda link will be included.
June 23	Council Agenda Social Post	Share standard Town Council agenda post with Playbook presentation noted.
June 24	Council Meeting Presentation	R2SC members present the Playbook during a public meeting. The meeting will be recorded.
June 25	Webpage Update	Council presentation video and Playbook documents

Date	Tactic	Description
		added to the R2SC webpage.

Community Engagement (June 24 – Early September)

Digital Engagement

- **Paid Social Advertising:** Targeted ads to Truckee residents running July 1–22 to drive traffic to the Playbook webpage.
- **Organic Social Posts:** Weekly mix of posts, reels, and stories to maintain awareness.
- **July Newsletter Feature:** Follow-up article with playbook details.

Traditional Media & Community Outreach

- **July Radio Interview:** Feature on Tahoe Truckee Radio's Community Spotlight covering Playbook background.
- **Post-Meeting Press Release** (distributed after June 24):
 - Summary of council presentation
 - Outline of key Playbook objectives
 - Distribution via website, regional partners, and media channels
- **Community Workshop** to provide an overview of the R3 Playbook, prior to presenting revised plan to Town Council.

Summer-Fall 2025 Communications & Education

Catalyst Project Storytelling

- **Three Video Features:** Each focusing on a Catalyst Project, with narratives from property owners and R2SC members. These videos will be featured on the Town of Truckee website and social media platforms, and will also be available for use at presentations, tabling events, and community discussions.
- **Fall Radio Segments:** Community Spotlight interviews highlighting each Catalyst Project's goals, progress, and alignment with the Playbook vision.

Community Presentations

R2SC Members will be encouraged to schedule presentations with their respective organizations, which staff will support. Currently scheduled:

- **Truckee Rotary Meeting (August 28):** Presentation to raise awareness and foster leadership-level engagement.

Conclusion

This communications strategy is designed to inform, engage, and empower the Truckee community in the final stages of adopting the R3 Playbook. Through coordinated outreach, strategic storytelling, and inclusive opportunities, we aim to ensure that the Playbook fosters a collective commitment to revitalizing the Truckee River corridor.