

DRAFT Supplemental Budget Request

Name of Request: IPR Task Force Communications Planning

Request Amount: \$10,000 for FY 2020

1a. Description of request

The IPR Task Force is requesting funding for a professional services contract to develop a public education communication strategy for the Incarceration Prevention and Reduction Task Force (IPRTF). The IPRTF has prioritized the need for public education about its efforts and achievements. The scope of work would include a toolkit of marketing resources and a strategy distributing the information to the public.

1b. Primary customers

- Community members
- Local decision-makers
- Local behavioral health service providers
- Washington State legislators and agencies
- County/City of Bellingham lobbyist

2. Problem to be solved

After four years of work, the IPRTF has accomplished many goals. The IPRTF has achieved a brand recognition throughout the community and beyond. The IPRTF has also been regarded as a model for other jurisdictions, and aspects of its work is often cited in broader community conversations. However, there is no consistent plan or toolkit to educate the public on its actual efforts and successes. A large cache of information is available on the Task Force website, but the core information should be developed into a toolkit of resources that is designed to be more user-friendly and easier to absorb. After designing and creating informational materials, a plan must be developed for broad distribution of the resources.

3a. Options/Advantages

Options:

N/A

Advantages:

The IPRTF would like to take advantage of its brand recognition to convey a unified and consistent description of its work. With this communications plan, customers will have consistent messaging for each audience and an accurate, uncomplicated, and straightforward source of information for the following:

- Local community members when considering whether or not to support proposed criminal justice and/or behavioral health measures
- Local decision makers when making policy and budget decisions and as a tool when interacting with constituents
- Local community service providers when connecting with other service providers and local agencies
- Washington State legislators when policy and funding decisions are before the State legislature

- Washington State agencies when implementing State programs and allocating funding to local programs and services
- County/Bellingham/Port lobbyist while engaging State legislators on behalf of the County and City of Bellingham on criminal justice and social services funding

3b. Cost savings

N/A, however it is hoped that appropriate messaging of the IPR Task Force's mission and accomplishments to-date will make local jurisdictions and agencies more desirable for grant providers.

4a. Outcomes

1. Materials Toolkit, which may include branding, appropriate messaging, brochures, infographics, press releases, and/or other materials
2. Communications plan that may include social media, local media, outreach to community organizations, search engine optimization (SEO)

4b. Measures

The IPRTF Steering Committee will meet regularly with the contractor to guide the direction of their work, provide feedback, and oversee the design of the deliverables.

5a. Other Departments/Agencies

5b. Name the person in charge of implementation and what they are responsible for

The IPRTF Steering Committee will meet regularly with the contractor to provide guidance and information and to oversee the work product.

The County Council Office will manage the contract.

6. Funding Source:

General fund