

## **Madison Sustainability Plan—Communication Plan**

### **Presentation Basics:**

Provide background: What has the City done thus far to become more sustainable?  
Use Jeanne Hoffman PowerPoint presentation from Sustainable Madison public sessions with additional information on Sustainability Plan update process.  
Question and Answer Session (Possible “primer” questions)  
What does sustainability mean to you?  
What is the highest priority you have among the sustainability categories?  
Survey  
Have target audiences complete survey  
On-line links to survey in each media release or presentation  
Handout: “What can you do at home?”

### **Possible target audiences and presentations:**

Hispanic community---DCR connection with La Sup group and La Comunidad newspaper. Presentation and survey.  
Hmong community--Possible CAC connection with community gardeners  
African American—Urban League presentation  
Chamber of Commerce presentation  
THRIVE presentation  
Downtown Madison, Inc presentation (Done)  
Service Clubs—Rotary, etc.  
Boys and Girls Clubs of Dane County—Possible presentation  
Olbrich gardens educational presentation—survey group as well  
Senior Center presentation  
Mayor present at MMSD Executive meeting  
School presentations—career days, etc.  
Neighborhood meetings, part of neighborhood planning meetings, association presentations, etc.

### **Media Contacts:**

News release from Mayor’s Office on Plan rewrite and sustainability efforts—Try for feature article in Isthmus or Wisconsin State Journal  
La Comunidad—Hispanic newspaper—story, plus survey link  
La Movida—Hispanic radio station  
Madison Times—story, plus survey link  
Hues-- story, plus survey link  
Simpson Street Press-- story, plus survey link  
Neighborhood newsletter articles  
Neighborhood List Serves