MWTP SC
NOTES December 22nd, 2022

1. Introductions and agenda (All 5 min)
    a. Topics?
        i. Tom – add in D&I teams question about scoring on the mapping tool. Average vs range of values **Stay the course with average, due to concerns that changing document will delay moving ahead. Can adjust in future if prove problematic.**
    b. Approve notes 11/28
2. Communication Plan (45 min)
    a. SC messaging bullet points to Daniel

    Not needed/not provided to Daniel. Instead, he can take information from Comms Document from last meeting.

    b. Daniel drafting press release

    Daniel currently experiencing technical difficulties and not able to attend meeting. Tom will check in with Daniel next week if we don't see anything in the meantime. MDT and FWP will aim to get Director Quotes into the release.

    c. Greg providing comments on Tool landing page – revise page

    Greg shared his recommended edits for the webpage. Get the edits to the D&I team to review and edit as they see appropriate. Deb W. has the document and will circulate to D&I group. Have one photo in the introduction (wildlife -highway related illustrating the issue).

    d. Schedule for soft launch of planning tool/partnership program
        i. Internal roll-outs to staff and program managers

    MDT can start rolling out to appropriate staff early in January. Probably do a soft rollout with a Q&A session/brown bag and then followed by training.

    FWP, have monthly management team meetings, but can get into email notes for resource. Could do a brown bag.

    MSWP would like to learn via some kind of in-depth training. Is there a need to give them an opportunity to see it before it is rolled out, not particularly as they are aware it is coming and are well-updated.

        ii. Mid-January launch? - **A lot of people out next week hard to do any kind of a release.**
        iii. Press release
        iv. Upcoming Information sharing
            (1) Coming - First application cycle
            (2) Targeted walk-throughs - Q&A sessions

(3) Webinar

What do we need to have ready for the release. Include schedule prepped for follow up conversations and education opportunities. Have media response talking points prepped internally. Do FAQ with the press release. One talking point/FAQ should have a message about how this work may/may not relate to federal Wildlife Crossing Pilot Program funding opportunity, as that will be a question from media/others. Same sheet of music for us all to refer to.

e. Next Steps Communication Plan
    i. Updates to Contact List document for communications

MDT, FWP and MSWP are updated already. Combine Tier 1 with 2 and clean it up. MSWP already taking on Tier 1 – done for now. MDT will start on Tier 1 now.

Media list, legislative contacts. MDT and FWP have a fairly robust media list. Recommendation from Greg to follow up with key media contacts. Be strategic, focus the list to the most relevant media contacts.

Maybe look into Gov Delivery to aid with the effort (gov equivalent of MailChimp).

Capture email contacts on web pages. Greg and Lori work on this effort.

ii. PIO responsibilities and schedule

MDT/FWP PIOs and what are they doing? Aiding with press release being written by Daniel. Review, edit and approved. Include Directors quotes. Aid with selecting the appropriate media outlets and contacts.

iii. Target audiences:
    (1) Public
    (2) Media
    (3) Applicants/partners
iv. Key messaging and messenger(s) – tailored to the target audience(s)
v. Communication tactics – tailored to the target audience(s)
vi. Schedule

Tom shared the updated schedule. Roll out application guidance, selection criteria and so on. Jan 7th, complete shared key messaging points Jan 11th. Press release needs to be tied to release of the tool. Also tie in the FAQ all by Jan 31st.

Can everyone take a look at the schedule – Dwane and Deb will identify all the tasks from the schedule. We will email the list out to everyone.

vii. Revise Communication Plan
    (1) PIO roles and responsibilities
    (2) On-board PI Firm – for what tasks/scope? When?

3. Update on TRCP activity (Dwane, 10 min) **Dwane updated everyone, TRCP really wants statute securing funding for wildlife accommodations.**

4. Review and discuss comments/edits to Draft Schedule (Tom M., 10 min)
   November 2022 – May 2023, May 2023 – November 2023 (and beyond?) **See above.**

5. Review and discuss status of revisions to the Contact List for outreach (Dwane K., 10 min) **See above.**

6. Names for program and all documentation (All, 15 min) Add disclaimer to Guidance Doc – Fillable Form application coming DATE?

Everyone brainstorm naming ideas for the Jan 11th meeting. We will not be using the original acronym.

7. Review and discuss status of Budget Template for use in program application (Dwane K., 5 min)

8. Next Steps – Action Items (20 min)
    a. Revise/Finalize contact list – partner additions
    b. Finalize all documents and products and prepare for launch
        i. Who, What, When?
            (1) Application Guidance (main document)
            (2) Detailed Application Guidance (include with main document?)
            (3) Budget Worksheet (Appendix A?)
            (4) Application Attachments (Appendix B?)
            (5) SC Selection Criteria (Appendix C, or separate document?)

       PIT Crew finalize all this or did already.

            (6) Program Application Outline (Appendix D, or separate document? Will be a fillable form on the web for applicants) **Done?**
    c. Prepare website – MDT - **Deb W. working with Debbie (MDT) to update. Within next 2 weeks. Before Jan 11th.**
    d. Finalize press release – Who, when, Where? **See above**
    e. Internal roll-outs **See above towards end of January before complete.**
    f. Schedule and develop
        i. Walk-through sessions, Q&A, webinars, etc.
        ii. MSWP / MC / other? Workshop **See above.**

9. Next Meetings:
    a. January 11 (1-3 pm)
    b. January 25 (1-3 pm)
    c. February 8 (1-3 pm)