

US Army Munitions Cleanup Community Outreach Summary

Northern Portion of the Fort Ord National Monument

Former Fort Ord, California

Outreach Performance Measures

Metrics were identified in the Strategic Communications and Outreach Plan to guide ongoing outreach efforts

1. Growth of the project contacts and email lists
2. Email messages shared to ensure outreach is consistent
3. Number of meetings, events, tours and community activities
4. Website traffic and google analytics
5. Onsite interactions with the public

Summary of Findings

- Successfully reaching target audiences such as recreational users and saturating the broader community with ongoing and up-to-date information.

Stakeholders Database

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- 2,200 contacts
- 25 Bicycle and Recreational shops

Ongoing Email Outreach

- May 11th email blast was sent to 2,200 people
- The email blast was shared with FORA, MORCA, BLM, and Cal State lists

Summary of Findings

- Email blast resulted in 3rd busiest day for the webpage
- Successfully reached broad and targeted audience

Recommendation

- Identify smaller subset of targeted contacts for regular email updates

Materials and Media

Materials

Fact Sheet, Access FAQs, Munitions Hazards Advisory Flyer, Postcard invitations to Public Meeting (mailed to 1,000 recipients), Public Kickoff Presentation, Onsite Kiosk with Maps and Informational Materials

Media

Press Release, 3 Newspaper Ads (Monterey Herald, Monterey County Weekly, and the Salinas Californian)

Summary of Findings

- Outreach materials are successfully driving increased webpage traffic at the start of the work

Recommendation

- Media Advisory to accompany the Press Release
- Business card sized piece for recreation shops and onsite security



Community Events

Community Events

- April 22-23rd: Sea Otter Classic Info Booth and postcards (200+)
- April 26th: CA State University Monterey Bay Earth Day Info Booth (25)
- April 27th: Update to Monterey County Special Events Task Force (15)
- May 6th: Guided Nature Walk inside Fort Ord impact area (120)
- May 12th: FORA Board meeting Announcement (unknown)
- May 12th: Presidio of Monterey Language Day Info Booth (100)
- May 19th: Chartwell School munitions safety presentation (25)
- May 23rd: Public Kickoff Meeting (50)
- June 15th: CIW Open House Bus Tour (220)

Summary of Findings

- Positive ongoing presence and consistent in-person outreach

Recommendation

- Continue to look for additional opportunities and community events

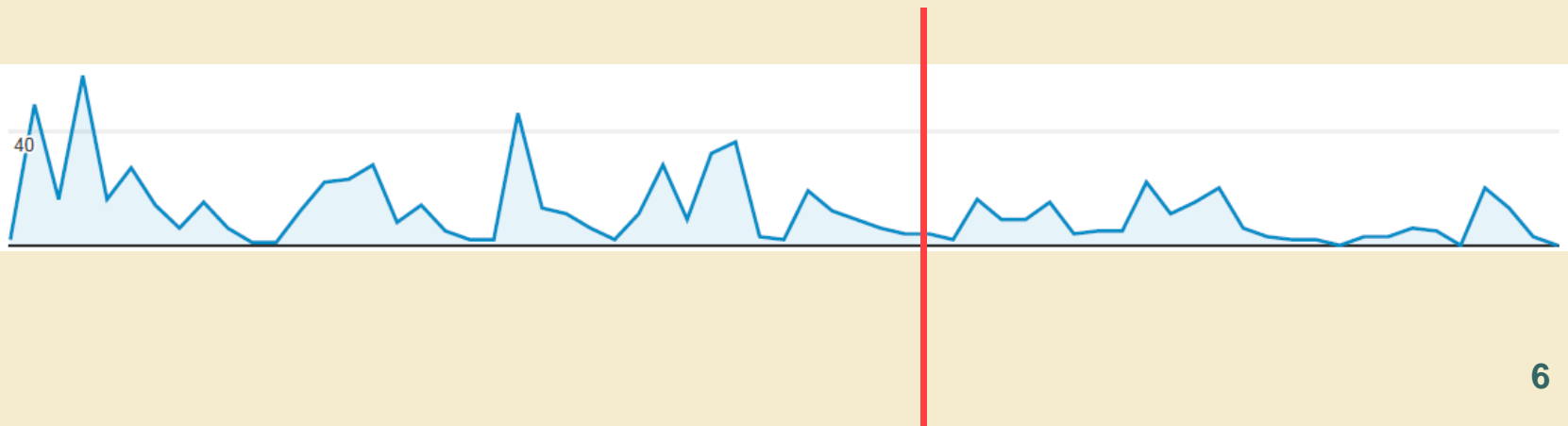
BLM Area B Webpage (May 10 – Aug 7)

Google Analytics

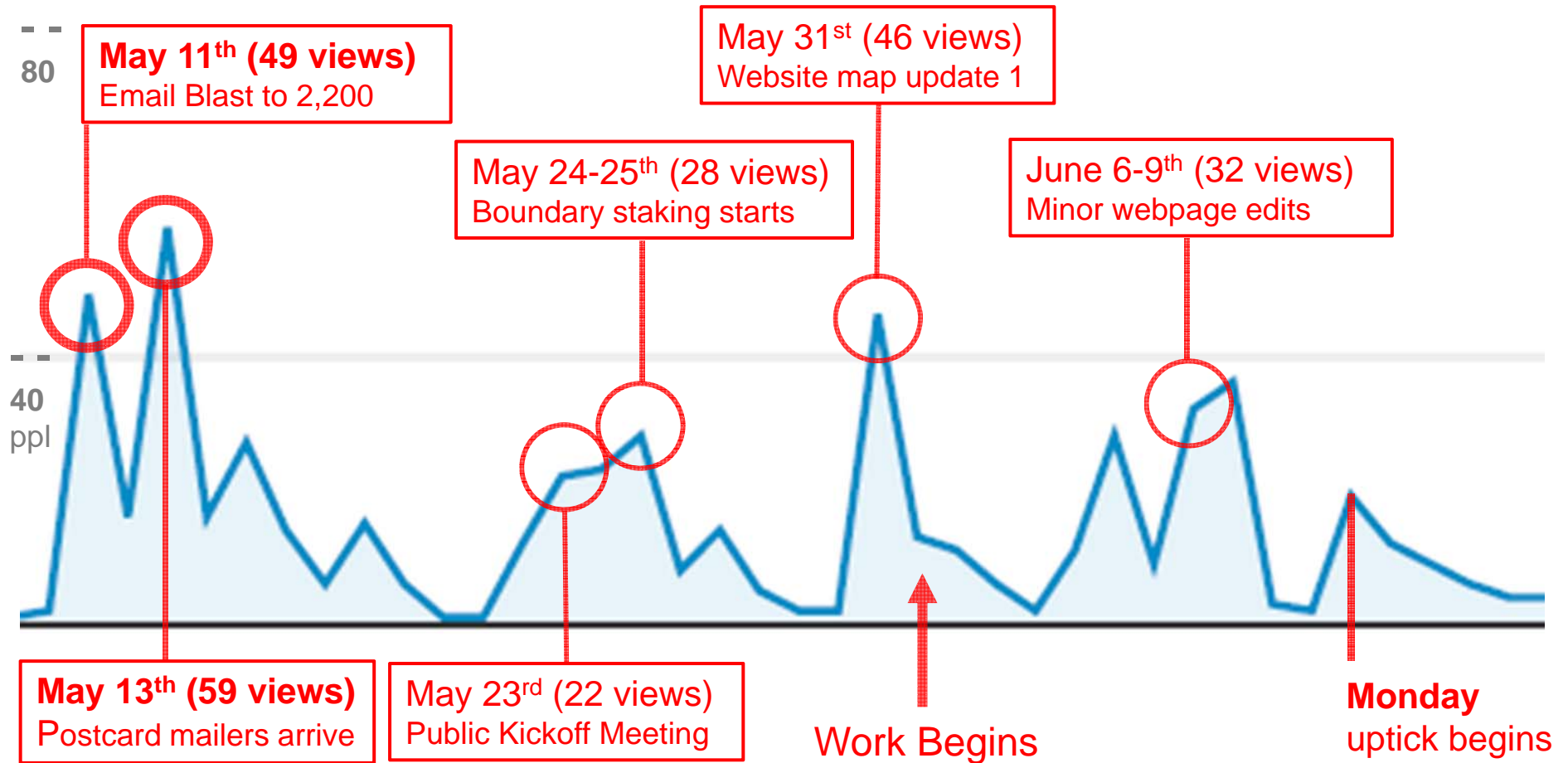
- Unique page views: 687
- Entrances: 353 (11.68%)

Summary of Findings

- 2nd highest visited page on the entire Fort Ord Cleanup website
- Increased traffic when outreach occurs
- 353 entrances = users are going directly to the page after seeing the URL on outreach materials



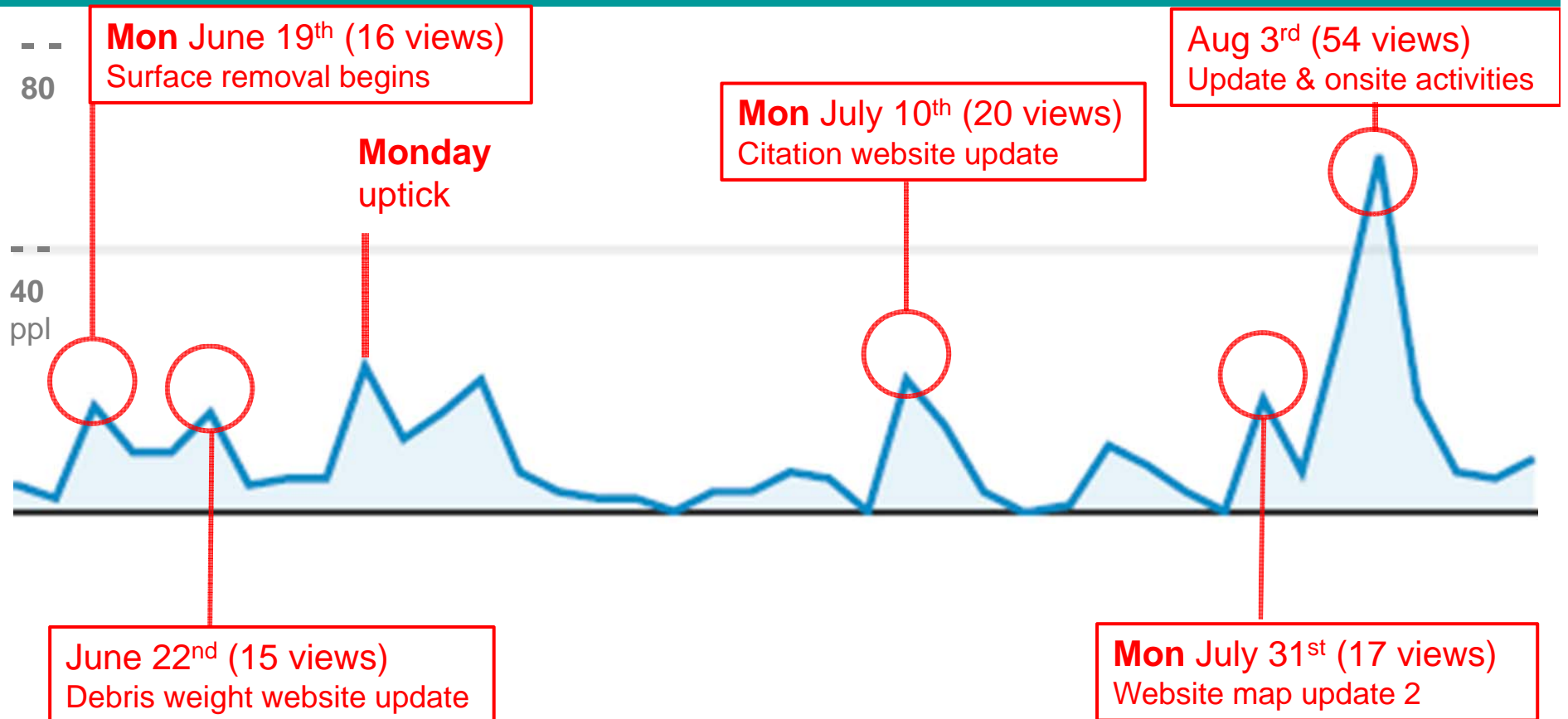
BLM Area B Webpage (May 10 – June 17)



Summary of Findings

The postcard mailer was the most successful outreach piece driving 59 visits to the page followed by the email blast which drove 49 users to the page.

BLM Area B Webpage (June 18– August 7)



Summary of Findings

Traffic upticks show ongoing traffic and correspond to regular Monday updates and common user behavior at the start of the week

Recommendation

Regular email blasts to targeted stakeholders when updates are made

Onsite Interactions

Onsite Interactions with the Public

- 50-60 interactions with onsite staff (1st 3 days of work)
- 17 interactions with onsite security (1st month)
- 5+ interactions with cyclists given instructions to reroute (1st month)
- 1 citation given by local law enforcement to a cyclist ignoring directions

Summary of Findings

- Consistent onsite presence and clear direction to users

Recommendation

- Evaluate the use of "business card" sized outreach piece is for future use in the field

