

Prepared 3/30/06

**Rollout Strategy for Public Outreach Plan:
South Farallon Islands mouse eradication NEPA Process**

Timeline

April 14, 2006:	Notice of Intent to prepare EA published in Federal Register – official public scoping period begins
April 14, 2006:	Informational website launched
April 17, 2006:	Letters to interested parties notifying of public scoping period & meeting
April 28, 2006:	Notification posted in FNWR, GFNMS, PRNS, GGNRA visitor's centers
May 12, 2006:	Notification appears in local newspapers
May 17, 2006:	Public meeting
May 29, 2006:	Official public scoping period ends
TBD:	Circulation of Draft EA*
TBD:	Circulation of Final EA/FONSI (or NOI for an EIS)

*Subject to change if significant impacts are found

Methods of notification

- Federal Register
- Letters to interested groups & parties
 - Audubon Society
 - Other conservation NGOs
 - Fund for Animals, PETA, Human Society
- Advertisement in local newspapers (TBD)
- Public postings in relevant agency Visitor Centers
 - SF Bay Nat'l Wildlife Refuge Complex
 - Gulf of the Farallones Nat'l Marine Sanctuary
 - Golden Gate Nat'l Recreation Area
 - Pt. Reyes Nat'l Seashore

Public meeting format & materials

- One-page fact sheets
- Frequently asked questions sheet
- Interpretive posters & displays
- FWS, IC, PRBO staff available to answer individual questions
- Confidential comments box provided
- Short presentation of proposed project

Website

- Ideal launch date: April 14, 2006
- Contents: project description, FAQs, fact sheets, links to more information

Other materials

- Press packet available from FWS, IC
- Interpretive displays/materials at FWS visitor center, other agencies if possible

Media outreach

- (May 8, 2006?): Press release distributed to limited sources for possible supportive articles

Response protocol for publicity

- *Positive press*: Make available on website if possible
- *Negative press*:
 - FWS to decide on response, on case-by-case basis, after discussing and reviewing possible options with IC
 - Options include: 1) no response, 2) press release, 3) meet with opposed groups/individuals to understand concerns (may want to do this through partners such as Audubon, Refuge support groups, etc).
 - Talking points will be pre-prepared for anticipated publicity

General responsibilities

FWS

- Public face of the project: all specifically project-related media statements to come from FWS
- Interpretive displays at FNWR visitor center
- Provide assistance w/ website administration
- Identify spokesperson(s)

IC

- Facilitate public meetings, events, etc.
- Prepare letters to interested parties, newspaper notifications, public postings
- Preparing general talking points, issue-specific responses
- Prepare press releases w/ assistance of FWS
- Prepare Frequently Asked Questions
- Prepare fact sheets
- Prepare or assist FWS in preparation of interpretive materials
- Maintain website w/ assistance of FWS
- Involve the scientific community in scoping
- Involve other conservation NGOs in scoping
- Make general statements about island restoration thru eradication as necessary