



National Park Service
U.S. Department of the Interior
Gateway National Recreation Area

Phased Approach Communication Plan



EXPERIENCEYOURAMERICA



PARK'S GOALS & OBJECTIVES



1. Our objective is to save historic buildings and the corresponding historic landscape, and to create a newly revived community at Fort Hancock that will serve the needs of park visitors, the local communities, and breathe life back into a national historic landmark.
2. While time is of the essence in saving these buildings, a thoughtful phased approach (pilot project) is most sustainable in the long run and will guide future development.
3. The pilot project will sustain the existing excitement and hopefully encourage others to make a unique investment.



COMMUNICATION PLAN GOALS

- ☐ Convey that our goal is to save historic buildings and their corresponding historic landscape.
- ☐ Describe pilot program.
- ☐ Explain rehabilitation requirements (no new buildings; variety of legal instruments available and DOI Secretary's Standards).
- ☐ Emphasize the support of FACA Committee, local community, and other organizations.
- ☐ Attract potential leaseholders.
- ☐ Expose the opportunity.



COMMUNICATION PLAN STRATEGIES

PRESS

- ☐ Issue a press release detailing the phased approach, with subsequent press releases as significant milestones are met.
- ☐ Set up meetings with various editorial boards of newspapers, including Asbury Park Press, Two River Times, and the Star-Ledger.
- ☐ Follow up with NY Times.
- ☐ Set up media tours at appropriate times during the process.



COMMUNICATION PLAN STRATEGIES

SOCIAL MEDIA & WEB

- ☐ Use the Fort Hancock and Gateway Facebook pages to announce this phased approach.
- ☐ Use Twitter and Instagram to help promote project.
- ☐ Edit existing video that was created for potential RFP as necessary and post on YouTube and Facebook.
- ☐ Update FACA website and Gateway website to include latest updates.



COMMUNICATION PLAN STRATEGIES

PRINT

- ☐ Create formal solicitations.
- ☐ Create brochures and tear-sheets, similar to what was used for RFEI.
- ☐ Design appropriate advertisements.



MEETINGS

NONE OF US IS AS DUMB AS ALL OF US.

www.danpark.com

COMMUNICATION PLAN STRATEGIES

PUBLIC MEETINGS

- ☐ Park management will attend surrounding community's town meetings.
- ☐ Park will host a town hall at the Chapel at Fort Hancock.

Gateway National Recreation Area

<http://www.nps.gov/gate/index.htm>



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