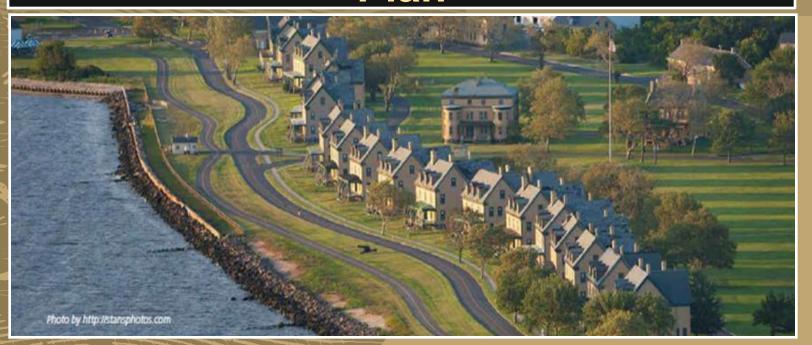


National Park Service
U.S. Department of the Interior
Gateway National Recreation Area

Phased Approach Communication Plan





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.







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.







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.







PRINT

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



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.





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



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