

KNOW YOUR ZONE

CAMPAIGN **GUIDE**

Welcome to Know Your Zone

Community Awareness

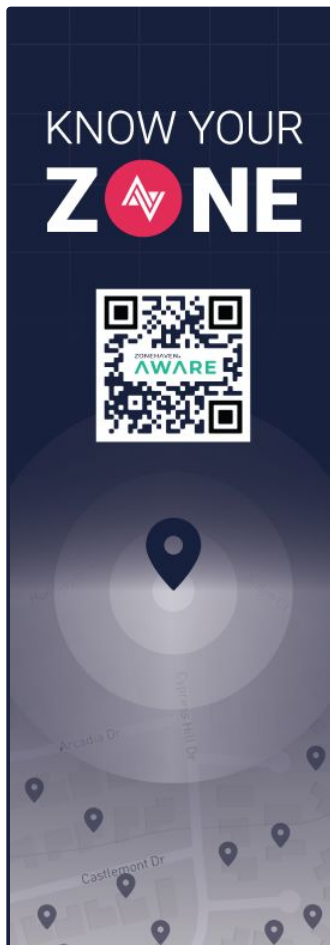
Know Your Zone is a community awareness campaign that helps introduce communities to their evacuation Zones.

Campaign Support

The campaign is organized as a collective effort between Zonehaven and the counties who chose to participate. Zonehaven will provide you with a library of pre-made materials and help you customize the assets with your county / agency seals. Our team will be available to support planning and other efforts along the way.

Objectives

The goal of the campaign is to help community members be prepared before an emergency strikes to ensure they are ready for an evacuation at any time.

A vertical graphic for the Know Your Zone campaign. At the top, it says "KNOW YOUR ZONE" in white text on a dark blue background, with a red circle containing a white location pin icon over the letter 'O'. Below this is a QR code with the word "AWARE" in green text. At the bottom, there is a map showing a location pin and street names like "Arroyo Dr" and "Castlemont Dr".

1. Awareness Create awareness around evacuation Zones by motivating residents to find their Zone and have it handy.
2. Familiarity Direct traffic to Zonehaven AWARE to familiarize residents with the community site sooner rather than later.
3. Preparation Provide evacuation resources to empower residents to prepare.
4. Alerts Encourage residents to subscribe to county alert systems.
5. Ongoing Engagement Facilitate ongoing engagement between the community and local agencies.

Getting Started

TIMELINE: 1 - 6 WEEKS

Creating a Project Plan



Team

Identify a community outreach lead and a team of public information officers or other individuals from across the county/city who should be involved.



Objectives

Identify your specific goals. Your goals might inform the messaging you use, how you reach residents, and how you choose to evaluate your success. For instance, if your county has a large elderly population, you might want to supplement your digital messaging with print materials that are mailed out to homes or distributed at events. Or if your county is prone to flooding, you might want to emphasize that in your messaging.



Materials

Create a list of all the materials you will be using. We will provide a library of premade assets and can help customize the materials with your county seals, agency logos, and other county-specific information. You can also implement our campaign messaging into pre-existing materials like residence guides or county websites.



Budget

Take your budget into account when planning – consider getting creative with funding, exploring grants, and getting buy in from internal stakeholders. If there is no budget, a digital approach with a focus on social media can be a great no-cost alternative.



Partnerships

Form partnerships (ex: PG&E, Recology, Fire Safe Council, local utility companies, etc.) to explore opportunities for funding and new channels to reach residents.



Timeline

Finalize internal timelines in a content calendar. Separate everything into phases with a theme and objective and outline all of the content that will be released and the channels that will be used.



Metrics

Identify metric to help evaluate your success. Use them to identify what's working, what isn't, and opportunities for improvement when you move into continued engagement.

Launch Phases

TIMELINE: 4 - 12 WEEKS



Internal Launch

Educate internal personnel & county officials about the campaign.



Soft Launch

Let the community know what's coming with a campaign teaser.



Hard Launch

Official announcement and release of materials.

Internal Launch

TIMELINE: 2 + WEEKS

Educate internal personnel, county officials, first responders, etc. about Zonehaven and ensure they are aware of the campaign goals and efforts. Distribute our [Community Outreach FAQ](#) for use as a reference for communication purposes.

Important information to include:

- Project overview
- Purpose & importance
- Zonehaven overview
 - AWARE overview (Community site)
 - EVAC Overview (Evacuation management)
- Know Your Zone campaign overview
- Any specific action items

Potential channels to use:

- Email announcements
- Internal agency / department portal announcements
- Internal meetings
 - City council
 - Mayor, city manager
 - OES meetings

Soft Launch

TIMELINE: 2 + WEEKS

- ❑ Social media announcement #1 - announce that Zonehaven AWARE will be going live soon in your county to generate interest and anticipation.
- ❑ Publish Zones - work with team leads to publish to community visible.
- ❑ Website update - add a banner/digital ad to your county's website and/or any other agency websites (direct to community.zonehaven.com).
- ❑ Social media announcement #2 - announce that Zonehaven AWARE will be going live (tomorrow).
- ❑ Update existing materials to incorporate KYZ messaging (ex: residence guides)



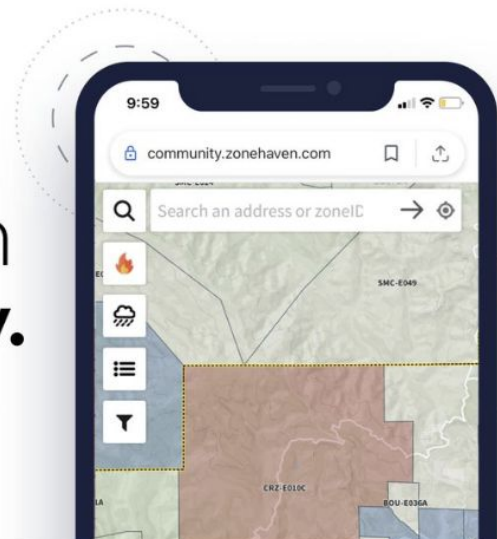
Yuba County Sheriff @YubaSheriff · Mar 24

Yuba County

An exciting new emergency management tool is in development for Yuba Co! Stay tuned for the public launch of our new, innovative evacuation mapping program known as [#zonehaven](#). Starting next week, you'll be hearing us talk about the KYZ Campaign = Know Your Zone!

ZONEHAVEN®
AWARE

Coming soon
to Yuba County.



Hard Launch

TIMELINE: 2 + WEEKS

- ❑ Social media announcement #3 - announce that Zonehaven AWARE is live in your county and encourage community members to find their zones (direct to community.zonehaven.com)
- ❑ Press release - [Know Your Zone Press Release Template](#) available for use
Send out to local media and post to social media and website
- ❑ Launch event - option to request a representative from Zonehaven
 - Town hall meeting
 - Press conference
 - Virtual webinar
 - Radio segment
- ❑ Release additional planned materials
 - Digital presence
 - Ongoing social media posts - tag Zonehaven for reposts
 - Know Your Zone Video - send to Zonehaven for a feature
 - Physical material distribution
 - Residential Mailing
 - Event distribution
 - Specific location (city halls or community centers)
 - Local signage (in local libraries, public transportation, etc.)
 - Distribution via CERT and active local groups
 - Print out materials via website/social media

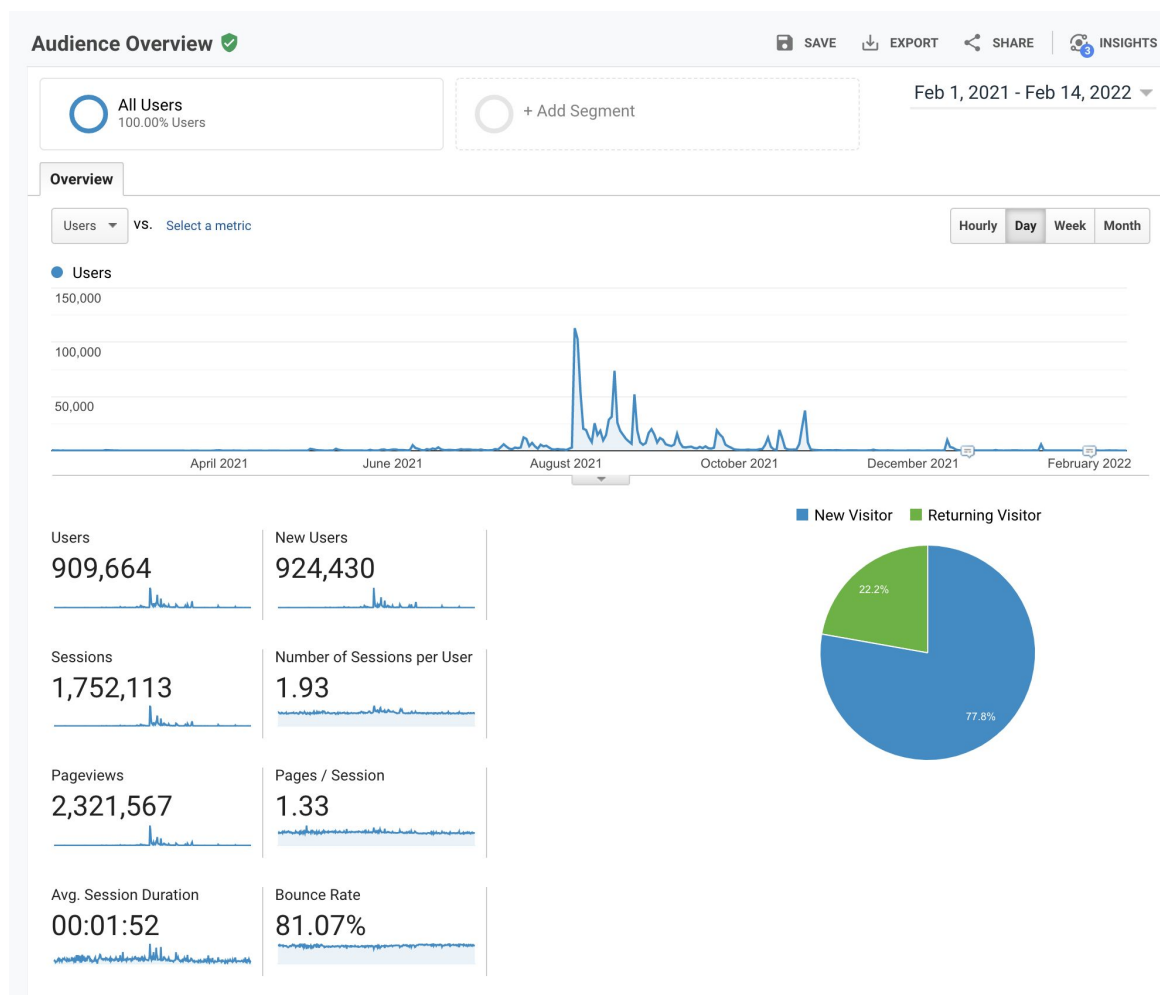
Campaign Evaluation

TIMELINE: 2 - 4 WEEKS

A few months after launch, it's important to take a look back at your initial objectives and metrics to evaluate the success of your campaign.

On your side, you can look at things like social media analytics, advertising analytics, and even community feedback which can be collected by word of mouth at events or through surveys.

On our side, we typically check google analytics to view the traffic coming from your county/city to the AWARE site. This helps us gauge the amount of awareness that we've created. You can request a report from the Zonehaven team.



Continued Engagement

TIMELINE: ONGOING

Community Engagement

- ❑ Organize community outreach events
- ❑ Attend community events (arts and crafts fairs, farmers markets, etc)
- ❑ Social media
- ❑ Digital advertising



Keep in touch with Zonehaven to stay informed about new campaign materials and additional community outreach resources coming soon!

IMPORTANT

Communication Practices

Accuracy Check

Before releasing any information to the public that mentions Zonehaven or the Know Your Zone campaign, please send all materials to your account manager or CSOutreach@genasys.com to verify that the information is accurate and up-to-date.

This also creates an opportunity for Zonehaven to promote your materials across our channels for increased exposure.

URL Check

Please ensure that all of your materials point to the Zonehaven AWARE site at community.zonehaven.com.

In the past we have used the myzone.zonehaven.com site, however this site will soon be removed. Please ignore this URL throughout the asset library – we will provide you with assets using the correct URL.