

Daicey Pond Cabin Closure

Communications Plan Outline

GOAL: To ensure that Park users, especially Daicey Pond campers, have sufficient notice that the Park anticipates that the Daicey Pond Campground will be closed for the entirety of the 2024 camping seasons in order to facilitate substantial repairs to the cabins.

HEADLINE MESSAGE: The Daicey Pond Campground will be closed [from xx to xx time] to repair the cabins for continued public use.

SUPPORTING MESSAGES

- Without repairs that go beyond routine maintenance, the cabins at Daicey Pond Campground will deteriorate to the point of needing replacement.
- After careful consideration of all possible options, the Park Authority and staff have determined that a complete campground closure will have the least impact on the wilderness experience of campground users and will be the most time and cost effective to accomplish the necessary work.
- We anticipate that there will be no impacts to day use at Daicey Pond nor to access to the surrounding trails.
- Designs for the repair work will, as much as possible, maintain the cabins' unique aesthetic and character.

BACKGROUND/ADDITIONAL INFORMATION (for use on Park webpage and potentially a fact sheet for distribution on site).

- How many and which of the cabins need work [7 major work, 2 replace, 1 no work]
- Age of cabins [1930-1960], brief history (not on historic registry)
- Ongoing/annual reactive maintenance has taken place but is no longer sufficient
- The visitor experience will be greatly improved, especially in the winter
- Overview of work plan, including projected timeline
- Campground Rangers will be on site during the project, assisting the public with any questions and ensuring safe day use while the construction is ongoing

COMMUNICATIONS STRATEGIES

- Begin communications well in advance of the project (when spring/summer/fall camping reservations are open for 2023)
- Use clear and consistent messaging
- Use a mix of broad and targeted communication channels
- Train all Park staff on the project plan and messaging
- Provide messaging to partners (e.g., Friends of BSP)
- Assess the communications plan periodically, taking into consideration efficacy, public response, and emerging needs

TARGET AUDIENCES

- Current park users (Maine residents and non-residents)
- Recent (3 years) Daicey Pond Campground users

COMMUNICATIONS CHANNELS/CONTENT

- BSP website- create a new, dedicated page
 - Background information/FAQs
 - Progress updates- only major milestones/phases, as they pertain to the timeline of the campground closure
- Social media
 - Park Instagram account- basic information and infrequent updates (as on website)
 - Park Facebook page- basic information and infrequent updates (as on website)
 - Park public Facebook group- share from Park page
 - Friends of Baxter State Park Facebook (and other social media accounts)
- Publications
 - Wildnotes- 2023 and 2024 (annual inserts)
 - Friends of BSP newsletter/email listserve
- Reservations office
 - Automatic notification with all summer 2023 reservations
 - Targeted notification to all returning Daicey Pond Campground users since 2020 (3 years)
 - 1610 AM winter/summer park information message
 - Verbal notifications to anyone making a reservation at Daicey Pond by phone for 2023
 - Office voice message
- Park staff
 - Instruction on messaging at staff 2023 and 2024 spring training
 - Update field staff throughout the project
- Signage
 - Standard poster (one for 2023, one for 2024) posted at Park HQ, Gates, Visitor Center, all campgrounds
 - Custom signs for Daicey Pond campground

SUGGESTED COMMUNICATIONS TIMELINE

2023

- January: initial announcement (broad distribution, including through partners), webpage is live (with basic information, and additions as the plan takes shape)
- January 15: begin communications through Reservations office/system (4 month rolling reservations begin for summer 2023 camping), ongoing throughout season
- May: post signs, train staff and partners
- Spring/summer/fall
 - Real-time communications in the park with all 2023 Daicey Pond Campers
- Winter outreach- Nov 2023 through April 2024
 - Additional communications through partners
 - Targeted outreach to recent and current Daicey Pond Campground users
- Throughout 2023
 - Recurring posts on social media and website

2024

- January: updated announcement (broad distribution)
- January 15: updated communications through Reservations office/system (4 month rolling reservations begin for summer 2024 camping), ongoing throughout project
- May: post signs, repeat training for staff and partners (as needed)
- Throughout 2024 construction: provide progress updates through website, social media, and Park staff throughout the Park.
- Upon project completion: completion and campground reopening announcement (broad distribution)

2023				2024			
Winter	Spring	Summer	Fall	Winter	Spring	Summer	Fall
Initial announcement	Post signs in park Training on comms plan for park staff & partners			Updated announcement	Post signs in park Refresher training on comms plan for park staff		
			Targeted outreach to Daicey Campground users Additional communications through partners		Ongoing construction project updates via website, social media, staff		
Real-time communication in the park with Daicey Pond campers and day users							
Recurring general posts on social media and website updates							
Campground closure communications through Reservations							