



MEMORANDUM

Comfort Lake-Forest Lake Watershed District

Date: May 12, 2024
To: CLFLWD Board of Managers
From: Mike Kinney, District Administrator
Subject: Public Relations Research Update



District Wide

Background/Discussion

The purpose of this informational item is to make the Board aware of the ongoing public relations research.

Several complications have delayed the activities from the original timeline.

The resignation of the CLFLWD staff member resulted in tasks and activities being passed to other staff and duties reassigned. This took time.

The initial focus group scheduled did not have enough participants to warrant the meeting. After more in-depth contact with possible participants, the focus group has been rescheduled for May 16.

The updated timeline identifies late July for a draft report from MP & G Marketing Group being presented to the CLFLWD staff.

Attached

- Updated timeline from MP & G Marketing Group

Updated Timeline with rescheduled Focus Group

Event	Time needed	Estimated completion
	Contract	Mid-March
<p>Market Research Identify messages, materials, and assessments</p> <ul style="list-style-type: none"> • Primary research includes: <ul style="list-style-type: none"> ○ Hold 2 key informant interviews ○ Conduct focus group with initial target audience ○ Analyze data ○ Draft strategy for behavior change, and ○ Develop messaging platform 	5 weeks + 4 week delay	<p>Mid- April - completed.</p> <p>Mid-May – rescheduled for 5/16</p> <p>Late May</p> <p>Early June</p> <p>Early June</p>
<p>Client meeting to establish consensus in market research findings</p> <ul style="list-style-type: none"> • Brief assessment report 		Early June
Communications development	4 weeks	Late June - Mid-July
Meet with CLFLWD to present draft	4 weeks	Late July