

Communications Plan- Wild Chervil & Noxious Weed Awareness

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| Department Request: | Agricultural Advisory Committee |
| Project Name: | Wild Chervil Awareness Campaign |
| Project Dates: | March – June 2025 |
| Estimated Budget: | TBA |

Project Goal

To increase resident awareness about the importance of managing Wild Chervil, including details on how to manage Wild Chervil on private property and how to report Wild Chervil on public property to the Town.

Key Messages

Combination of education and an easy way for residents to report wild chervil for removal:

- What is the Town doing to combat Wild Chervil?
- How can I help with wild chervil?
- How do I identify wild chervil?
- Public vs private property
- Town roads vs County roads

Communication Tools & Estimated Cost

| | Communication Tools | Estimated Cost |
|-------|---|---|
| March | - Article in e-newsletter (how to identify & report) | \$0 |
| April | - Article in e-newsletter (how to identify & report) - Social media campaign, promotion of Grey County Video on Wild Chervil - Press release on Town website and social media | \$0 (money could be spent to promote ads on social media) |
| May | - Article in e-newsletter (shared stewardship) - Article in printed newsletter | \$0 |
| June | - Article in e-newsletter (follow-up) | \$0 |
| | | \$0+ |

Potential Communication Tools & Estimated Cost

- Radio campaign (\$2000-3000)
- Road signs (\$300 per sign, per month)
- Printed & mailed postcards to rural routes (\$1500) or all addresses (\$2500)