

City of Ann Arbor Street Reconstruction & Sidewalk Repairs Millages - Communications Plan Sept 26, 2011

Goal

If the ballot language is confirmed by City Council in August, plan to effectively communicate the facts for renewing Ann Arbor's Street Reconstruction Millage and the Sidewalk Repair Millage on the November 8, 2011 ballot to employees, residents and the media.

Audiences

- City Council Members
- Ann Arbor residents and voters
- City employees
- Media

Communication Tactics for Council, Employees, A2 Residents, Media

Council and Employee Communications

- Council working, briefing sessions, written materials, ballot resolutions
- A2 News Notes e-newsletter
- Links to web sites for STREETS, SIDEWALKS, ELECTIONS for information
- Use web to track street reconstruction millage improvement projects
- Fact sheets distributed at City Hall and City facilities
- Updates at Agenda meeting
- Link to public communication strategies, as appropriate

Public Communications

- Provide news releases to area media
- Post information on City's website www.a2gov.org/StreetMillage and www.a2gov.org/Sidewalks (public survey results, fact sheets, street reconstruction schedules, etc.) and /elections
- Radio interviews
- Interview on CTN "Conversations" and Ann Arbor's news magazine *FYI* on CitiTV on Community Television Network. This program airs daily on Channel 19
- CTN Electronic Bulletin Board
- Include in city publications: A2 Resident E-Newsletters (Sept, Oct, Nov); WasteWatcher newsletter (Oct)
- Seek support from interested constituents such as WATS, Walking-Biking Coalition, etc.
- Distribute information over GovDelivery subscribers of relevant topics to provide press releases, updates on street reconstruction schedules, FAQs, etc.
- Distribute key information and fun facts over social media such as Facebook, Twitter.
- Place ads in the October & November *Ann Arbor Observer* and ad in the Sunday annarbor.com before the election.
- Explore ad pricing for online annarbor.com and A2 Chronicle (\$10/day)
- Compile and distribute fact sheets, FAQs distributed at City Hall, Customer Service Center, libraries, parks facilities,

- Include link to City’s millage web sites to “Don’t forget to vote” postcard mailed to Ann Arbor registered voters
- Schedule neighborhood millage presentations given by staff and encourage interested Council members to attend. Promote presentations to local civic groups and meetings.
- ~~Schedule presentation taped at CTN with panel, post on web~~

Communication Timeline KEY DATES

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| April | <ul style="list-style-type: none"> -Contract for community engagement for exploring sidewalk into road millage. -Compile stats since last millage; e.g., road miles, key projects. -Estimate payment amount per home. -Create web quick link for this campaign, ongoing positions. |
| May | <ul style="list-style-type: none"> -Conduct community engagement. -Issue online survey. |
| Summer | <ul style="list-style-type: none"> -Place before/after street reconstruction photos on the web (Kim). -Resolution to Council. -Update fact sheet for street reconstruction millage -Expand fact sheet for sidewalk repair millage -Review survey results to identify key points |
| September | <ul style="list-style-type: none"> -Schedule full page ads for October and November <i>Ann Arbor Observer</i>. -Distribute fact sheet, Communication Plan, and Q & A to Council. -Send news release with fact sheet to media. -Put election on city’s front web page -Schedule neighborhood presentations pro-actively. (decide number/locations) -Offer millage presentation at interested clubs and associations by Service Area administrators and/or Council members -PRs on current road and sidewalk work |
| October | <ul style="list-style-type: none"> -Full page in WasteWatcher. -Schedule ad in annarbor.com Sunday, Nov. 6 issue. -Run ballot info web links in Chronicle online -CTN FYI Magazine interview. -Run info on electronic CTN Bulletin Board. -Connections staff newsletter article update. -Schedule radio interview with Lucy Ann Lance - Millage information in annarbor.com “Your World” column. -Mail postcard to Ann Arbor registered voters publicizing city millage and giving City website addresses for face sheet and Q & A information. |
| November | <ul style="list-style-type: none"> -Full page ad in <i>Ann Arbor Observer</i>. -Ad in Sunday November annarbor.com. -Millage vote reminder in annarbor.com “Your World” column # # # |