



	DATE	PURPOSE	PRIMARY AUDIENCE	CONTENT	FORMAT	DISTRIBUTION METHOD	RELATED MEETINGS/EVENTS	Lead Entity	Cost
ONGOING COMMUNICATIONS									
	Monthly	To provide notice of upcoming Committee meeting	Y General public	Y Date, time, and location of meeting Y Meeting agenda Y Link to meeting packet on Legistar	Standard County notice	Standard County distribution		County Staff	\$ -
	Monthly	To capture and synthesize input by the Committee, stakeholders, and public	Y Committee Y All other interested parties	Y Monthly progress reports Y Documents and presentations prepared for discussion at Committee meetings Y Committee meeting summaries Y Summaries of public engagement events Y Draft and final work products	Text documents, graphics, presentations, etc.	Legistar and project webpage	Committee Meetings	V&A	TBD -On Web Hosting
INDIVIDUAL COMMUNICATIONS									
1	April	To communicate where the committee is in the overall master planning process, what will be accomplished over the 6-month vision development, and the importance of public involvement throughout the entire process	Y General public Y Stakeholders	Y Where we are in the overall master planning process Y What the visioning process will consist of/issues to be addresses Y General Vision process timeline Y Encouragement of public involvement	Graphic and one-page text	Press Release, Media Outreach, Listserv, Social Media, Email List, Website	n/a	V&A	\$ 1,125
2	May	To alert the public to upcoming engagement opportunities	Y General public	Y Where we are in the overall master planning process Y General purpose of the Hunden study and how it's being used Y What the visioning process will consist of/issues to be addresses Y Vision process timeline Y Encouragement of public involvement	One-page text document	Press Release, Public Service Announcements, Social Media, Listserv, Website	All Public Engagement Events	V&A	\$ 1,400
3	May/June	To publicize the Neighborhood Engagement Meetings	Y Residents in surrounding neighborhoods and the community organizations and institutions within them	Y Purpose and format of meetings Y Importance of participating Y Support services to be provided Y Meeting dates, times, and locations	One-page flyer; Meeting with neighborhood leadership	Direct Mailer, Flyer, Neighborhood Listserv, Website, Press Release	Neighborhood Meetings	V&A	\$ 2,100
4	June/July	To notify recipients of engagement opportunities	Y Nearby commercial property owners/businesses	Y Purpose and format of meeting Y Importance of participating Y Meeting date, time, and location	One-page text/flyer	Direct Mail, Phone Calls, Email Invites	Commercial Property Owners/Businesses Roundtable and Key Site Owner Interviews	V&A	\$ 350
5	June/July	To notify recipients of engagement opportunities	Y Business/Stakeholder Leadership	Y Purpose and format of meeting Y Importance of participating Y Meeting date, time, and location	One-page text/flyer	Direct Mail, Phone Calls, Email Invites	Business/Stakeholder Leadership Roundtable	V&A	\$ 350
6	May	To share updates and garner initial thoughts and objectives to be addressed in the visioning process	Y Mayor Y County Executive	Y Where we are in the overall master planning process Y What the visioning process will consist of Y Vision process timeline Y Public engagement plan and events Y Primary issues of concern to leaders Y Preferred method of ongoing communication with leaders	Individual Meetings	n/a	n/a	V&A	\$ 900
7	Late July	To invite recipients to the draft Vision presentation at the Aug 7 Committee meeting	Y County Board members Y Interested county staff	Y Meeting date, time, and location Y Benefits of attending	Email message	Email	August 7 Committee Meeting	V&A	\$ 100
8	Mid-August	To invite the public and stakeholders to review the draft Vision documents and provide input	Y General public Y Stakeholders	Y Where draft documents can be accessed Y Committee's desire for public input Y Date, time, and location of public input meeting Y Other methods to provide input	One-page text/flyer	Press Release, Media Outreach/Editorial Boards, Listserv, Social Media, Email List, Website	September 11 Committee Meeting	V&A	\$ 1,400
9	Late August/ Early September	To share the draft vision and garner additional input	Y Mayor Y County Executive	Y Review the draft Vision and Redevelopment Framework Y Gather feedback on Vision components Y Identify areas of concern/additional issues to be addressed	Individual meetings	n/a	n/a	V&A	\$ 900

COMMUNICATION TOOLS
PROPOSED
<ul style="list-style-type: none"> Y Unique project webpage with buttons from County and AEC homepages Y Project email list- grows as engagement increases and people add their addresses Y Project listserv (Yahoo Group, etc.) Y Project Facebook page Y Press releases Y Direct media contacts Y Public Service Announcements Y Legistar Y Meeting flyers (can be mailed, emailed and/or posted) Y Postings on Neighbor Nextdoor, neighborhood association websites, and listservs Y Documents and presentation materials Committee members can use with their constituents
OTHER OPTIONS
<ul style="list-style-type: none"> Y Multi-lingual materials Y Ask local elected officials to make announcements during their public meetings and link to municipal webpages Y Neighborhood signs Y Signs at libraries directing people to take the survey Y Signage at AEC events and other events around the county Y Notices on Community Access Channels Y Paid advertising (newspaper, radio, TV, internet, etc.) Y Work w/CVB communications consultant, Wood Communications Y Bookmark/Postcard leave behind correspondence