

**Citizens Outreach Plan
Public Safety Building
Bond Initiative
October 4, 2016**

General Assumptions:

Purpose: Present facts that encourage voting "yes" for the \$12,000,000. bond to build a *** square foot police department/station facility.

Desired outcome: Voters approve the bond initiative October 4, 2016

\$5,000.00 budget

Developed and executed in house (no consultants)

Details:

Organization of outreach plan/program

Skills needed

Assignment of duties

Story board (s)

To design posters that illustrate renderings of the site and building and sufficient information depicting the needs for an up to-date police facility that will allow for growth and technical updates for nearly 30 years.

The cost of the project will be displayed with easy to calculate "how much will my property taxes increase" component

Supportive testimonies of community leaders

Located at police department lobby; fire hall lobby; city council lobby; library;

PSA's

Five (5) thirty second (30) public service announcements crafted to be aired on local radio stations beginning with the need for the facility identified; followed with the cost and finally followed with encourage voting to support. All would have contact information for more details.

Foot soldiers

Recruit 10 community leaders to take the message to the service clubs, boards and commissions; coffee table; etc. Train the leaders and outfit them with materials describing the project. Develop a job description; possible leaders list; schedule for their duties.

Letters requesting presentation dates for service clubs

Identify list of service clubs and contact information

Display Ads:

Design two different newspaper ads to run prior to election; one after election.

Task Force Updates at council meetings.

Design a series of messages that keep the public informed as well as council.

Establish a list of speakers (task force members) schedule

August, September

Budget

Develop the ordinance to satisfy state regulations and request funding of council

Acquire cost for display ads; PSA's; story board material prints; handouts etc.

Prepare a budget