

Communications Ad Hoc Committee Report

December 17th, 2012

Committee Members

Kristin Bloomer, Christine Hammond, Rob Moon, John Williams

Committee Objectives

1. Identify key messages that any commissioner and City staff can use when communicating with any individual and/or group about Measure J.
2. Identify methods for gaining input from the community.
3. Identify a simple communication tool to physically share with as many people as we can.
4. Identify methods for creating public awareness about what Measure J funds are available for, how to apply for funds and how to get information updates.

1. Identify Key Messages that commissioners and City staff can use when talking with individuals and/or groups about Measure J.

- Create and provide commissioners, City staff with key messages, to use when communicating about Measure J—so our communication/message is consistent, compelling, inspirational, easy to understand and remember.

2. Create public awareness and getting input from the community about Measure J, available funds, how to apply for funds and how to get information updates.

- Website as a communication tool
 - With assistance from a web site professional, commission suggestions for modifications, use www.psmeasurej.com as a key resource to the public for information and application.
 - Up to date information including: approved, current and completed Measure J funded projects.
 - Include video clip(s), post current and historical photos, create questions to start conversations about Measure J to move people to expand their thinking about Measure J—“outside the box”.
 - Place online surveys on the website about hot topics regarding the Measure J funds.
 - Use a QR code on Measure J related signs and printed material to drive people to the website.
 - Create, expand and constantly update a FAQ section as we start receiving questions from the community.
 - Put a headshot and short bio of each commissioner on the website.
- Social Media Sites
 - Use City social media sites to include Facebook and Instagram. Each social media site will direct viewers to the website for more information.
 - Encourage all commissioners to share links to the website including the application.
- Printed Media
 - Working with Amy and using key messages, create press releases, Desert Sun Articles, Valley Voice articles, letters to the Editor and City Newsletter. Amy will assist the commission with getting info where it needs to go.
 - Suggest press release, article or valley voice on the City projects in the next few weeks followed by
 - What should we contribute to various newsletters and updates: City Newsletter, PSNIC weekly update, PS Disposal Newsletter, School District Newsletter,
 - Project signs at various project sites in town.
 - Advertise that the application is available
- Community Presence
 - Commissioners to provide update to the groups they attend, community partners; commissioners identified function as liaison to other groups to give and receive info.
 - Presentations to community groups.
 - PSNIC Picnic, others as identified.
 - Attend public meetings and events such as Chamber Mixers, Main Street meetings, Fire Department Fish Fry, parades.
 - Signs at projects, first sign expected to be at the DFP parking lot.