

## Communications Ad Hoc Committee Report

January 17<sup>th</sup> 2013

### Committee Members

Kristin Bloomer, Christine Hammond, Robert Moon, John Williams

### Committee Objectives

1. Identify Key Messages that commissioners, City Staff and City Council can use when communicating with individuals and/or groups about Measure J.
2. Identify methods for gaining input from as many residents, groups of people as possible.
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.Key Messages

- The Key Messages should be finished today, details are part of the agenda packet. Upon completion we ask all commissioners, City Council and City Staff use the Key Messages when communicating orally and in writing to others about Measure J.
- Incorporate Key Messages into information on the psmeasurej.com website in addition to using the Key Messages for verbal communication.

### 2.Creating public awareness and soliciting project ideas

- Summary of things that have been done
  - Valley Voice articles in the Desert Sun
  - Website updates of new projects and the posting of the application
  - Press releases announcing that the application is available
  - Article in the Palm Springs insert in the Desert Sun
  - Commissioners and the City sharing information on Facebook
- Things we would like to happen
  - Use Key Messages to clarify what Measure J is to the community
  - Get the Bio and Headshots posted to the website (Still missing Aftab's)
  - Create a Project Sign template that can be used ASAP
  - **Emphasize to the community that the application is available to submit project ideas and the deadline is approaching very soon**
  - Share the application with any community groups that commissioners belong to and attend other networking meetings to share the application and Key Messages