

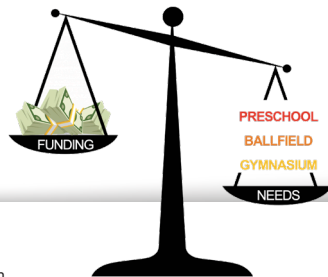
Understand the step-by-step process through community input, design, and public relations for a successful referendum process

Identify the Need, Challenge & Solution

NEED

- Survey
- Master Planning
- Needs Assessment

CHALLENGE



SOLUTION

- Listening
- Educating

Board Leadership

- Educating
- Advocating
- Listening



Research

- **Qualitative research:** Facilitated discussion with representative stakeholder groups
- **Quantitative research:** Representative sampling that reflects unique demographics of your community
- Community surveys
- Social media listening
- Survey results inform board decision making, strategy, message development and ballot language

Outreach

- Media relations
- Digital communications
- Extensive in-person community meetings and open houses

12 months before election

8 months before election

5-3 months before election

Election

Post-Election

Planning

- Review community research
- Understand stakeholder wants and needs
- Develop comprehensive communication plan and strategy
- Develop internal briefing materials for consistency and accuracy
- Develop key messages for district's owned channels
- Draft materials including press releases, FAQs, Q&A, community presentations
- Develop digital strategies, social media community guidelines and matrix for responses
- Spokesperson preparation

- Statements posted on district website and to media regardless of outcome
- Ongoing community engagement
- Regular progress reports on projects to demonstrate accountability



Community Input

- Listen to your constituents – patrons
- Statistically valid surveys
- Stakeholder meetings / open house
- Conceptual design
- Cost impact

Trust

- Agency confidence
- Parks and Recreation provide value
- Goes beyond just this project



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Session 612
The Necessary
Components
to a Successful
Referendum