

**To the Mayor and Members of the City Council****April 5, 2016****Page 1 of 3****SUBJECT: CHARTER ELECTION COMMUNICATIONS PLAN**

The City of Fort Worth has a comprehensive communications plan for the May 7 Charter Election. Education efforts began during the Task Force meetings and have continued since the election was called on February 3.

The objectives of the plan are to:

- Educate the public on the proposed changes to the Charter
- Educate the public on the ballot language and layout
- Encourage voter registration
- Encourage participation in the election
- Explain the propositions on the ballot and the impact to the current charter
- Educate the public on next steps and timelines for propositions

We are using a variety of outreach efforts to accomplish the plan objectives. These include:

Internal Audiences (City of Fort Worth employees)

- A series of articles in Roundup (employee newsletter) on the proposed propositions

External Audiences

Social Media and Email newsletters

- Place information on Nextdoor, Facebook and Twitter about the election
- Promote upcoming town hall meetings
- Highlight each proposition in City News newsletter
 - So far articles have appeared Feb 3, March 3, March 11 and March 16
 - Articles will continue through the election
- Include information in the Community Engagement Weekly Bulletin

Video

- Produce a video on the proposed Charter changes to be promoted using the following channels:
 - YouTube
 - City Website
 - Cable Channel
 - Meeting in a Box

Public Meetings

- Attend all scheduled town halls and public meetings to address Charter questions and distribute handout
- Provide a Meeting in a Box to neighborhood groups and other organizations who request additional information

Speakers

- Provide speakers for community groups and neighborhoods

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Website

- Create a Charter page on the city’s website
- Upload all documents from the Task Force and election information

Collateral Material

- Create a handout on the Charter election
- Include information in the FW Connection insert in the FW Star-Telegram and La Estrella
- Provide copies of insert and handout to all city facilities for distribution
- Include links to all publications sent out through social media

Media Relations

- Provide media releases on the Charter election
- Respond to media inquiries on the election and proposed propositions

Organization Outreach

- Create special messaging and information for community and business organizations to include in communications to their members
 - Chambers
 - AARP
 - Political organizations

The following chart outlines the timeline for each outreach effort.

Communications Tool	Feb	Mar	Apr	May
Roundup Articles	X	X	X	X
Video complete			X	
Meeting in a Box			X	
Public Meetings		X	X	X
Speakers		X	X	X
Website page and updates	X	X	X	X
Charter election handout		X	X	X
Insert in the FW Star Telegram		X		
Copies of Insert to FW offices		X	X	X
Social Media	X	X	X	X
Community Engagement Weekly Bulletin		X	X	X
City News story on election	X			
City News article on Amendment 1		X		
City News article on Public Meetings		X		
City News article on Amendment 2		X		
City News article on Amendment 3		X		
City News article on Amendment 4			X	
City News article on Amendment 5 -11			X	
City News article on election				X
City News article about election results				X

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Instead of scheduling meetings specifically for the Charter election, we are attending public meetings and town halls already scheduled. The current list of meetings include:

March 26	10-11 a.m.	Walking	Bluestem Park	District 4
April 9	10-11 am.	Meeting	Shamblee Library	District 8
April 13	6-7:30 p.m.	Rolling & Walking	To be determined	District 3
April 20	6-7:30 p.m.	Rolling	Lake Country POA	District 7
April 27	6-7:30 p.m.	Rolling	To be determined	District 4
April 28	noon-1 p.m.	Twitter	Twitter	Citywide
May 7	10-11 a.m.	Walking	NW Community Park	District 7

In addition to these town halls, we will also share the information at all upcoming public meetings and neighborhood association meetings that are scheduled.

April 4	6-7 p.m.	NA Meeting	Vicki Lane NA	District 8
April 16	10-11 a.m.	NA Meeting	Glencrest Civic League	District 8
April 23	10-11 a.m.	District Meeting	Hazel Harvey Peace	District 8
April TBD	TBD	District Meeting	TBD	District 9

If you would like for us to schedule a meeting in your district to specifically discuss the Charter election, please contact Michelle Gutt and her staff will assist.

Questions about the communications plan should be directed to Michelle Gutt, Communications and Public Engagement Director at 817-392-6248 or michelle.gutt@fortworthtexas.gov.

**David Cooke
City Manager**