

**To the Mayor and Members of the City Council****February 15, 2022**

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SUBJECT: MAY 2022 ELECTION OUTREACH PLAN

The City of Fort Worth has a comprehensive communications plan for the May 7 Election.

The objectives of the plan are to:

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

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

Internal Audiences (City of Fort Worth employees)

- Run a series of articles and videos in Roundup on the proposed propositions and upcoming election.
- Provide speakers for staff meetings if requested.

External Audiences*Video*

- Produce short videos to use on social media and emails covering multiple election topics.
 - Highlight specific projects.
 - Highlight specific district projects.
 - Charter education.
- Produce an educational video on the proposed bond projects to be shared using the following channels:
 - YouTube
 - City Website
 - Cable Channel
 - Meeting in a Box

District Public Meetings

- Hold educational meetings in each council district. Meetings will include:
 - Presentation on the bond propositions.
 - Presentation on the proposed Charter changes.
 - City staff from each department to answer questions.
- Confirm the district public meetings based on input from each district office. Once confirmed, share with council to make sure the meeting doesn't conflict with other commitments. Promote the meetings in each district once confirmed.
- Share the information at all upcoming public meetings and neighborhood association meetings that are scheduled.



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- Provide a Meeting in a Box to neighborhood groups and other organizations who request additional information.

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Speakers

- Develop a pool of speakers who are familiar with the bond election for community groups and neighborhoods

Website

- Create a May 7 election page on the city's website.
 - Links to individual pages for Bond and Charter.
 - Upload all documents and videos to page for easy access.

Collateral Material

- Create a handout/rack card on the Charter election
- Create insert for the Star-Telegram and La Vida. Prints extras for distribution at city facilities and at public meetings.
- Create meeting flyer.
- Partner with other organizations for distribution opportunities.

Media Relations

- Provide media releases on the election.
- Have staff available for interviews in English and Spanish.
- Schedule media opportunities at various locations included in the propositions.
- Respond to media inquiries on the election and propositions.

Social Media and Email newsletters

- Place weekly information in City News, highlighting various election topics.
- Share information on Nextdoor, facebook and twitter about the election.
- Promote upcoming public meetings
- Include information in the Community Engagement Weekly Bulletin

Organization Outreach

- Create special messaging and information for community and business organizations to include in communications to their members. These include local chambers, professional organizations and nonprofits.

The following chart shows the timeline for each portion of the outreach effort:

Communications Tools	Feb	Mar	Apr	May
Roundup Articles	X	X	X	X
Bond Video		X		
Meeting in a Box		X		
Public Meetings		X	X	

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Stakeholders Meetings		X	X	X
Speakers		X	X	X
Website page and updates	X	X	X	X
Interactive Map on website	X	X	X	X
Bond election handout		X		
Insert in the FW Star Telegram/La Vida		X		
Copies of Insert to FW offices		X		
Social Media	X	X	X	X
Community Engagement Weekly Bulletin		X	X	X
City News Stories on Bond Election	X	X	X	X
Robocalls for each meeting		X	X	X

Questions about the outreach 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