



Transition Task Force Communications Sub-Committee Community Outreach Plan

November 2012

The TTF Communications Sub-Committee has made the following recommendations and suggestions to be implemented during the consolidation transition:

➤ BRANDED MESSAGING

Agree on the “branded look” to be used for all communications material. This will ensure consistency and guarantee that residents will have an immediate recognition of informational materials concerning the consolidation transition.

The branded look should be used for both print and online materials. All branded materials should all include:

- The same Logo/Insignia;
- Font Style; Color Theme;
- Tag Line; Social media icon
- Information – website, phone, address

➤ BUDGET

Create a budget for all communications materials (i.e., graphic design; website; printed materials; postage). Budget should include both hard costs and in-kind contributions.

➤ WEBSITE

If not done already -- register a name for the town’s new website. The name should be easy to remember and be “consumer-friendly” (i.e., www.PrincetonGov.com)

NOTE: purchase all options: .com/.org/.net/.info

Implement the new website as a Two-Phase Project:

- Interim site to launch January 1, 2013, which will include immediately pertinent information: FAQs; garbage collection, tax payments, municipal court, parking permits; meeting agendas; contact information for departments and commissions.
- Permanent site should be completed by end of 1st Quarter (March 2013) and should include all the above, as well as more comprehensive information for the town, police, recreation, library, etc.

➤ PUBLICITY

Assemble a Press Fact Sheet for digital distribution. Create sheet in English and Spanish (for Reporte Hispano)

Create a series of media alerts and press releases to be sent out on a pre-determined schedule:

- Consolidation Celebration on January 1
- Various topics addressing the important issues concerning residents (i.e., garbage)
- Launch of permanent Website

NOTE: some releases should be sent to both local and regional print, online and broadcast media outlets.

➤ P.S.A. ADVERTISEMENTS

Ask the publishers of the Town Topics and Princeton Packet to run several Public Service Announcement (PSA) Ads promoting the new website and general phone number to be used by residents to find out information about the consolidation transition.

➤ DIRECT MAILER

Create a mailer with the most important information and with new website address – and mail it directly to all residents by end of January.

Print it as an oversized postcard – 6" x 11" (or 8.5"x11"); 2-sided; 4/color; space for address/postage.

NOTE: it will be very important to produce the mailer in both English and Spanish versions.

➤ INFORMATIONAL FLYER

Create an informational flyer with the most important information and with new municipal website address – and distribute to all residents during January and February

Print it as a Rack Card -- 4"x9"; 2-sided; 4/color.

NOTE: it will be very important to produce in both English and Spanish versions.

Distribute flyers via the following:

- #10 envelope in the 2nd quarter tax bill
- Elementary schools - blue folders
- Businesses frequented by residents, such as: Small World Coffee Locations; Olives; Pizza Star; McCaffreys
- Community Organizations: Library; YWCA/YMCA; ESL Programs; Arts Council

➤ **SOCIAL MEDIA**

Create a designated Facebook page for consolidation information and update frequently.

Utilize Planet Princeton's home page for regular FB postings.

Twitter, in this case, would be overkill and not necessary.

➤ **COMMUNITY PARTNERSHIP NEWSLETTERS and WEBSITES**

Ask community organizations to include a blurb about the new municipal website and general info phone number in their online and printed newsletters.

Organizations to target: Library; Princeton School District; YWCA and YMCA; Senior Center; Arts Council; Houses of Worship; Chamber of Commerce; Princeton/Westminster/PTS Community Pages

➤ **LOCAL CABLE and TV 30**

Confirm that our local TV channel has all of the updated consolidation information. Send new information as needed.

Coordinate series of interviews on TV 30 addressing consolidation issues (i.e., with the Mayor, Administrator, TTF members)

➤ **ROBO CALLS**

Utilize the Robo Call system with messages from the Mayor on a regular basis.

➤ **BUMPER STICKERS**

Create bumper stickers with new logo and new website and put it on all DPW and Police vehicles. These vehicles drive all over town and are easily recognizable by all residents. (example: the D.A.R.E. bumper stickers)

➤ **COMMUNITY EVENTS**

Staff a TTF Community Outreach table with informed volunteers and informational flyers at all "townie" events during 1st & 2nd Quarters -- such as PiDay (March); Communiversity (April); Rotary Pancake Breakfast/Memorial Day Parade (May)

If there are specific questions on the implementation of this plan, they can be directed to sub-committee member Teri McIntire at tmcintire@maya-nj.com or 609.924.9845.