## City of Rochester Hills Roads Funding Project Public Education Campaign Issues

## **Step 1: Community Attitudinal Assessment**

- Underlying issues for residents regarding roads funding millage
- To determine where residents get news
- Purpose: To better focus and deliver a meaningful public education package

## **Step 2: Develop Specific Public Education Initiatives Based on Assessment Results**

- Brochures
- Public Appearances
- Public Access
- Newspaper Articles
- Press Conference
- Endorsements from Public Groups
- One-on-one Discussions with Community Members and Leaders
- One-on-one Phone Calls
- Create Flyers and Posters
- Hold Public Education Meetings

See Sample Timelines for Inclusion in Report

Distributed at 5707 CDV mity by Dalenc Sprick

# City of Rochester Hills Roads Funding Project Outline of Public Education Campaign Activities and Objectives

Activity	<u>Objective</u>	Responsibility	Timeline
1. Conduct Community Attitudinal Survey	To focus public education and target appropriate medias.		
2. Create Brochure	To present simple educational handout.		
3. Public Appearances	To increase public awareness and educate.		
4. Create Public Access Spot	To run on television.		
5. Prepare Newspaper Articles	For dissemination to the local news agencies.		
6. Hold Press Conference	To increase public awareness.		
7. Obtain Endorsements from Public Groups	To support position.		
8. One-on-one Discussions with Community Members and Leaders	To activate and engage community members.		
9. One-on-one Phone Calls	To educate specific individuals.		
10. Create Flyers and Posters	To raise public awareness.		
11. Hold Public Education Meetings	To raise public awareness.		

# City of Rochester Hills Roads Funding Project Example of Public Education Timeline

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Ö	Task Name	Start	Finish	Duration	Jun 2004
- i	TO CALL TO CAL	Otari	i iii	Caration	5/30 6/6 6/13 6/20 6/27 7/4 7/11
	Conduct Community Attitudinal Assessment	6/1/2004	6/18/2004	14d	
2	Create Brochures	6/18/2004	6/18/2004	1d	
ω	Public Appearances	6/18/2004	6/18/2004	<b>1</b> d	
4	Create Spot for Public Access	6/18/2004	6/18/2004	1d	-
υı	Create Newspaper Articles	6/18/2004	6/18/2004	<b>1</b> d	_
6	Hold Press Conference	6/18/2004	6/18/2004	1d	
7	Obtain Endorsements from Public Groups	6/18/2004	6/18/2004	1d	
00	One-on-one Discussions with Community Members and Leaders	6/18/2004	6/18/2004	1d	
9	One-on-one Phone Calls	6/18/2004	6/18/2004	1d	•
ō	Create Flyers and Posters	6/18/2004	6/18/2004	1d	-
=	Hold Public Education Meetings	6/18/2004	6/18/2004	1d	-
12	Task 12	6/18/2004			