

**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 5/27 CDV mtg  
by Dalene Sprick*

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

Activity	Objective	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.		

