

November 2018 Election

Aug. 8, 2018

Goals: Under the direction of Town Council, educate the community on the November 2018 election. Explain the eight Charter amendment questions that will be on the ballot and the impact those questions could have on Town government. Identify the three open seats – District 3, District 5 and Mayor. Inform the public on important dates including Election Day, the last day to register to vote, and the due date for circulated petitions.

Audiences: Castle Rock registered voters

Key Messages:

- The Town will have several local-government related questions on the November 2018 election ballot. This will include three seats – District 3, District 5 and Mayor – and seven Charter amendment questions.
- The Charter amendment questions relate to the restructuring of Town Council to six Council Districts and a Mayor elected at large, as well as signature requirements for the nomination of Mayor and members of Town Council. These questions will be among the final details to clean up language in Town Charter regarding Castle Rock's Mayor being elected at large.
- The Town Council seats up for election are District 3 (which includes eastern portions of The Meadows and Red Hawk), District 5 (which includes southeast Castle Rock) and the Mayor, who will be elected at large.
- Election day is Tuesday, Nov. 6. The Town of Castle Rock conducts all of its elections by mail. Ballots will be mailed the week of Oct. 15. Drop off locations will be in the parking lot of Town Hall and Douglas County Elections.

Tactics/Deliverables:

Deliverable	Team member	Deadline
Online		
Webpage under Elections <ul style="list-style-type: none">• Details on the election questions• Important dates/deadlines• Drop-off locations• Videos Link under Town Topics Videos on Watch page	KerriAnne	Aug. 17
Redirect - /NovemberElection	KerriAnne	Aug. 17
Homepage graphic button	KerriAnne	Aug. 17
Email communication (Town Council Updates subscription list) <ul style="list-style-type: none">• News release information• Mailer	KerriAnne	Sept. 5 and Oct. 11 Oct. 18
News release online <ul style="list-style-type: none">• Candidates finalized• Ballots in the mail	KerriAnne	Sept. 5 Oct. 11

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Social Media		
News release – Facebook/Twitter/Nextdoor <ul style="list-style-type: none"> Candidates finalized Ballots in the mail 	KerriAnne	Sept. 5 Oct. 11
Mailer PDF – Facebook/Twitter/Nextdoor	KerriAnne	Week of Oct. 15
Facebook reminders	KerriAnne	Oct. 23 Oct. 30 Nov. 6
Twitter reminders	KerriAnne	Oct. 23 Oct. 30 Nov. 6
Nextdoor reminders <ul style="list-style-type: none"> Target Districts 3 and 5 Last day to mail ballot Election Day 	KerriAnne	Oct. 24 Oct. 30 Nov. 6
Video posts – Facebook/Twitter/Nextdoor <ul style="list-style-type: none"> Video 1 Video 2 Video 3 	KerriAnne	Oct. 15 Oct. 22 Oct. 29
Instagram photo/reminder	Nick	Nov. 6
Printed Material		
Mailer – 11x17 folded <ul style="list-style-type: none"> Details on the election questions Important dates/how to vote Drop-off locations 	Carrie/KerriAnne	Sept. 7 – draft due Sept. 13 – TC packet due Sept. 18 – Council approval Sept. 24 – printer deadline Oct. 15 – mailboxes
Graphics		
News release graphic <ul style="list-style-type: none"> Candidates finalized Ballots in the mail 	Carrie	Sept. 5 Oct. 11
Facebook SMG <ul style="list-style-type: none"> Three different for reminders 	Carrie	Oct. 11
Twitter <ul style="list-style-type: none"> Three different for reminders News release 	Carrie	Oct. 11
Nextdoor <ul style="list-style-type: none"> District 3 District 5 Last day to mail ballot Election Day 	Carrie	Oct. 11

Graphics continued		
Email banner	Carrie	Oct. 11
Other tools		
News Release <ul style="list-style-type: none"> Candidates finalized Ballots in the mail 	KerriAnne	Sept. 5 Oct. 11
Video Series <ul style="list-style-type: none"> Open Districts/Mayor Four questions Three questions 	KerriAnne	Oct. 8
Town Hall/PSM LED	CJ/Parks & Recreation	Oct. 15
Town Hall lobby banner <ul style="list-style-type: none"> Drop-off location information 	Carrie	Oct. 15
Town Hall TV screen	Carrie/Shannon	Oct. 15

Measuring Success:

Monitor voter turnout and conversations on social media.