

# 2018 Special Election Community Outreach    February 2018

## Goals:

- Under the direction of Town Council, reach out to community about 2018 Special election ballot questions
- Provide a specific information web page per question
- Educate the community about the outcomes/possible next step with a “yes”, or “no” vote. Also provide history of home-Rule Charter, Town Council.
- Create a mailer and post card that is educational regarding the 2018 special election ballot questions.
- Explain the mail ballots timeframe, the May 15 date
- Note: Ballots will be mailed April 23, 2018

## Audiences:

Castle Rock residents and business owners and Castle Rock registered voters.

## Key Messages

- Details about the Town of Castle Rock 2018 Special Election.
- Provide accurate historical information about Town of Castle Rock Charter.
- Provide accurate historical information about Town Council, and how the current Mayor is elected as well as the roles of Mayor currently.
- Understand the outcomes of the election if it is a yes or no vote.
- Provide history of the citizen – petition, and the need for a 2018 Special Election
- All information will be provided to Council members and included in Council Agenda packet, online.
- Town Council open houses if applicable

## Communication Tactics

Tactic	Audience Reached	Assigned to	Timeframe/Date Due
<b>Website</b>			
Landing page for updated information about the 2018 Special Election, with links to agenda packets and public Town Council meeting videos  In addition, news release will stay on the No. 1 slot on the home page	CRgov.com garners about 80,000-100,000 unique visits each month	Fritz/Karen/Caroline/KerriAnne (* Bob Slentz/Dave C)	Give to Council for review: March 6
Redirect: CRgov.com/2018specialelection		KerriAnne/Caroline	
<b>Direct mail</b>			
Educational mailer about the two ballot questions	Town-wide	Fritz/Karen/Caroline/KerriAnne (* Bob Slentz/Dave C)	March 1- agenda packet and email DONE
Postcard closer to May 15 Don't forget to Vote!	Town-wide	Fritz/Karen/Caroline/KerriAnne (* Bob Slentz/Dave C)	*Date change March 1- agenda packet and email (May 1, just

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			before mail drop of ballots) DONE
<b>Email communications</b>			
News release #1 Email communication		Caroline/KerriAnne/Karen	With subscriber base build
When mailer is approved			DONE
Reminder and video link			April-May 14
<b>Publications/News Releases</b>			
News Release #1 about second reading Council update with next steps for election information	Media (36 contacts including local media and partners, such as the DDA, Chamber, local Fairgrounds, and subscribers/businesses)  HOA list (31 HOA reps, specifically responsible for updating Websites and HOA newsletters)  Website news updates subscribers (2,327 subscribers)	Karen/Caroline/KerriAnne (*Fritz, Bob Slentz and Dave C)	Feb. 21, 2018 DONE
News release #2 reminder for election information/dates		Caroline/KerriAnne/Karen	April 23-27
Special election Web page updated	CRgov.com garners about 80,000-100,000 unique visits each month	Caroline/KerriAnne/Karen	Feb. 21, 2018 DONE
CRgov.com landing page updated	CRgov.com garners about 80,000-100,000 unique visits each month	Caroline/KerriAnne/Karen	Feb. 21, 2018 DONE
Town Hall LED		CJ	DONE March/April/May
MAC / PSM LED		CJ to coordinate with P&R	April/May
<b>Social media</b>			
News release #1 on social media, with link to webpage	Town has 15,000 followers on <b>Facebook</b> Town has about 6,000 followers on <b>Twitter</b> ; Town has 14,000+ overall on <b>Next Door</b> –	Caroline/KerriAnne/Karen	Feb. 21, 2018- Council update - DONE
News release #2 Reminder on social media, with link to webpage	<b>Town-wide</b> community; Town has 697 followers on <b>LinkedIn</b>		March/ April 2018 For education on ballot questions
Weekly social media <b>Facebook</b> campaign (boosted advertising targeted to Castle Rock residents) – 3 times a week on <b>Facebook</b> *Same	Targeted audience – location; Many Placements- news feed, mobile feed and Instagram; Scheduled	Caroline/Karen/KerriAnne	Ongoing until May 14

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language, same post- just reposted. Or Ballot questions post 3 per question/ same content. Six posts total.			
Next Door information updates Town wide	Post for all Town	Caroline/Karen/KerriAnne/Carrie	Ongoing
Twitter post updates and link to web	From news release and to remind	Caroline/Karen/KerriAnne/Carrie	Ongoing
Instagram photos (2) closer to mail drop with artistic photo of where to drop off your ballot/mail box	1 photo of drop off; one of a mailbox with reminder content	Karen	The last week of election
<b>Graphics</b>			
Social Media graphic		Carrie	Feb. 21, 2018 /DONE
News release graphic		Carrie	Feb. 21, 2018 /DONE
Next Door graphic		Carrie	Feb. 21, 2018 /DONE
Email banner artwork (subscription emails)		Carrie	TBD
News release web graphic reminder		Carrie	TBD
Social media graphic reminder		Carrie	TBD
Remember to Vote artwork		Carrie / Com Rel/ FRITZ approval	TBD
Ballot question # 1 – what does a yes mean, what does a no mean		Carrie / Com Rel/ FRITZ approval	DONE
Ballot question # 2 – what does a yes mean, what does a no mean		Carrie / Com Rel/ FRITZ approval	DONE
<b>Media relations</b>			
Pro-active pitch		Karen (if at all -- TDB)	TBD
Managing requests		Karen/Caroline/KerriAnne/Carrie	TBD
<b>Video</b>			
Educational/ ballot questions		Karen/KerriAnne	TBD
<b>Open Houses</b>			
Information area for open houses until May		Karen/Team	TBD
Council Open House? Jason Bower – April 19			In progress as of March 27, 2018
Council Open House – James Townsend			

### Measuring Success:

Review feedback from website, social media, open houses and provide to Town Council.