

Public Safety: Communication Plan DRAFT PROPOSAL

- **Define the message**
 - Needs/Vision Statement
 - Abbreviated Version of Needs/Vision Statement
 - Elevator Speech
 - Sizzle: 3 Problems: 1 Solution

- **Identify target audiences**
 - Town Council
 - Seniors
 - Families with young children
 - Business Leaders
 - Civic Leaders of cause-related groups
 - Local Activists (those who have the ear of Town Council)

- **Mobilize supporters & influencers to advocate for the project**
 - Enlist steering committee members as “Ambassadors”
 - Identify civic and business leaders who support the project
 - Recruit new advocates
 - Local business leaders
 - Leaders of community groups: Chamber, Rotary, Lions, Masons, YCAN/Aging in Place, VIS, **others?**
 - Longtime Volunteers— Latchstringers **ideas?**
 - Town department heads
 - Town staff
 - Boards and Committees: EDAB, Planning, **School Board? Others?**

 - Equip ambassadors with collateral
 - Do we want letters of support for council?

- **Create tailored messages for audiences**
 - **Town Council:** public welfare & fiscal responsibility
 - **Seniors:** safety/security
 - **Families with young children:** safety/security--serving more mental health/drug-related issues
 - **Business leaders:** How project supports residential and commercial growth, and enhances Yarmouth’s position as destination to live and work
 - **Civic leaders of cause-related groups**
 - **Local Activists** (those who have the ear of Town Council)

- **Community Outreach**
 - Town Communication Channels
 - Town Web Site
 - Town FB Page
 - YarmouthTV
 - Newsletter

- Town Department Heads & Staff
 - Schedule breakfast & lunch presentations to accommodate schedules
- Community Groups
 - Get on their meeting schedule
 - Invite groups in for tours
- Open Houses
 - Coordinate with Casco Bay CAN?
 - Offer to host informal community groups addressing public safety issues (suicide awareness, school shootings)
- Identify community events that create opportunities to raise awareness about proposal
 - Public Works Open House
 - YCS events
 - Clam Festival
 - Others?
- Identify key locations in Town to post collateral
 - Library, Town Hall, Log Cabin
 - Coffee Shops
 - Bulletin Boards
- Media Outreach
 - Notes
 - Forecaster/Press Herald
 - TV stations
- **Develop print/visual collateral re: proposal**
 - Video (Jason?) to post on Town Web Site, FB, YarmouthTV & distribute to media
 - Slideshow of photos of YFR, YPD, YCS
 - Abbreviated Presentation
 - Fact Sheet
- **Develop topical fact sheets that connect YCS/YPD/YFR to community. Topics might include:** gun safety, fire safety, emergency kits, fire, power outage, emergency kits, suicide awareness, distracted driving, YPD programs (CodeRED, Reassurance, Anonymous Tip, Traffic Calming). **Work with Casco Bay CAN?**

SCHEDULE

Town Council

- **Get endorsement of concept** from Town Council and direction on which option to pursue (March 22 Ops Committee) and get it scheduled for Town Council Workshop & Meeting.
- **Get public feedback and further direction** at Town Council Workshop & Meeting: more guidance on which option to pursue
- **Reshape/refine messaging** based on feedback from public & Town Council
- **Get Town Council's vote** to put it on the November ballot
- **Vote**