

2014 Charter Review Committee

Communication Framework

Updated 2/10/2014

Deliverables

- Website
- Editorial Boards
- Public Radio Appearances
- Submissions of Committee Authored Op-Eds and Letters to the Editor
- News Releases
- Direct Mail
- Posters and Flyers
- Fact Sheets
- TV PSA's
- TV Tacoma Scala Pages
- Social Media
- Community Input Boxes
- Submissions to External Newsletters
- TV Tacoma Show Appearances (e.g. Inside Tacoma; Tacoma Report)

Goals

- To engage residents and other stakeholders in the Charter Review process.
- To create a sense of ownership among residents and other stakeholders about the Charter Review process.
- To learn from residents and other stakeholders throughout the Charter Review process.

Target Audiences

Target audiences include those who can assist in getting information about the Charter Review process to residents and other stakeholders.

- Residents
- Councils, Committees, Boards and Commissions
- Community Groups
- Service Organizations
- Universities, and Community and Technical Colleges
- Elected Officials and City Staff
- Labor Organizations
- Media
- Business, Chamber of Commerce, business districts
- Minority groups
- Municipalities whose Government and Citizens depend on TPU
 - Cities, Metro Parks, TPS, etc.
- Faith-based community
- All Other Stakeholders

Assumptions

- The Charter Review Committee's preference to utilize available City resources to keep residents and other stakeholders informed.
- The Charter Review Committee's desires to use a broad spectrum of communication vehicles.

Tactics

- Create an identity for the Charter Review process as early as possible that distills what this process is about at its core.

- Create a featured area for the Charter Review Committee on the City's website specifically for the Charter Review Committee to include: meeting schedules, archive for minutes, contact information and avenues for public input, process updates, reports and other relevant information.
- Pitch editorial board meetings and public radio appearances for members of the Charter Review Committee, and work with staff liaison to schedule Charter Review Committee members.
- Work with staff liaison to polish and distribute Charter Review Committee-authored op-eds and letters-to-the-editor to local media to augment news releases.
- Work with staff liaison to craft messaging to residents and other stakeholders via direct mail, posters, flyers, fact sheets, web postings, television PSA's and scala pages.
- Cross promote messaging to residents and other stakeholders via news releases and social media.
- Cross promote messaging to City employees via internal channels.
- Work with staff liaison to design exterior of community input boxes and design hard copy community input forms with electronic versions placed on Charter Review Committee's website.
- Work with staff liaison to share link to Charter Review Committee's website on the websites of other key organizations and groups in Tacoma.
- Work with staff liaison to share information from the Charter Review Committee within the newsletters of other key organizations and groups in Tacoma.
- Create opportunities for additional Charter Review Committee exposure via "Inside Tacoma," the City's public affairs television program, and "Tacoma Report," the City's television news program.
- Work with staff liaison to promote in-person, remote or virtual info sessions with residents and other stakeholders.

Messaging Topics (To be Translated as Needed)

City Charter Summary

- What is a City Charter?
- Why should you care about the City Charter?
- Why are we reviewing the City Charter?
- Who comprises the Charter Review Committee?
- What role does the community have?
- What role do City employees have?
- What is the timeline for the review of the City's Charter?
- Can someone explain in lay person's terms what each section of the Charter covers?

Ballot Education Mailer

- The Charter Review Committee provides its recommendations to the City Council.
- There can be no charter changes without voter approval.
- When can the community vote?
- Where can the community go for more information?

Community Thoughts and Ideas

- How can residents and other stakeholders share their thoughts and ideas about the City's Charter?
- Share schedule of meeting dates and locations.
- Share information about major issues up for discussion.