

memo



Town of Oro Valley

To: Communications Advisory Committee members
From: Hamblin, Elisa
CC: Vella, Bayer
Date: 12/8/2015
Re: Your Voice Communications Advisory Committee Meeting 1

Thank you for your enthusiasm to get started on the Your Voice Communications Advisory Committee! Our first meeting will be held:

Tuesday, December 15, 2015
Town of Oro Valley, Town Hall
11000 N La Canada Drive
DIS Building, Hopi Conference Room
4:00 – 6:00 pm

Included in this file you will find the first packet of materials. Please review all materials in advance and be prepared for discussion at the meeting. Materials include:

- Meeting 1 Agenda
- Communications Advisory Committee Meeting Schedule
- Phase 3 Schedule
- Project Background: Public Participation
- Phase 3 Communications Plan

You are receiving a hard copy of this packet in the mail, however future packets will only be distributed via email. Future packets may also be picked up in advance at Town Hall. Meeting packets are also available online at www.orovalleyaz.gov/generalplan/yourvoiceov/meetings-and-events.

Please let me know if you have any questions or concerns.

Elisa Hamblin, AICP
(520) 229-4847
ehamblin@orovalleyaz.gov



Phase 3 Communications Advisory Committee

AGENDA

MEETING 1: Introductions and the 'Why'

Why are we reaching out to the community and what are we hoping to accomplish?

December 15, 2015

4:00 – 6:00 pm; Hopi Conference Room

Schedule	Event	Presenter
4:00 pm	Welcome and Introductions	Bayer Vella
4:15 pm	Meeting Overview Meeting purpose Meeting materials	Elisa Hamblin
4:25 pm	Discussion Role of the Communications Advisory Committee Communications Advisory Committee Schedule	Elisa Hamblin
4:45 pm	Presentation and Questions Phase 3 Schedule Public Participation Background	Elisa Hamblin Nora Campbell
5:10 pm	Discussion and Activity Phase 3 Objectives and Methods	All
5:50 pm	Homework and Next Steps	Nora Campbell
5:55 pm	Closing Comments and Public Comment Period	Open
6:00 pm	Adjourn	---

Notes:



Phase 3 Communications Advisory Committee

MEETING SCHEDULE

Meeting Date	Meeting Location	Topics
Tuesday, December 15, 2015 4:00 – 6:00pm	Town of Oro Valley, Town Hall DIS Building Hopi Conference Room	INTRODUCTIONS AND THE 'WHY' In Phase 3, why are we reaching out to the community and what are we hoping to accomplish? <ul style="list-style-type: none">• Role of the CAC• CAC Schedule• Phase 3 Overview• Objectives and Methods
Thursday, January 7, 2016 4:00 – 6:00pm	Town of Oro Valley, Town Hall DIS Building Hopi Conference Room	PLANNING AND THE 'WHAT' In Phase 3, what's our overall strategy and what are we going to communicate with the community? <ul style="list-style-type: none">• Messaging
Thursday, January 21, 2016 4:00 – 6:00pm	Town of Oro Valley, Town Hall Administration Building Kachina Conference Room	ACTION AND THE 'HOW' In Phase 3, what are the on the ground expectations and actions to reach people? <ul style="list-style-type: none">• Outreach Tasks• Resident Support• Endorse Phase 3 Communications Plan

Notes:

Phase 3: Do it! Make it so

What: Outreach and education to the Oro Valley community
Why: Confirm that the plan fulfills the community’s Vision and Guiding Principles; raise awareness regarding the public vote
Who: Communications Advisory Committee and *Your Voice* Volunteers
Product: Final plan of action that is put before voters in November 2016

Phase 3 Steps	2015			2016												
	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	
Setting the Course Evaluation and setting a schedule	[Light Blue Box]															
Communications Advisory Committee Directions on how to conduct phase			[Light Blue Box]	[Light Blue Box]												
Community Outreach Confirm that the plan fulfills the Vision and Guiding Principles				[Dark Blue Box]												
Produce Final Plan Compile comments and incorporate changes with help of Committees (as needed)										[Light Blue Box]						
Public Hearing Prep Finalize plan and materials for presentation at public hearings											[Light Blue Box]					
Planning & Zoning Commission Review results and make a final recommendation												[Light Blue Box]				
Town Council Final adoption by the Council													[Light Blue Box]			
Voter Education Raise public awareness prior to public vote														[Dark Blue Box]		
Public Vote Present plan to voters for ratifications															[Dark Blue Box]	

- Planning and Preparation
- Decision-Makers Review
- Community Review and Vote



Phase 3 Communications Advisory Committee

PROJECT BACKGROUND: PUBLIC PARTICIPATION

Where has the Your Voice, Our Future project been?

THE PUBLIC PARTICIPATION PLAN

Before initial work began on the Your Voice project, a Public Participation Plan was created to guide community engagement over the course of the project. This document helped define the principles and methods of outreach for the project to support the development of a community- and consensus-based, voter-ratified General Plan update. It also served to guide the Your Voice project team and volunteers in encouraging and soliciting community involvement in the process. The following is a summary of the Public Participation Plan messages:

GUIDING PRINCIPLES

Key guiding principles of *Your Voice, Our Future* community outreach:

- Is open, transparent, accountable, inclusive, collaborative and ethical
- Ensures involvement opportunities are convenient for residents
- Promotes sustainable decisions that resonate with the voting community
- Seeks and facilitates involvement of all demographics
- Will be assessed on an ongoing basis to ensure best practices
- Includes how the public's involvement helps to shape the decisions made for the General Plan

STAKEHOLDER IDENTIFICATION

Stakeholders of the project:

- The Town's residents are the primary stakeholders of this effort
- Comprehensive list of stakeholders has been contacted during each phase of the project, including Homeowners Associations, environmental interests, arts and cultural interests, business interests, building industry concerns, churches, schools, service organizations, government agencies (federal, state, regional, local), and more
- Recognize that stakeholders can identify additional stakeholders, groups, organizations and opportunities for community involvement

COMMUNICATION METHODS AND TECHNIQUES

In keeping with the Public Participation Plan's guiding principles, communication methods and techniques are designed to reach a broad spectrum of the community and educate them about the process, garner meaningful input and, ultimately, obtain voter ratification. Engaging the community will provide them with a sense of ownership for the General Plan and build trust in the Town, resulting in quality participation and greater likelihood of positive voter turnout.

The General Plan and communication methods must:

- Convey a clear project identity
- Have a clear and appealing name, logo, tagline and core message pertinent to each phase of the project
- Materials must be clear, easy-to-understand, engaging and show how *Your Voice, Our Future* relates directly to the quality of participants' lives in Oro Valley and why it should matter to them
- Provide ample opportunity for resident and stakeholder participation, a variety of methods and techniques, and be convenient and welcoming



Phase 3 Communications Advisory Committee

- Include public meetings, stakeholder meetings, focus groups, small group gatherings and other activities
- Participants will be encouraged to connect with and educate one another

Now, a Communications Advisory Committee has been reconvened to build off of the Public Participation Plan and outreach efforts of Phases 1 and 2 in order to finalize a targeted and tailored Public Communications Plan for Phase 3.

To review the full Public Participation Plan, visit <https://www.orovalleyaz.gov/generalplan/yourvoiceov/working-documents> and click on the Public Participation Plan link toward the bottom.

PHASE 1 – ISSUE IDENTIFICATION, VISION AND GUIDING PRINCIPLES

The objective of the public participation process of Phase 1 was identification of key values and directions for Oro Valley's future. This entailed significant community outreach through large event meetings, community events, web and social media presence, surveys (via events, online, newspaper and phone), local news media, and water bill inserts. Targeted participation involved small event meetings with community members, community groups, stakeholders, and local and regional agencies. Community participation involved large event meetings, web and social media presence, and surveys.

The surveys were conducted through four methods: YourVoiceOV.com surveys, Northwest Explorer printed surveys, phone survey, and informal event comments. These surveys questioned what residents value in Oro Valley, what the community lacks, and how they'd like to see their community improve and grow. From these findings, the primary interests and values of the residents were determined, which were directly translated into the Vision and Guiding Principles.

The product of Phase 1 was the Vision and Guiding Principles that work together to illustrate "what matters most" to the community and guide the General Plan update process. The Vision and Guiding Principles were endorsed by Town Council on May 7, 2014 and used as the foundation of the new General Plan. These results were shared with the community and stakeholders through presentations, articles, newsletters and other updates.

PHASE 2 – DRAFT AND COMMITTEE REVIEW

The purpose of Phase 2 of the Public Participation Plan was to build upon the Vision and Guiding Principles with goals, policies, and actions to create a General Plan that improves the quality of life and guides the growth of Oro Valley over the next 10 years.

The General Plan update was drafted through a committee process. The Community, Environment and Development Committees of residents used the Vision and Guiding Principles as the foundation of their update. The committees met a total of 29 times to discuss and create goals, policies and actions that achieve the community's vision. Community members answered online surveys and participated in topic-specific conversation related to the committees' work. The public was welcomed to every committee meeting, meeting packets were published online, and the community was updated on project progress via social media, email, newspaper ads, articles and updates at public meetings.

After the conclusion of the committee work, the "Public Review Draft" (60% Completion) was presented to the community, Town departments, neighboring agencies and stakeholders for comment during a state mandated 60-day review period. Project staff provided updates, presented the **Your Voice, Our Future** Plan and received comment at Town meetings, community meetings, open houses, social media, emails, and ads and articles in newspapers and newsletters. Based on comments received, the **Your Voice, Our Future** Plan was revised. The resulting "Recommended Draft" (90% Completion) was recommended by the Planning and Zoning Commission and tentatively adopted by the Town Council during public hearings.

YOUR VOICE, OUR FUTURE



PHASE 3 “DO IT! MAKE IT SO” – COMMUNICATIONS PLAN



*This plan outlines communications objectives, methods, messaging and tools for public information and engagement as part of Phase 3 of the **Your Voice, Our Future** project.*

*The **Your Voice, Our Future** project was officially launched in 2013 with the aim of executing an inclusive and far-reaching effort to involve all kinds of people who live in Oro Valley to help shape Oro Valley’s future. This project serves as the Town’s General Plan update, as required by the state every ten years. It also serves to respond to shifting demographics in the Town and a more diverse resident population.*

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1. OBJECTIVES AND METHODS

During each of the three phases of the *Your Voice, Our Future* project the public participation process has continually strived to provide opportunities for meaningful public engagement. In Phase 1 residents identified key values and directions for Oro Valley's future. This entailed significant community outreach. In Phase 2 resident committees built upon the Vision and Guiding Principles with goals, policies, and actions to create a forward-thinking community plan. In Phase 3 residents will be presented the plan and asked to ratify it in the general election.

Although Phase 1 and 3 have similarities in that each is designed to reach a large portion of the community, Phase 3 has different objectives from the pure information gathering of Phase 1. In Phase 1 the ultimate goal was to hear from the people about preferences, priorities and directions. Phase 2 involved taking the information gathered and working together as a community to put together the Plan. Phase 3 primary objectives are as follows:

A. Objective: Continue momentum, direction and provide continuity from the previous phases

Methods:

- Refresh and strengthen the branding while keeping the essential recognizable elements
- Continue to build trust with the community through transparency and accessibility
- Leave the door open for continued feedback in early Phase 3
- Strengthen existing connections and create new connections with the community
- Continue to build the foundation for future actions and planning work identified in the *Your Voice, Our Future* Plan

B. Objective: Ensure the community is completely informed and aware of the Plan and its community-based process

Methods:

- Reach a large cross-section of the Oro Valley community
- Show the community the results
- Build legitimacy for the Plan and the process used to create it
- Increase residents' understanding of the purpose, role and contents of the *Your Voice, Our Future* Plan
- Identify and engage those who have not been a part of the process

C. Objective: Ensure residents are prepared for the upcoming public vote

Methods in Early Phase 3:

- Confirm elements of *Your Voice, Our Future* Plan are understood and supported
- Increase awareness and understanding of the *Your Voice, Our Future* Plan

Methods in Late Phase 3:

- Amplify the voices of those who have been involved, especially volunteers and committee members
- Ensure champions are speaking in a unified and understandable manner
- Continue to increase awareness and understanding through broad and inclusive outreach
- Promote participation in the public vote without advocacy

The objectives of Phase 3 will be accomplished through a number of different strategies, described in subsequent sections. The way messages are delivered as well as engagement methods and activities are essential to achieving the objectives.

2. MESSAGING

It will be very important that during public interactions, the project team and volunteers speak in a unified voice, are clear on key points and that they convey their enthusiasm about the **Your Voice, Our Future** Plan and the process to date. Key messages will be determined with the assistance of a Communications Advisory Committee, as well as refined during the work of Phase 3. To be effective, the primary messaging must:

- Resonate with the community and reflect their experiences
- Focus on how the community and committees were involved
- Focus on showing how the **Your Voice, Our Future** project will enhance quality of life in Oro Valley for current and future residents.

OVERARCHING THEMES

The following items reflect themes which support the objectives of Phase 3. The overarching themes are organized by feelings which do not reflect exact wording. These themes will serve as the basis for drafting wording and will be supported by facts to result in more meaningful and memorable engagement. All messaging will be in the community's voice. All first person pronouns are meant to reflect the voice of the community.

Aspirational and hopeful

- See your vision become reality
- Get excited and engaged, see what you value become real
- Make your lives and the lives of your children better
- Your leadership will know your values, vision and direction when they make decisions
- Our future: A complete town

Ownership

- We did this together
- Created by the community
- Your vision, values, Plan
- The community's Plan and future
- Your voice, our Plan

Proud

- We work together and great things happen
- This is important and a great achievement
- This is what you thought and said
- Nationally acclaimed and recognized community participation
- Let's keep getting better
- Thousands of community comments
- Ensure our special place has a special future

Appreciated

- Thank you, members of the Oro Valley community
- The hundreds who participated and devoted hours and hard work are appreciated

Inclusive/Connected

- We are all different but we all love Oro Valley

- Result of many different voices
- We did this together
- People-friendly in language and look
- Inspired by the community, written by residents
- Everyone can understand it
- Through collaboration and cooperation we will shape a better community
- The process connected more people than ever
- Many voices guiding our future

Trust

- Inclusive and open process
- Many eyes on the process
- Ideas were shared, discussed and thoughtfully considered

Respect

- Everyone's voice is important
- Everyone's voice is respected

Late Phase 3 Urgency

- Make it so

CORE MESSAGES

The following items reflect core messages which support the objectives and overarching themes. The core messages are meant to be succinct recognizable phrases which serve to engage the community.

Early Phase 3 Outreach

Core message: "Have you heard?"

- Serves to peak interest in the plan
- Offers tidbits and information
- Encourages community members to dive into the plan and learn more
- Allows the project team to collect responses

Late Phase 3 Education

Core message: "Did you know?"

- Serves to educate people about the upcoming public vote
- Offers facts and information
- Encourages community members to spread the word
- Reinforces previous messages and project work

3. OUTREACH METHODS

EVALUATION OF PHASES 1 AND 2

In order to appropriately plan for the upcoming work of Phase 3, project staff completed a thorough analysis and evaluation of methods used during Phase 1 “Let’s talk” and Phase 2 “Let’s think”. This includes every method identified as part of the Public Participation Plan and all events and communication methods completed in Phases 1 and 2.

During evaluation of Phases 1 and 2, each participation method was evaluated for the level of effort exerted to complete it, the number of people reached, the tangible benefits, and whether or not it is required in Phase 3 by the Public Participation Plan. Based on this evaluation, each participation method was targeted for continued use or an updated approach.

REFINEMENT FOR PHASE 3

The following table offers an update to the original methods and techniques found in the Public Participation Plan. It has been refined based on the evaluation previously described as well as the new objectives for Phase 3. A full list is outlined below.

- Participation methods targeted for continued use have been successful in Phases 1 - 2 and will be used in Phase 3.
- Other methods will be updated to accomplish the objectives of Phase 3.

COMMUNITY PARTICIPATION												
Communications/Media	Local Media											
	<table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 50%; text-align: left;">Continued Efforts – Proven Success</th> <th style="width: 50%; text-align: left;">Update Needed – Refinement Needed</th> </tr> </thead> <tbody> <tr> <td>Arizona Daily Star</td> <td rowspan="8">Articles in Newsletters (school, employee and HOA newsletters)</td> </tr> <tr> <td>Letters to Editor Response</td> </tr> <tr> <td>News Release</td> </tr> <tr> <td>NW Explorer - Advertising Space</td> </tr> <tr> <td>NW Explorer - Quarterly Article</td> </tr> <tr> <td>Parks & Recreation</td> </tr> <tr> <td>Tucson News Now Online</td> </tr> <tr> <td>Vista Articles</td> </tr> </tbody> </table>	Continued Efforts – Proven Success	Update Needed – Refinement Needed	Arizona Daily Star	Articles in Newsletters (school, employee and HOA newsletters)	Letters to Editor Response	News Release	NW Explorer - Advertising Space	NW Explorer - Quarterly Article	Parks & Recreation	Tucson News Now Online	Vista Articles
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		MySidewalk (design of surveys)										
	Water Bills											
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Email												

	Mobile App	
	MySidewalk	
	Open Comment	
	Orovalleyaz.gov	
	Community Events	
Events	Continued Efforts – Proven Success	Update Needed – Provide Materials
	Aquatic Center Events (Community Center events)	2nd Thursday Concert Series
	Athletic Events	Fruit Shack
	Chamber of Commerce Events	Oro Valley Hospital
	Communications Advisory Committee	Oro Valley Marketplace
	Farmers Market	Pie Series
	Homeowners Associations Events	Private Event
	Library Book Sale	Sanofi US
	Metropolitan Pima Alliance Event	Starbucks at Fry's
	OV Optimist Club Luncheon	TOV Volunteer Dinner
	SAACA & TSO Events	Volunteer Appreciation Reception
	School Functions and Parents Association	
	State of the Town	
	Town Holiday Events	
	Large Events	
	Continued Efforts – Proven Success	Update Needed – Refinement Needed
	Open House	
	Public Hearings	
TARGETED PARTICIPATION		
	Committees & Boards	
Meetings	Continued Efforts – Proven Success	Update Needed – Refinement Needed
	Joint Meeting of Committee Representatives	
	Small Event Meetings	
	Continued Efforts – Proven Success	Update Needed – Refinement Needed
	Leadership Interviews	School/Classroom Participation Exercises
	One-on-One with Stakeholders	
	HOA Meeting Participation Series	
	Town Department Review Meetings	
	Stakeholder Mtgs. - Govt. & Schools	
	Stakeholder Mtgs. - Community Groups	
	Stakeholder Mtgs. - Arizona State Land Dept	
	Boards & Commissions Workshops	
	PZC Commission Study Session	
	Neighborhood Gatherings	

As mentioned previously and as noted in this table, a number of participation methods need updating prior to use in Phase 3 and include the following:

- Articles in Newsletters – in Phases 1 and 2, each article submitted for inclusion in employee, HOA or school newsletters was updated upon submission and did not have a unified message. This method should be streamlined and updated to reflect the consistent messages and objectives of Phase 3. An emphasis will be placed on using and reflecting the voices of the participants most involved and also those most closely associated with community members receiving the newsletters. This increases the credibility of the message, reinforces the **Your Voice, Our Future** Plan is community-based and allows readers to see themselves in the **Your Voice, Our Future** Plan.
- Surveys – informal Event Surveys and Comment Forms, MySidewalk and Phone Survey – in Phases 1 and 2, the objective of surveys was to learn from the community about community values, issues, and envisioned future. Responses to Phase 1 and 2 surveys will be used in materials to help increase understanding of the **Your Voice, Our Future** Plan and its process. In Phase 3, questionnaires will be used less and their objective will be to engage the community in learning about the **Your Voice, Our Future** Plan, discussing it and building legitimacy for its future applicability in the community.
- Facebook – in Phases 1 and 2, **Your Voice, Our Future** announcements were posted semi-regularly to Facebook. For Phase 3, **Your Voice, Our Future** announcements to Facebook should be focused to ensure each announcement is posted to Facebook in order to engage a large audience.
- Community Events – those community events targeted for update were, in Phases 1 and 2, found to involve a significant amount of coordination and preparation, and sometimes not reach people effectively. In Phase 3, these places and events (noted as needing an update) will be more targeted for material distribution.
- School/Classroom Participation Exercises – these targeted exercises were, in Phase 1, found to involve a significant amount of coordination and preparation. In Phase 3, new methods will be used to reach students and parents.

YOURVOICEOV.COM

The YourVoiceOV.com website is a key participation method of the **Your Voice, Our Future** project. The website allows for users to choose how and when to participate in community conversations on topics, polls, questions and updates posted by the project and citizen-initiated conversations. In Phases 1 and 2, staff posted questions and content geared toward learning from the community about both broad and very specific community values and ideas for Oro Valley's future. The online community participation in these phases helped form the Vision and Guiding Principles and provided valuable information to Your Voice Committee members as they built the **Your Voice, Our Future** Plan.

In Phase 3, the purpose of YourVoiceOV.com is to engage community members in thought-provoking discussion in order to learn about the plan and build legitimacy for its future applicability in the community. The messages of topics, questions, polls and updates posted to YourVoiceOV.com should be action-oriented to get people thinking about and sharing how the **Your Voice, Our Future** Plan can make a difference in the community.

4. ENGAGEMENT ACTIVITIES

Based on the evaluation of Phases 1 and 2 outreach methods, we have a solid foundation. Now, the Communications Advisory Committee is asked to help target the specific project engagement activities to ensure successful efforts are made in reaching and engaging the community.

The following activities are action-oriented and geared toward increasing understanding of the **Your Voice, Our Future** Plan in fun and convenient ways. Very visible, they are meant to spur public thought and conversation while familiarizing participants with the contents of the **Your Voice, Our Future** Plan. The activities are conceptual in nature and each activity has varying associated costs, budgets and manpower needs. Once the Communications Advisory Committee has time to review, it is recommended that the activities be narrowed down and those choices refined further.

STANDING EXHIBITS

Chalk it up – place a rolling chalkboard and displays at Town Hall Administration lobby, Town Hall DIS lobby, the Public Library, the Community & Recreation Center and the Overlook Restaurant.

- Display 1: Rotating topic-specific content, such as rotating content on each sub-chapter of the plan every two weeks. Close to the election, the content could describe “What’s on the ballot?” and could be used to encourage voter turnout via a countdown.
- Display 2: Interactive content, such as a puzzle or quiz on the chapter of the month
- Display 3: Information stand with title “I care about...” and 1-sheet flyers on hot topics (roads, transit, parks, development, land use, sustainability, wildlife, safety, services, economy, etc.)

Interactive Kiosk – large kiosks with interactive displays and graphics could be deployed in high foot-traffic areas or events. Kiosks resemble large smart phone screens and can be programmed with highly engaging videos, interactive graphics and questionnaires. In addition to trivia-game type questions, interactive graphics could include a timeline illustrating the community-based process of Phases 1 and 2 where images and words of participants increase understanding and let the public see themselves in the process and reinforces the Many Voices concept.

Ideas on Trees – this concept involves distributing **Your Voice, Our Future** Plan components via placards hanging from trees. Ideally, the placards would be in the shape and color of fruit. Alternatively rather than using trees, a cutout of a Saguaro cactus could be effective with messaging directly on the cactus. The Saguaro cactus technique could also be implemented at retail stores near their cash register. The Town could work directly with the Greater Oro Valley Chamber of Commerce to gauge business interest and likely participation rates. Businesses could determine which **Your Voice, Our Future** Plan vision and guiding principle phrase they like the best and would be most helpful for their business and display it.

Walk On – Brief excerpts and key phrases from **Your Voice, Our Future** Plan would be stenciled onto sidewalks at key locations in the community. Locations would include high traffic areas as well as areas that would relate to the key phrase used such as a park facility sidewalk for “provide appropriate park facilities for residents of all ages”. An extension of this would be to engage sidewalk artists of all sorts to portray their vision of what outcomes of particular plan components would look like to them. A plan element could be paired with a related group or location such as business or school areas. Another theme would be to portray an element that speaks to a complete community and ask for words or images of what is missing to complete the picture. This also provides ample photo opportunities for capturing, sharing and posting.

Vote Countdown – Closer to the election start a “Countdown to the Vote” at Town Hall and other Town locations could be started. This could be done using a variety of methods including the mobile chalkboard.

MEETINGS AND EVENTS

Games – at meetings and events, games could be used to engage participants in opening the document and learning about the plan. Such games could be:

- Find it First: whoever finds certain content (topics, photos, actions, word, etc.) in **Your Voice, Our Future** first wins a giveaway prize.
- Family Feud: engage participants in a head-to-head fun competition to guess “top 5” or “top 3” content questions related to **Your Voice, Our Future** for a prize.

Kid-friendly Materials – have coloring pages and puzzles about **Your Voice, Our Future** content for children to do at the event or to take home.

Photo Booth – a large, colorful “**Your Voice, Our Future**” frame would be available for photo opportunities. Participants could hold up a sign, for example “I am Oro Valley” or a whiteboard reading “I love Oro Valley because...”. Additionally, participants could be invited to select their favorite **Your Voice, Our Future** Plan element from a row of corresponding placards. Each element would have an associated box of costume accessories or icons that the participant would use to dress up in for the photo. Participants could give permission to Town staff to use the photo in the future. Accessory themes could include:

- Community Chapter theme: bow and arrow, soccer ball, swimming cap, public art, police badge, fireman’s helmet
- Environment Chapter Costume theme: mother nature, horned owl or tree/cactus
- Development Chapter Costume theme: hard hat, high-visibility vest, bicycle, walking shoes

ONLINE ENGAGEMENT

Photo Bomb – participants would be invited to pick any five photos from the **Your Voice, Our Future** Plan, take a simulated photo bomb type picture mirroring a **Your Voice, Our Future** Plan photo and submit their photos to the Town via email. Selected photographs would be posted to the TOV website.

Twitter – use twitter to engage the public with a variety of hashtags such as:

- #YVOFDidyouknow – regular postings about how comments contributed to a result in the **Your Voice, Our Future** Plan
- #YVOFBetterlife – these postings could be about how the **Your Voice, Our Future** Plan will help make life better in Oro Valley. An example would be “Encouraging the creation of complete neighborhoods where facilities are connected to each other and residents have access to parks and open spaces.”

Scavenger Hunt – The Walk On and Ideas on Trees activities would lend themselves to being extended into a scavenger hunt event where participants are rewarded for finding the information or objects and submit photos of them. Everyone who finds a certain number of images in the Scavenger Hunt would be eligible for drawings for prizes.

PRIZES AND TRACKING

In order to encourage participation, prizes would be awarded each month to participants picked at random. Participants would have the opportunity enter the raffles at the activity locations, meetings, events or complete a **Your Voice, Our Future** adult or kid quiz online. This would help encourage participation and help track public engagement. The random winners could be photographed and have their photos posted to the **Your Voice Our Future** web page and other Town social media sites to advertise the activities and opportunities.

The following are suggestions for prizes:

- Dinner for two with Mayor Hiremath
- Two hour reservation for Interactive Splash Pad at the Aquatic Center
- Family pass at the Aquatic Center
- Two hour pool ramada reservation for up to 25 people
- Archery Range Annual Pass
- Individual 1 month golf membership at the Community & Recreation Center
- A Class Pass at the Community & Recreation Center
- \$50 OV Dollars
- Catalina State Park overnight campground reservation

5. RESIDENT SUPPORT

Throughout the **Your Voice, Our Future** project, robust and vigorous resident involvement has been a hallmark. Frequently those who have volunteered to help have done much of the heavy lifting and decision-making. Phase 3 should continue on that path. There are two ways in which volunteers will be integrated during Phase 3.

COMMUNICATIONS ADVISORY COMMITTEE

Prior to the formal launch of the **Your Voice, Our Future** project, a Communications Advisory Committee (CAC) was formed and met a total of three times during August-September, 2013. In Phase 3, a similar group will be formed to help with communications and messaging. This group should reflect a cross-section of the community and include communications-savvy individuals.

CHARGE OF THE CAC AND SCHEDULE

The CAC will be tasked with evaluating outreach objectives, messages and tools to be employed in Phase 3 of the project. They will be used as targeted decision-makers to help guide the work of **Your Voice, Our Future** project staff and volunteers. They will also be asked to offer an endorsement of the Phase 3 Communications Plan as a conclusion to their work.

Three meetings of this group are tentatively scheduled with the following dates and topics:

- Meeting 1
 - December 15, 2015
 - WHY: Introductions, purpose, review previous work and Phase 3 Communications Plan
- Meeting 2
 - Thursday, January 7, 2016
 - WHAT: Phase 3 messaging
- Meeting 3
 - Thursday, January 21, 2016
 - HOW: Resident support and tasks
 - Endorsement of Phase 3 Communications Plan

CAC MEMBERS

The following list includes all members of the CAC. The original objective for forming this group was to include Oro Valley residents who represent a broad cross-section of the community, who had previous experience with the **Your Voice, Our Future** project. Individuals who had backgrounds in communications and marketing were also targeted for this group.

Member	Profession	Previous Your Voice Experience	Other Involvement
Allison Cooper	Vice President of Sales and Marketing, Visit Tucson	CAC	
Bill Leedy	Retired professional	Development Committee	Planning and Zoning Commission
Brianne Spaeth	Working professional	Community Committee	
Brooke Trentlage	Working professional	Development Committee	
Dave Perry	President and CEO, Greater Oro Valley Chamber of Commerce	CAC, Community Committee	
Ellen Guyer	Retired college professor	CAC, Volunteer, Environment Committee	Historic Preservation Commission
Sophia Silva	Student		Youth Advisory Council
Tim Falter	Student	Environment Committee member	Youth Advisory Council

YOUR VOICE VOLUNTEERS

In Phase 1, a group of roughly 15 individuals helped spread the word about the **Your Voice, Our Future** project. They attended and assisted at numerous events, including school classroom sessions, the farmers market, business meetings, pie events and others. In Phase 3, there will again be the need for assistance from volunteers.

EARLY PHASE 3 OUTREACH (CORE GROUP 10-15 PEOPLE)

This group is tasked with attending a limited number of events to help spread the word about the project overall. Although their role is important, the main focus of their work will come later in this phase.

- Tasks:
 - Attend community events, with or without staff
 - Spread the word to their organizations/groups
 - Share information via email or social media
- Accomplished with:
 - Formalized Town training
 - **Your Voice, Our Future** information provided

LATE PHASE 3 EDUCATION (LARGE GROUP 30-50 PEOPLE)

This group will have the heaviest amount of work on spreading the word and educating people about the **Your Voice, Our Future** Plan immediately prior to the public vote in November 2016. The Town of Oro Valley is not legally able to actively advocate for the Plan, but can instead focus its efforts on public education. Should a group of residents work together to advocate for the plan, the Town of Oro Valley can provide information and facts to share.

- Tasks:
 - Attend community events, with or without staff
 - Spread the word to their organizations/groups
 - Share information via email or social media
 - Answer questions
- Accomplished with:
 - Formalized Town training
 - **Your Voice, Our Future** information provided
 - Voter education toolkit provided

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