

# memo



## Town of Oro Valley

To: Communications Advisory Committee members  
From: Hamblin, Elisa  
CC: Vella, Bayer  
Date: 12/23/2015  
Re: Your Voice Communications Advisory Committee Meeting 2

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Thank you for your continued work on the Your Voice Communications Advisory Committee! Our second meeting will be held:

Thursday, January 7, 2016  
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 second packet of materials. Please review all materials in advance and be prepared for discussion at the meeting. Materials include:

- Meeting 2 Agenda and Homework
- Meeting 1 Summary
- Meeting 1 Presentation
- Phase 3 Communications Plan (version 2)

You will not receive a hard copy of this packet in the mail. However, you can pick up a hard copy of the packet in advance at Town Hall by emailing me or Carol Miller at [cmiller@orovalleyaz.gov](mailto:cmiller@orovalleyaz.gov). Hard copies will also be available at the committee meetings. Meeting packets are also available online at [www.orovalleyaz.gov/generalplan/yourvoiceov/meetings-and-events](http://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](mailto:ehamblin@orovalleyaz.gov)



## Phase 3 Communications Advisory Committee

### AGENDA

#### MEETING 2: Planning and the 'What'

*What's our overall strategy and what are we going to communicate with the community?*

January 7, 2016

4:00 – 6:00 pm; Hopi Conference Room

Schedule	Event	Presenter
4:00 pm	<b>Welcome and Introductions</b>	Elisa Hamblin
4:05 pm	<b>Packet Review and Meeting Business</b> Overview of agenda Review meeting materials Review meeting summary notes Review schedule and next steps	Elisa Hamblin
4:15 pm	<b>Discussion</b> Objectives and methods (Phase 3 Communications Plan, pgs. 2-3)	Elisa Hamblin
4:30 pm	<b>Presentation and Activity</b> Messaging (Phase 3 Communications Plan, pg. 4) Themes and core messages (Phase 3 Communications Plan, pgs. 4-5)	Elisa Hamblin Nora Campbell All
5:30 pm	<b>Discussion</b> Introduction to outreach methods (Phase 3 Communications Plan, pgs. 6-8)	Elisa Hamblin
5:45 pm	<b>Homework and Next Steps</b>	Nora Campbell
5:50 pm	<b>Closing Comments and Public Comment Period</b>	Open
6:00 pm	<b>Adjourn</b>	---

#### Next meeting:

**Meeting 3: Planning the 'HOW'**

**Thursday, January 21, 2016**

4:00 – 6:00pm

Administration Building

Kachina Conference Room



## Phase 3 Communications Advisory Committee

### HOMEWORK

Meeting 2: January 7, 2016

We're preparing the Phase 3 Communications Plan. In advance of the meeting please dedicate some time to reviewing the packet materials and thinking about the following question:

1. Please review the meeting summary notes and make note of any corrections that are needed.

2. Review the Objectives and Methods section (pgs. 2-3) of the Phase 3 Communications Plan and the new text shown with an underline. Do you think there are items missing from the sections you have reviewed?

3. Please review the Messaging section (pgs. 4-5) of the Phase 3 Communications Plan and make notes here or in the draft.

4. Approach a friend or neighbor who knows little about the *Your Voice, Our Future* project. Ask them: "When preparing to vote on the plan, what's one phrase that would stick with you?" This could be something positive, interesting, comforting, memorable, etc.

5. Do you have any other questions that you want to discuss at our next meeting? Please also let us know in advance at [ehamblin@orovalleyaz.gov](mailto:ehamblin@orovalleyaz.gov).



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## Phase 3 Communications Advisory Committee

### Meeting Summary

#### MEETING 1: December 15, 2015

##### ATTENDANCE

**Present:**

Bill Leedy  
Bob Swope  
Brianna Spaeth  
Brooke Trentlage  
Dave Perry  
Ellen Guyer  
Sophia Silva

**Staff:**

Elisa Hamblin  
Nora Campbell  
Bayer Vela  
Carol Miller

**Absent:**

Allison Cooper  
Tim Falter

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##### WELCOME AND INTRODUCTIONS

- Elisa Hamblin opened the meeting and welcomed the committee members. Members and staff introduced themselves.

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##### MEETING OVERVIEW

- Meeting purpose – Elisa presented an overview of the meeting, including going over the meeting agenda for the evening.
- Meeting materials - Elisa quickly reviewed the committee meeting packet and explained how the packet would be used throughout the duration of the committee meetings.

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##### DISCUSSION

- Elisa opened the discussion by asking committee members to list numbers one through five on a sheet of paper. Then she asked the members to write just one descriptive (ideal) word beside each number of what they believe Phase 3 should be like. She requested members to set these aside as they would be referred to later.
- Role of the Communications Advisory Committee - **'Why'** *Why are we reaching out to the community and what are we hoping to accomplish?* Elisa quickly went through the following five steps the committee will be working on – what the committee will be deciding:
  1. Objectives
  2. Methods
  3. Messaging
  4. Outreach Methods
  5. Engagement Activities

All of these steps will result in the endorsement of the Phase 3 Communications Plan

- Communications Advisory Committee Schedule – Elisa presented the three committee meetings schedule.
  1. Meeting 1: Objective & methods
  2. Meeting 2: Messaging
  3. Meeting 3: Outreach activities and volunteers. Endorse Phase 3 Communications Plan.

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##### PRESENTATION AND QUESTIONS

- Phase 3 Schedule – Elisa went over the reason of Phase 3: Do it: Make it so!
  1. What: Outreach & Education
  2. Why: Confirmation & Raise Awareness for Vote
  3. Who: CAC & *Your Voice* Volunteers
  4. Product: Final Plan of action for November 2016 vote

Elisa presented the draft Phase 3 schedule, highlighting the darkened phases that indicated the community public outreach sections.



draft



## Phase 3 Communications Advisory Committee

- Public Participation Background – Nora Campbell gave a presentation on the ‘Your Voice, Our Future’ Project background – ‘Where has the ‘Your Voice, Our Future’ Project been? Nora began with how the overall project is being completed; i.e., in phases, is inclusive, is open, using best practices, valuing what matters to community residents and stakeholders, is transparent, ethical, convenient, collaborative, ongoing, etc. The project began with a Public Participation Plan to guide community engagement which helped lead to the Vision and Guiding Principles. The Vision and Guiding Principles were built upon by community residents in committees who developed goals, policies and actions to create a draft General Plan that improves the quality of life and guides the growth of Oro Valley over the next 10 years. Now Phase 3, a public communications plan.
- Nora next presented the Public Participation Phases using an illustration of an hourglass:
  - Top of hourglass: Phase 1 – Let’s talk – information gathering
  - Middle of hourglass: Phase 2 – Let’s think – build off of information – assimilate and draft
  - Bottom of hourglass – Phase 3 – Do it: Make it so! – voter education and voter ratification – community outreach

### DISCUSSION AND ACTIVITY

- Phase 3 Objectives and Methods – Referring to Objectives and Methods on Page 2 of the ‘Your Voice, Our Future, Phase 3 Communication Plan, ‘Time for Action’ Placket, Elisa introduced tonight’s meeting activity.
  - Keeping in mind:
    - OBJECTIVE is what**
    - METHOD is best practices**
- On a white board, Elisa had the three following objectives written down (letters A, B & C). Elisa then solicited the committee members for their thoughts on how they believed Phase 1 & 2 had done to these items (**responses in navy blue**)
  - A. Continue momentum, direction, continuity of project
    - **appreciation for planning a future**
    - **reach many people**
    - **variety methods**
    - **balanced community voice**
    - **people’s plan**
    - **all ideas/issues (relevancy) presented in plan**
    - **shoe leather**
    - **positive**
    - **consistent message/identity**
    - **refresh/strengthen**
    - **building trust**
    - **balanced, broad consensus**
    - **(improvement clarification) continued feedback**
    - **(connections identity future thinking) strengthen & creating connections**
  - B. Ensure community is informed & aware of process, plan
    - **maximize broad types of tools to communicate**
    - **variety of content & delivery**
    - **levels of info available – results**
    - **motivate participation**
    - **elevator speech**
    - **how thoughts/issues are reflected in plan**
    - **community-based**
    - **common ownership**



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## Phase 3 Communications Advisory Committee

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### C. Residents are prepared for the Vote

- **work went into it**
  - **what's next**
  - **why does it matter**
  - **accountability**
  - **what's the \$ - raise taxes?**
  - **who endorses it**
  - **consequences if not approved**
  - **will it affect me**
  - **how used – guidance**
  - **who uses it**
  - **how helps w/ decisions**
  - **how previous plans used**
  - **what is it**
  - **why we plan**
- Committee members looked back at their earlier five descriptive words to see if they had any words that were not on any of the lists above. Only two additional words were given: **interesting, creative**
  - The questions challenged the members' thinking. There was great discussions amongst the members as a whole and follow through dialogue with staff. The experience sparked members respect in the responsibility and breadth of the Phase 3 Communications Plan.

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### HOMEWORK AND NEXT STEPS

- Meeting 2 will cover Messaging.
- Homework: Nora asked the committee members to please review pages 3-4 of the *Your Voice, Our Future, Phase 3 Communication Plan Time for Action Placket*.
- Homework assignment #2 is that they ask someone, "when preparing to vote on the Plan, what's one phrase that would stick with you?" i.e., positive, interesting, comforting, memorable, et cetera

### NEXT MEETING

Thursday  
January 7, 2016  
4:00 – 6:00 pm  
Hopi Conference Room

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Summary by:  
cmiller



### Welcome & Introductions

- Thank you for embarking on this journey with us!
- Staff:
  - Bayer Vella
  - Elisa Hamblin
  - Nora Campbell
  - Carol Miller
- Others in the room?
- Committee members:
  - Allison Cooper
  - Bill Leedy
  - Bob Swope
  - Brianne Spaeth
  - Brooke Trentlage
  - Dave Perry
  - Ellen Guyer
  - Sophia Silva
  - Tim Falter

### Meeting Overview

- Meeting Purpose & Packet
- Discussion
- Presentation
- Discussion and Activity
- Homework and Next Steps
- Adjourn

### Committee Role: What you're deciding

- Objectives
  - What we hope to accomplish in Phase 3
- Methods
  - Best practices
- Messaging
  - How we talk
- Outreach Methods
  - Big picture
- Engagement Activities
  - New activities

*Endorse Phase 3 Communications Plan*

### Committee Schedule

- Meeting #1: Dec 15
  - Objectives and methods
- Meeting #2: Jan 7
  - Messaging
- Meeting #3: Jan 21
  - Outreach activities and volunteers
  - Endorse Phase 3 Communications Plan

### Phase 3 Project Schedule

TIMING	TASK
December – January	Communications Advisory Comm.
February – May	Community Outreach
June	Produce Final Plan
July	Public Hearing Prep
August	Planning & Zoning Commission
September	Town Council
September – October	Voter Education
November 8	Public Vote!

### Public Participation Best Practices

**YOUR VOICE  
OUR FUTURE**  
Hopi Community Center

### Public Participation Phases

- Phase 1 – Let’s talk
  - Information gathering
- Phase 2 – Let’s think
  - Build off of information
- Phase 3 – Do it! Make it so!
  - Voter education
  - Voter ratification

**YOUR VOICE  
OUR FUTURE**  
Hopi Community Center

### Discussion and Activity: Phase 3 Objectives and Methods

<p>OBJECTIVE <i>what</i></p> <p>METHOD <i>best practices</i></p> <p>MESSAGING <i>how we talk</i></p>	<p>OUTREACH METHODS <i>big picture</i></p> <p>ENGAGEMENT ACTIVITIES <i>new activities</i></p>
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**YOUR VOICE  
OUR FUTURE**  
Hopi Community Center

### Homework and Next Steps

- [cmiller@orovalleyaz.gov](mailto:cmiller@orovalleyaz.gov)
- Review the packet!
- Ask someone:
 

*When preparing to vote on Plan, what’s one phrase that would stick with you?*

  - Positive
  - Interesting
  - Comforting
  - Memorable
  - Et cetera

**YOUR VOICE  
OUR FUTURE**  
Hopi Community Center

### Homework and Next Steps

- Next Meeting:
  - Thursday, January 7, 2016
  - 4-6 PM, Hopi Conference Room
- Questions?
- Public Comment
- Adjourn

**YOUR VOICE  
OUR FUTURE**  
Hopi Community Center

# 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, **Your Voice, Our Future** Plan. In Phase 3 residents will be presented the **Your Voice, Our Future** Plan and asked to participate in the November 2016 vote on it.

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:

All underlined text is based on the conversation had during the CAC Meeting 1 and is new to Version 2 of this plan.

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

#### Methods:

- Strengthen the branding while keeping the essential recognizable elements
  - Positive, consistent identity and messaging
  - Community's voice, community's Plan
- Continue to build trust with the community through transparency and accessibility
  - Emphasize that community-wide ideas and issues are presented in the Plan
  - Emphasize that the Plan is balanced
- Leave the door open for continued improvement in early Phase 3
- 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 informed and aware of the Plan and its community-based process

#### Methods:

- Reach a large cross-section of the Oro Valley community
  - Identify and engage those who have not been a part of the process
- Show the community the results
  - Use a variety of content, including different levels of information (such as an elevator speech)
  - Maximize broad types of tools and delivery methods to communicate
- Increase residents' understanding of the purpose, role and contents of the **Your Voice, Our Future** Plan
  - Show how the community's thoughts/issues are reflected in the Plan
  - Emphasize the Plan is community-based and has common ownership
  - Instill an appreciation for planning Oro Valley's future
  - Motivate participation
- Build legitimacy for the Plan and the process used to create it
  - Emphasize that the Plan was created using broad consensus

### 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

#### Answer key questions:

- What is it?
  - Why do we plan?
  - Why does it matter?
  - Will it affect me?
  - What's the cost, will it raise taxes?
  - What work went into it?
  - Who endorses it?
  - What are the consequences if not approved?
  - What's next?
  - What's the accountability?
  - Who uses it?
  - How is it used?
  - How will it help with decision making?
  - How were previous Plans used?
- 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.

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### 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

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### **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	<b>Local Media</b>											
	<table border="1" style="width: 100%; border-collapse: collapse;"> <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 &amp; 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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Email												

	Mobile App	
	MySidewalk	
	Open Comment	
	Orovalleyaz.gov	
	<b>Community Events</b>	
<b>Events</b>	<b>Continued Efforts – Proven Success</b>	<b>Update Needed – Provide Materials</b>
	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	
	<b>Large Events</b>	
	<b>Continued Efforts – Proven Success</b>	<b>Update Needed – Refinement Needed</b>
	Open House	
	Public Hearings	
<b>TARGETED PARTICIPATION</b>		
	<b>Committees &amp; Boards</b>	
<b>Meetings</b>	<b>Continued Efforts – Proven Success</b>	<b>Update Needed – Refinement Needed</b>
	Joint Meeting of Committee Representatives	
	<b>Small Event Meetings</b>	
	<b>Continued Efforts – Proven Success</b>	<b>Update Needed – Refinement Needed</b>
	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.

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#### 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.

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#### 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.

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## 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

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## 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.

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## 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.

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### 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.

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### 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

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## 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
Bob Swope	Retired professional	Environment 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, General Plan Scoping Committee, Volunteer, Environment Committee	Parks and Recreation Advisory Board
Sophia Silva	Student		Youth Advisory Council
Tim Falter	Student	Environment Committee member	Youth Advisory Council

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## 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.

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### 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

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### 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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