

## Phase II: Public Education & Communications Campaign

Timeline: Aug. 25, 2025 – Nov. 4, 2025

Goal: Provide fact-based, accessible information about the wastewater treatment bond, with timed outreach to align with ballot milestones.

### Pre-Launch (Aug. 18–22) – Council Decision Prep

- Dependency: City Council vote on bond measure (Aug. 20).
- Finalize high-level message framework.
- Schedule venues for two open houses and begin outreach to community groups.

Milestone: Ready to begin content development the moment Council decision is made.

### Week 1 (Aug. 25–29) – Council Decision & Production Kickoff

- Trigger: Bond decision from Council.
- Begin all collateral production:
  - Fact sheet, FAQs, infographic set, project explainer slides, digital graphics, social templates.
- Draft postcard mailer content (neutral, educational) for print the following week.
- Website skeleton finalized; content entry begins.
- Open House #1 date set.
- Coordinate with media for announcement coverage.

Milestone: Collateral production in progress; media aware of upcoming launch.

### Week 2 (Sept. 1–5) – Website Launch & First Outreach Wave

- Website goes live with:
  - Bond basics, project need, financial impact, timeline.
  - Contact form for questions.
- Press release and email push on Council decision + link to website.
- Text push to area residents: “City Council has approved placing the wastewater bond on the Nov. ballot – learn more at [URL].”
- Approve and send postcard file to printer/mailer for mid-September delivery.

Milestone: Public has first official access to information.

### Week 3–4 (Sept. 8–19) – Direct Mail & Early Engagement

- Postcard mailer hits all Sandpoint households.
- Begin community group presentations (service clubs, environmental groups, civic orgs).
- Continue social posting with FAQs and project visuals.
- Prep for Open House #1.
- Submit first op-ed to local paper.

Milestone: Direct mail reaches residents; early community group engagement underway.

### Week 5 (Sept. 22–26) – First In-Person Event

- Open House #1: Overview of project, Q&A.
- Capture public questions for online Q&A updates.
- Absentee ballots mailed Sept. 25 – social/media push reminding voters they may begin voting absentee.
- Additional community group presentations.

Milestone: First in-person outreach complete; absentee voter segment activated.

### Week 6–7 (Sept. 29 – Oct. 10) – Broad Media & Group Outreach

- Earned media placements highlighting project facts.
- Project video release.
- Ongoing community group presentations.
- Plan early voting push.

Milestone: Widespread media presence and consistent messaging.

### Week 8 (Oct. 13–17) – Early Voting Launch

- Early voting begins Oct. 14 – reminder posts and informational ads (factual only).
- Open House #2: Updated Q&A, address common misconceptions.
- Utility Mailer: “Key Project Facts in One Page.”

Milestone: Early voters engaged through both online and in-person channels.

## Week 9–10 (Oct. 20–31) – Final Voting Push

- Social Media: Maintain high-frequency factual reminders.
- Continue community presentations as needed.
- Target absentee ballot return reminders before Oct. 31 deadline.
- Share “Bond Basics” one-pager again social, and email.

Milestone: Voters fully informed ahead of absentee deadline.

## Week 11 (Nov. 3–4) – Election Week

- Nov. 3–4: Daily factual reminders about polling hours & locations.

Milestone: Campaign wraps with final voter outreach.