

Phase II: Public Education & Communications Campaign – Summary

Timeline: Aug. 25 – Nov. 4, 2025

Goal: Provide residents with clear, factual information on the wastewater treatment bond so they can make an informed decision.

Key Dates

- Aug. 25 – City Council decision on bond measure (campaign production begins).
- Aug. 29 – Drafts of key messages, website content, and FAQs delivered for client review.
- Sept. 25 – Absentee ballots mailed.
- Oct. 14–31 – Early voting period.
- Nov. 4 – Election Day.

Core Activities

- Late August: Draft and deliver key messages, FAQs, and website copy for review.
- Early September: Public launch – website live, press release issued, email push, initial social media posts.
- Mid-September: Postcard mailer to all households; utility bill insert distributed.
- Late September: First open house; begin community group presentations; absentee ballots mailed.
- October: Second open house during early voting; continued community group presentations, social updates, and local media engagement.
- Final Week: Voting reminders for absentee returns, early voting, and Election Day.

Planned Resident Touchpoints

1. Campaign webpage with fact sheets, FAQs, and event info.
2. Postcard mailed to all households.
3. Utility bill insert with key project facts.
4. Text message, email push alerting residents to Council decision and website launch.
5. Two open houses + community presentations.
6. Social media & local media coverage tied to voting deadlines.