



City of Lawrence

**Communications Plan for  
2017 Sale Tax Election Education Campaign  
Implementation Dates: August – November 2017**

**Communications Objective**

- Educate public on how proposed sales tax proceeds will be spent on infrastructure, equipment, transit operations and capital, and affordable housing over ten years.
- Educate voters on impact of not renewing sales tax.
- Educate voters on when and where to vote and ballot content.
- Create context so voters know how pertains to them.
- Communicate the impacts/results of the existing sales taxes.

**Listing of All Audiences & Community Stakeholders**

- Citizens
- Businesses
- Neighborhoods
- City Commissioners
- City Employees
- City Advisory Boards

**Messages {Priority and secondary}**

- When and Where to vote
- What are voters voting for? - infrastructure, equipment, and transit, affordable housing
- Renewal does not equal tax increase
- What did we do with the existing sales tax proceeds
- Who pays sales tax? - Positive pull factor means visitors pay for improvements through sales tax
- Regressive nature of sales tax can be mitigated by providing funds to address affordable housing
- Facts and figures – how much generated, who pays, timeline, effective date, sunset, etc.
- Spending plans provide guideline for spending but are flexible over time as priorities and funding is available.

**Communication Tools Available**

- Website
- FAQs
- Social media (twitter, facebook, etc.)
- Utility billing insert
- Channel 25

- Media release
- Town hall meeting (virtual or live)
- Community group presentation
- Public facility posting
- Printed materials
- Photographic images
- Signage indicating projects funded with existing sales taxes

**Potential Costs (Additional to staff time) – Publications, advertising, etc.**

- Marketing/ graphic design
- Printing
- Advertising
- Social media push

**Timeline**

August	Finalize communication plan and materials
September	Begin implementation of communications plan
October	Advance Voting begins
Nov	Election