



# Proposed Communications Plan for MPC Ballot Language

Special Election: Nov. 5, 2024



# ABOUT PREVIOUS EDUCATIONAL CAMPAIGNS



2023 Charter Amendments



2022 Redistricting



2022 Community Progress Bond



2019 Public Safety Bond



# ABOUT PREVIOUS EDUCATIONAL CAMPAIGNS

On average the campaigns:

- Begin 10 months before the election
- Cost between 200,000 to 300,000
- Involve 9 community meetings  
(typically 7 in-person, 2 hybrid;  
Council request: 8 in-person, 1 virtual)



# COMMUNICATIONS OUTREACH PLAN

- Dedicated Website
- Press Releases
- Social Media
  - Postings
  - \$ Meta Ads
  - \$ Google Ads
- Traditional Media
  - Interviews
  - Story Pitches
- City TV and YC5
- Neighborhood Associations
- \$ Community Meetings
- \$ TV / Radio PSAs
- Council Newsletters
- \$ Mailers
- \$ Text Messaging



# COMMUNICATIONS COSTS

Advertising	Est. Cost	Pro	Con
<b>Meta Ads</b>	\$2,000	Large organic reach	Election regulations
<b>Google Ads</b>	\$5,000	Increased exposure	Cost can fluctuate especially during election season
<b>Community Meeting</b>	Unknown (Overtime and Rental)	Attendees are often engaged	Attendance can be hit or miss
<b>TV/Radio PSA</b>	\$15,000 for per month (recommend 2 months)	Fairly effective with greater frequency	Expensive
<b>Mailers</b>	\$50,000 (registered voters only) \$300,000 (all households within City limits)	Most effective	Expensive and takes about 3 weeks for delivery
<b>Text Messaging</b>	\$30,000 (registered voters only)	80% of consumers say texting is the most important activity	Over saturated; consumers often delete marketing text before reading

**Total  
Estimated  
Cost:  
\$367,000**



## MISSION



Deliver exceptional services to support a high quality of life and place for our community

## VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government



## VALUES

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople

