

Washington County Committee for Community Involvement (CCI)

www.co.washington.or.us/CAO/CPO/CCI

CPO Mission

Community Participation Organizations in Washington County encourage and empower public involvement.

www.co.washington.or.us/cpo

CCI Vision

Individuals and their Washington County communities will be meaningfully engaged in collaborative, dynamic processes of open and responsive government.

CCI Values

Civility, Community, Compassion, Diversity, Education, Equity, Improvement, Inclusiveness, Information, Learning, Process, Respect, Transparency

Washington County recognizes CCI as a resource committee devoted to the success of community participation in government decision-making processes. The CCI serves to assist the County in complying with Goal 1.

Tuesday, July 17, 2018

7:00 - 8:40 p.m.

Edward's Center Inc.
4375 SW Edwards Place
Aloha, OR 97078-2116

- 7:00 Welcome, Introductions, Prior Meeting Summary
- 7:10 CPO Leaders Training (August 21)
- 7:15 Fall County Chair Candidates Forum
- 7:20 Sub-Committees, Chairpersons, & Committee Members Approval
 - Code and Ordinance
 - Marketing
 - Legislative
- 7:25 CCI Marketing Plan (document attached)
 - Plan overview - Identify gaps
 - Select possible messaging
 - Select graphics
 - A/B testing on Nextdoor
 - Marketing tools - when and how to get
 - Live streaming
- 8:25 Emerging Issues: Relevant, request for help, spark an idea
- 8:30 Public Comment
- 8:40 Adjourn

CCI Steering Committee

Meets 2-4 (*New time!*) pm fourth Mondays, Tualatin Valley Fire & Rescue, 13730 SW Butner Rd., Beaverton

CCI Subcommittees

- Code & Ordinance – Meets monthly, typically second Wednesdays
- Legislative
 - CPO Marketing

Contact the Community Engagement Program for more information. Call 503-846-6283 or visit www.co.washington.or.us/CAO/CPO/CCI.

Oregon Statewide Planning Goal 1-Citizen Involvement: To develop a citizen involvement program that insures the opportunity for citizens to be involved in all phases of the planning process. ([OAR-660-015-0000\(1\)](http://OAR-660-015-0000(1)))

Committee for Community Involvement (CCI) Washington County
June 18, 2018 Meeting Summary
Edwards Center Inc., 4375 Edwards Place Aloha, OR

Meeting attendees: Tom Lauritzen (CPO 4B), Lisa Hamilton (CPO 4B), Lars Wahlstrom (CPO 10), Gary Virgin (CPO 10), Bruce Bartlett (CPO 1), Ray Eck (CPO 6), Virginia Bruce (CPO 1), Jim Long (CPO 4M), Liles Garcia (CPO 6) – guest, Marty Moyer (CPO 7), Fran Warren (CPO 6), Kathy Stallkamp (CPO 4K, CCI Chair), Paul Johnson (CPO 15),

Guests: Mary Manseau, Tamara Falls (new program coordinator)

Guest Presenters: Eva Carlson, Solid Waste and Recycling and Mike Dahlstrom

County staff: Sia Lindstrom, Deputy County Admin., Eva Carlson, , New Community Outreach Specialist, Solid Waste and Recycling, Mike Dahlstrom, Community Engagement Program Manager, Kari Herinckx, Program Coordinator

Welcome, Introductions, Prior Meeting Summary:

Chair welcomes attendees to meeting a little after 7. Meeting summary is approved: 9 yes, abstain 4, nays -- 0

1. Neighborhood Cleanup events:
 - a. Eva Carlson discusses neighborhood clean up opportunities regarding bulky waste, recycling
 - b. Different drop off sites located around County. Special events through department draw attention to reuse, recycling, and waste prevention. Opportunities exist to host a neighborhood clean up, funding available! Disposal, hauling, planning support and technical assistance are all provided by Solid waste and recycling staff.
2. Community Engagement Program Update: the majority of the meeting consisted of a community engagement program update from Mike Dahlstrom. The following provides the points he touched on during his presentation.
 - a. Community engagement goal is to provide public engagement opportunities to all Washington county residents
 - b. Mike communicated that each Transition Planning Team recommendations is being fulfilled with exception of committee of PI
 - c. Attendance: CPOs continue to increase attendance, communicated value of sign in sheets complete roster. CE staff is tracking attendance and aggregating information. Question on why LUT staff is at meetings, clarified they are there to provide accurate information, quell misinformation. Small discussion on the value of LUT presence at CPO meetings.
 - d. Constant Contact: total distribution is 13, 409. Subscriptions are currently at 6, 925 postal 4, 889 email.

- e. Community Engagement Responsibilities:
 - i. CCI task responsibilities, fulfilling 99% of staff responsibilities
 - ii. Staff support of 130 meetings.
 - iii. Priorities of CE program staff support.
 - iv. CE Program Management responsibilities covered.
 - v. Introduction of Civic Leaders and expression of interest in CPOs – discussion on Civic Leaders integration into CPOs, Fran Warren volunteers to onboard into remaining leaders that fall within CPO 6. Question regarding if Civic leaders are attending CPO meetings; Sia clarifies other engagement opportunities exist for Civic Leaders in addition to CPO's e.g. Appointed Boards and Commissions
 - vi. Limited English Assistance Plan is currently underway, draft of LEAP in July
 - f. Community Engagement Efforts: discussion of NextDoor roll out this week! Ongoing assessment of other digital tools, funding is essential.
 - g. What's Next: Volunteer training, Enact volunteer contact information protection policy, support and implement CCI approved CPO boundary changes. Acknowledge and begin implementing CCI marketing plan, provide graphic design support for branding and other graphics needs. New calendar!
 - h. Acknowledgement of Mike Dahlstrom's valuable leadership through CPO transition from OSU, community engagement transition and commitment to public service. Tentative timeline for new program manager is beginning of September. Mike remains with the program through mid-August.
 - i. Future item: live streaming CPO meetings
3. County Code for Stand Alone Cell Towers
- a. Ordinance went before BCC, board made decision to separate ordinance if cell tower is going in on personal property and pulled out for right of way. Felt that ordinance wasn't being followed, permit has been cancelled. Currently no restrictions of cell tower being put in right away. County is looking at issue, and may be in ordinance next season. Mary Manseau asks status of code and ordinance subcommittee and if this would be an issue they may take up. Jim Long confirms the group has not met due to no pending matters.
4. CPO By-laws review:
- a. Request for CPO to look at by-laws. Staff created by-laws template with different options. Hoping that CPOs move elections into spring with trainings in the summer and CCI reps begin at the same time. Will send by-laws to CCI and Chair
5. Emerging Issues:
- a. CPO 7: THPRD speaker
 - b. CPO 6: transportation planning on Cooper Mountain
 - c. CPO 4M: boundary changes, nominations for officers, makes request for cities to notify CPOs of land use applications
 - d. CPO 1: Willamette water supply, Tualatin river keepers, recruiting steering committee members
 - e. CPO 15:

- f. CPO 10:
 - g. CP O4B:
 - h. CPO 4K: Metro meeting on west side by-pass
6. Need subcommittee participants for code and ordinance and marketing. Portland Thorns game coming in July!

DRAFT

CCI-CPO Program Marketing Plan

Marketing Plan material drawn from the following documents:

“CPO-CCI Program Marketing and Budget Proposal” (Fran Warrant, Jim Long, Stan Houseman) CCI Presentation September 19, 2017 & May 15, 2018

“Marketing Washington County’s Citizen Involvement Program” original: April 6, 2006, updated 2017

“Create A Vision”, (Fran Warren/Cindy Thackey) May 2, 2017

“CCI Report Out” (Fran Warren presentation to CCI) May-June 2017 (exact date uncertain)

“CCI Marketing Budget” presentation and notes November 18, 2017

“CPO Marketing” (Stan Houseman/Kathy Stallkamp) July draft / presented October 11, 2017

“CCI Marketing Subcommittee – Meeting #2 notes” May 19, 2017

“CCI Marketing Subcommittee Ideas on Marketing Taglines” September 17, 2017

Why A Marketing Plan?

The Community Participation Organization (CPO) became part of the Washington County Administrators Office and Community Engagement in 2016. Prior to that time CPO leadership had requested marketing funds for several years. Starting in 2016 a dedicated fund of \$10,000 was included in the Community Engagement annual budget specifically for this purpose¹.

Does the marketing effort and funds belong to the CPO or the County? The answer is that the marketing is a collaborative effort. The County manages the funds (taxpayer dollars) and has accountability to provide the best service at a fair price. The County provides contracted and/or staff resources for printing, graphic design, language needs assessment, translation, and distribution through a variety of published and online channels.

The CCI-CPO Program is responsible for creating the draft Marketing Plan, developing messaging content, suggesting communication channels to the community, conducting community awareness, building community relationships, and collaborating with County staff on the production. Volunteers are responsible for implementing the plan to the extent possible.

The CCI body is responsible for the final approval of the Marketing Plan, product and budget priorities.

This marketing plan provides the path to accomplish the mutual goals and intent to build a stronger CPO program and provide community members resources and opportunities to be part of the County’s decision-making. This plan sets the groundwork for agreed upon tasks and implementation that is both transparent and accountable for volunteers and County staff.

Marketing Plan Goals

Develop an increased awareness of the Community Participation Organization (CPO) through a coordinated and well-messaged program of advertising and creating materials, templates and other resources for the CPOs and Committee for Community Involvement (CCI) to implement through the collaborative efforts of the CPO members and Community Engagement staff. Garner support for implementation of the marketing program to empower communities to realize actionable results in the County through their participation in the CPO program.

¹ A CPO Special Projects Fund is available to CPOs annually. That fund total is \$2500 to be divided among individual CPO requests. The Special Project Fund is not considered part of the CPO Marketing Fund and should not be included in Marketing Plan efforts.

Marketing Plan Objectives

1. Identify target markets to reach
2. Develop messaging
3. Create design guidelines, including templates, for print and electronic distribution.
4. Determine the level of implementation Washington County staff will provide (which could include printing, distribution through e-Notices, County-managed websites, press releases, calendars, social media, and inclusion with other County distributed materials – tax statements for instance) and translation
5. Identify a broad array of communication and marketing tools including CPO members with Community Engagement support with their agreed upon attendance at events hosted by community partner agencies, organizations, and non-profits.
6. Provide cost estimates for resources not provided by the County
7. Develop criteria for prioritization of funding and sequencing of specific marketing projects
8. Develop methodology for measures of success for proliferation/continuation/discontinuation of marketing projects
9. Develop implementation strategy and sequence

Problem Statement/s

Challenges to increasing awareness and participation in the Community Participation Organizations (CPOs) are varied and could include:

- Information Dissemination:
 1. General Public (current and new residents) are unaware of what CPO's do – and how the CPO's affect their quality of life.
 2. General Public is unaware that CPO's are the "officially recognized" collective voice of the communities within Washington County to influence decision-makers and the CPO's currently have no vehicle to convey this message to their communities.
 3. People don't know where to go to find out information in their localized communities – and Washington County currently doesn't publicize this or make this information readily available.
- Demographics and Program Sustainability:
 1. Most of the current active CPO members are older and more experienced than the median adult age.
 2. The program lacks enticement to attract new leaders with a training and succession plan for them.²
 3. CPO Program lacks enticement for teens and younger adults across Washington County.
 4. Attendance (and attention paid) by local residents are varied and often dictated by the degree of unpredictable changing needs across the CPO's There is a need to empower community members and to encourage community participation even if "virtual" and not necessarily measured by physical attendance at CPO meeting³.
 5. The CPO program needs to include a more diverse population to better reflect the diversity of the County's community.
 6. Most community involvement, volunteerism, and participation happens outside the CPO program.

² 2006 Marketing Report

³ 2017 Marketing Sub-committee meeting summary

7. The CPO-CCI is intended to be a countywide program but there are large areas in central, western and southern county that are underserved.
8. There is a need to empower community members to participate in decision-making and voice their concerns to Elected Officials and Agencies across Washington County even if this participation is “virtual” and not necessarily measured by physical attendance at a specific CPO meeting.

Background

The Community Participation Organization [CPO] program is a volunteer-led advisory group to the Washington County Board of Commissioners and other County appointed and elected officials with a focus on county-wide land use and quality of life issues. The CPO program is one of the County’s public involvement efforts to address Goal 1, Citizen Participation, of the Oregon Land Use and Development Commission land use regulations.

Target Audience(s)

The Marketing Sub-committee assessed a spectrum of potential target audiences including:

- General Community at large ~580,000 (and growing by approximately over ~1,000/month)
- Tenants, homeowners, & land owners
- Homeowners Associations
- Business associations, business owners
- Diverse population, historically under-represented communities
- Low-income residents, all ranges of income
- New residents (over ~1,000/month)
- Attendees at Special Events related to community engagement, e.g. Candidates Forum/s
- All CPOs, including members in both inactive CPOs and active CPOs
- Urban/Suburban CPOs
- Rural CPOs

The Marketing Sub-committee recommends the Marketing Plan focus on the general community as the first step with other specific target audiences to follow.

Message Development

Message development is divided into two elements: text and graphics.

Message text creation

The Marketing Sub-committee drafted a number of marketing phrases for CCI consideration – see Addendum #1.

The sub-committee notes that a marketing “tagline” should be a call to action, an inspiration to act, and/or a cause to take part.

CCI has two paths to identify a tagline for the initial marketing effort:

1. Choose from the current list (edit if there is need to reach consensus)
2. Conduct A/B testing which provides two alternatives to a test group such as:
 - a. Survey CPO community members currently receiving online notification or
 - b. Survey CPO chairs/steering committee members
 - c. Conduct a social media approach using paid Facebook ads and tracking analytics. This also could be accomplished through CPO members Nextdoor accounts.

A/B testing generally goes through several rounds of outreach and analysis to narrow a possible message. This generally results in content that more target audience members may react to but it also takes an additional time allotment. A/B testing requires an introductory explanation of what is being asked of the audience. **The Marketing Subcommittee recommends that the CCI Steering Committee select from the suggested taglines in Addendum 1 as a starting point for a prototype - for expediency.** Then use the A/B testing process for more thorough feedback on best messaging for the target audiences. See Addendum 2 for Process Flow for developing A/B message testing.

Branding/Graphics creation

Having an easily recognizable visual on all CPO public materials helps to reinforce the CPO marketing message. It is essential to develop an agreed upon branding and consistent graphic to be reused consistently throughout the program.

Working with the marketing sub-committee, Community Engagement has a professional graphic designer on staff who will provide several graphics drafts to set a baseline for CCI to discuss. Graphics will include the County logo and CCI will be provided the logo use guidelines.

Sub-committee has discussed the placement (and prominence) of the County's logo and/or tagline and suggested it should be secondary to CPO message and tagline. CE staff agrees and supports the County logo play a secondary role and position in graphics treatment.

Implementation Strategies

The sub-committee suggests improving the use of both low-technology (many existing) and high-technology tools to reach Washington County interested persons. Other than the countywide marketing efforts, each CPO can select the marketing tools, techniques it wants to use to allow flexibility locally. In addition the sub-committee suggests increasing and maximizing messaging via public service announcements and media.

	<i>Recommendations</i>	<i>Lead</i>	<i>Action / Timeline</i>
	Improvements to existing communications tools:		
1	Design and create templates for CCI / CPO member use where a template may be useful	CE staff	Marketing Subcommittee and CCI Steering Committee (SC) will review/approve the templates and work with CCI to determine which communications items may be appropriate for template development Draft and have CCI review/comment
2	Share/provide/publicize relevant public agencies' information via telephone directory improvements: <ol style="list-style-type: none"> 1. Blue Pages information as described in 2005 legislation and Oregon Public Utility Commission rulemaking (supported by Washington County Board of Commissioners) = agency name, address, phone, email, website address at front of telephone directories 2. Email addresses of elected officials (all relevant elected officials emails and addresses) 3. Schedule of regular and special public hearings 4. Schedule and timeline of Government procedures, budget committee meetings, public hearings 	CE staff/ CPO Assist	1 - Research Blue Pages cost/production schedule 2 - Email addresses of County elected officials already online/available – no staff resource available to capture, manage, post and update other jurisdictional elected contacts/CPO members would provide assistance to develop and update 3 – 5 Meeting schedules constantly changing – all County Boards & Commissions schedules/agendas online. CPO members would provide assistance to develop and update
3	Update (redesign) generic CPO overview (tri-fold?) flyer for use at most public meetings	CE staff	Collaborative effort of Mktg Subcommittee on content revisions with County designer - final to be approved by CCI
4	Community Engagement staff sends newsletters with time and dates of CPO meetings to Metropolitan Area Communication Commission (MACC and TVCTV) Public, Educational and Government Access Channels.	1 – 4 CE staff 5 - CCI	Mktg Subcommittee will do situational analysis; CCI will write letter to make the

	<ol style="list-style-type: none"> 1. Tualatin Valley Community Television (TVCTV): 2. Research feasibility and ROI of Announcing Community Participation <i>Organization</i> Meetings on Cable Channels: cable television channels Community Bulletin Boards; implement those projects which meet designated criteria 3. Research feasibility and ROI of Announcing on Public Access Channels [Comcast] 11 (CAN), 21 (Westside), 23, 27 (PCC) (Educational), 28 & 30 (Government Access); implement those projects which meet designated criteria 4. Research feasibility and ROI of Announcing on Public Access Channels (Frontier): Ch. 11 (CAN), 21, 22, 23, 27, 28, & 30; implement those projects which meet designated criteria 5. There should be an official request from sub-committee. (Century Link). 		<p>request to service provider, MACC and cc Cities</p>
5	<p>As a non-cable alternative, rural areas and countywide will be reached by the CPO Bulletin Board online.</p> <ol style="list-style-type: none"> 1. Online presence for rural areas (areas such as Gaston, Cherry Grove, etc made aware this information is applicable to them) 2. Elections/Candidates Forums (primaries and general elections) 3. Continuous process improvement of CPO newsletters 4. Newspapers 5. Inserts into property tax bills/water bills 	CE staff CCI	<p>2 CCI effort 4 available for special events 5 – Research Return on Investment and investigate alternatives such as printing on the envelope instead of insert.</p>
6	<p><u>High Technology Tools</u></p> <ul style="list-style-type: none"> • Emails: CE currently sends approximately 7,000 Constant Contact notifications monthly. • Social Media: Wikipedia lists over 205 social networking websites including Twitter & Twitter Moments (public micro blogging network, 140 characters), Pinterest, Google+, and Instagram Stories, photo and video sharing • The sub-committee suggests focus on only a few to start: <ul style="list-style-type: none"> ○ Facebook page/s; Facebook Ad’s (and/or Instagram-type products depending on technical environment): County-wide and individual CPOs presence on Facebook. (Currently three of our CPO officers already have used and benefitted from their CPOs presence on Facebook. Both paid and unpaid messages have proved helpful.) ○ Nextdoor network - both county wide and local geographical postings for individual CPOs. ○ Twitter and other social media sites ○ Skype (or comparable freeware meeting software such as GOTO Meeting, ZOOM, etc) – telecommunications for people unable to be at meetings (could be one-way and/or two-way interactions). 	CE staff CPOs	<p>CE staff manages the Constant Contact list serve and can provide messaging through that channel.</p> <p>Social media – once a message/graphic is approved by CCI, can be included in all volunteer social media outreach.</p> <p>Letters to the Editor would be a responsibility of volunteers. CCI should decide how/when to incorporate messaging in editorial submissions.</p>

	<ul style="list-style-type: none"> ○ Youtube page: meetings, “PI 101”, “Public Involvement 101” ● Oregonlive.com – responses/comments to articles and Letters to the Editor 		
7	<p>Translation of CPO materials; as of yet undefined but the likely first candidates:</p> <ul style="list-style-type: none"> ● Generic CPO overview flyer (Spanish) ● Video clip 	CE staff CCI	CE staff has budget to provide translation. CCI decides what materials and how CCI or CPO would respond to needs of limited English proficient community members
8	<p>Provide links that will help refresh community participation/public involvement.</p> <ul style="list-style-type: none"> ● Provide introductory video for viewing at various levels of the community (TBD) available for: <ul style="list-style-type: none"> ○ County YouTube ○ CPO’s Facebook pages ○ Various forms of community outreach programs ○ Public libraries ○ High schools, college campuses, etc ● How to find your CPO or other addresses ● Training Materials (including How government processes work, civics) ● Your CPO Leaders Contact Information ● CPO Facebook Group (discussion County-wide) https://www.facebook.com/groups/ 	CE staff CCI / CPOs	<p>Draft “introduction to CPOs video” and provide to CCI for review/revision</p> <p>CPO locator exists on CPO website</p> <p>Training materials are in development</p> <p>CPO Leader Contact exists (where leaders agree) on agendas and CPO website</p> <p>CCI / CPO creates and manages CPO Facebook Group</p>
9	<p>Provide links to help connect with opportunities for involvement with public agencies and non-profit community organizations, and other volunteerism.</p>	CPO/CCI	Marketing Subcommittee proposes that CCI initiate a separate Subcommittee to deliver this capability to CPO community members.

Marketing Products

The sub-committee identified marketing support resources. These should incorporate the marketing message and/or graphics to the degree approved by CCI. Each has a cost which must be evaluated based first on County contracted vendors and be within the provided annual marketing budget. See Funding and Budget Approval Section for process as well as notations regarding criteria and use of CPO Special Projects Fund.

Resources suggested by the sub-committee include:

- Personalized Tablecloths/Table Placards
- Business cards & Postcards
- Sandwich board Signs with neon reflective letters for readability at night (including chains and locks)
- Posters/Flyers (including design)
- Banners
- Nametags
- Make these products available electronically and in print for CPO's and publicize availability to CPO leaders

Evaluation:

The sub-committee considered a number of performance evaluation measures to monitor and adjust as data is collected and analyzed. A key priority for the CPO/CCI program is ensuring it is adequately fulfilling Goal One of Oregon Land Use laws?

The following are potential measures:

- Attendance sheets (or headcount) at CPO meeting, butts/'buns' in seats
- Motions made and approved at CPO to take action: write letters/testify/
- # of people in attendance at public hearings
- # of people testifying at public hearings and providing written testimony
- # of people sending letters and emails to Elected Officials and other Washington County decision-making agencies
- # of people making telephone calls to Elected Officials
- # of people participating via online polls, responses
- Elected Officials saying that public testimony has/has not influenced the government process and their decisions.
- # hits on CPO FB/websites

Information/data collection methods to consider include:

- Surveys
- Metrics/analytics
- Trial balloons on Facebook (in addition to A/B testing for messaging)
- Responses – comments on Facebook pages or Nextdoor replies

Timeline/s:

The Marketing sub-committee provides the following draft timeline for implementation.

March, 2018	Approved Candidates Forum expenditures
April, 2018	Design and create tablecloth/s for Commissioner- Candidates Forums and other events/meetings
May and June, 2018	*Produce prototype business cards for CPO officers and CCI members requesting for purpose of evaluation and feedback; *Produce prototype tablecloth for Candidate’s Forums/other events for evaluation and feedback. Run A/B messaging testing Finalize Marketing Plan with collaboration with CE staff
July, 2018	Finalize Budget Plan and Proposal and obtain CCI Approval for Marketing Plan and Budget Plan. *Design and post test messaging on county-wide CPO Facebook for purpose of evaluation and feedback; * Update Marketing Plan with adjustments to messaging as learned from A/B testing and prototype testing Design Sandwich board template (approve text) [funding now available via “special projects” application/s.]
August, 2018	* Design posters (approve text), print and distribute posters Design CPO overview flyer (for use at Sept Candidates’ Forums and summer County-wide events)

2018-2019 fiscal year funding cycle

September, 2018	Translate CPO overview flyer into Spanish November election Candidates Forums public relations
October, 2018	Candidates Forums
November, 2018	Audio/visual testing proposal to CCI
December, 2018	12/31/18 deadline for Haynes Achievement awards nominations

- January, 2019
- February, 2019
- March, 2019
- April, 2019
- May, 2019
- June, 2019

2019-2020 fiscal year funding cycle

- July, 2019
- August, 2019

September, 2019	November election Candidates/ Forums PR
October, 2019	Candidates Forums
November, 2019	
December, 2019	12/31/19 deadline for Haynes Achievement awards nominations
January, 2020	
February, 2020	
March, 2020	
April, 2020	Candidates Forums
May, 2020	
June, 2020	

Funding and Budget Approval

Funding for the CPO marketing effort is provided by Washington County with an annual budget amount of \$10,000. Expenses approved by CCI will be provided to the CE manager who has fiduciary responsibility to the County and taxpayers. Purchases will be made by the County and will prioritize County-contracted vendors (such as for printing, materials purchases, etc.) and the County will only provide reimbursement through a formal W-9 contracting process (using a Short-Form Contract).

A CPO Special Projects Fund also is annually available to CPOs upon request. That fund is \$2,500 and is not considered part of the overall marketing budget. It is reserved for individual CPO requests for small projects with no more than a couple hundred dollars per request per CPO annually.
 Addendum 1 – Examples of Marketing Messages

The following examples were drafted by the Marketing Sub-committee and drawn from a variety of presentations and discussions:

Draft CPO Message:

"The Community Participation Organization (CPO) is the organization within Washington County where people engage by Participating with the county agencies and Board of Commissioners, etc. with issues, causes and concerns that effect our neighborhoods and Communities, having chosen to live her and care about how the future will be or us, our children and their children"⁴

The Marketing Sub-committee drafted several messaging phrases including:

- *We need to become and stay involved, engaged on an ongoing basis. To get to know each other, work well together. To recognize our similarities and differences and how we can work together.*
- *Caring About Our Neighborhood Is Our Purpose*
- *Concerns Within Your Community Is What Participation In CPO Is*
- *If It Matters To You, It Matters To Your CPO*
- *Welcome To Where You And Your Community Meet And Participate In Washington County For Issues And Developments*
- *Where Neighbors Meet To Improve Their Neighborhoods*
- *We Listen*
- *Elected Officials Want To Know What You Think*
- *Content To Empower And Encourage Community Involvement; These Are Your Public Agencies*
- *Share/Provide Relevant Information**
- *Democracy Is Based On Community Participation**
- *Caring About Our Community Is Our Cause**
- *Neighbors Working Together To Improve Our Neighborhood⁵*
- *"Where neighbors meet to improve their neighborhoods!"**
- *You live in Washington County. How do the decisions made by the county government affect you? Do you know? **
- *You can make a difference for yourself, your family and the future. **
- *We need to become and stay involved, engaged on an ongoing basis. To get to know each other, work well together. To recognize our similarities and differences and how we can work together.*
- *CPO Information Content is To Empower And Encourage Community Involvement; These Are Your Public Agencies*
- *Share/Provide Relevant Information**

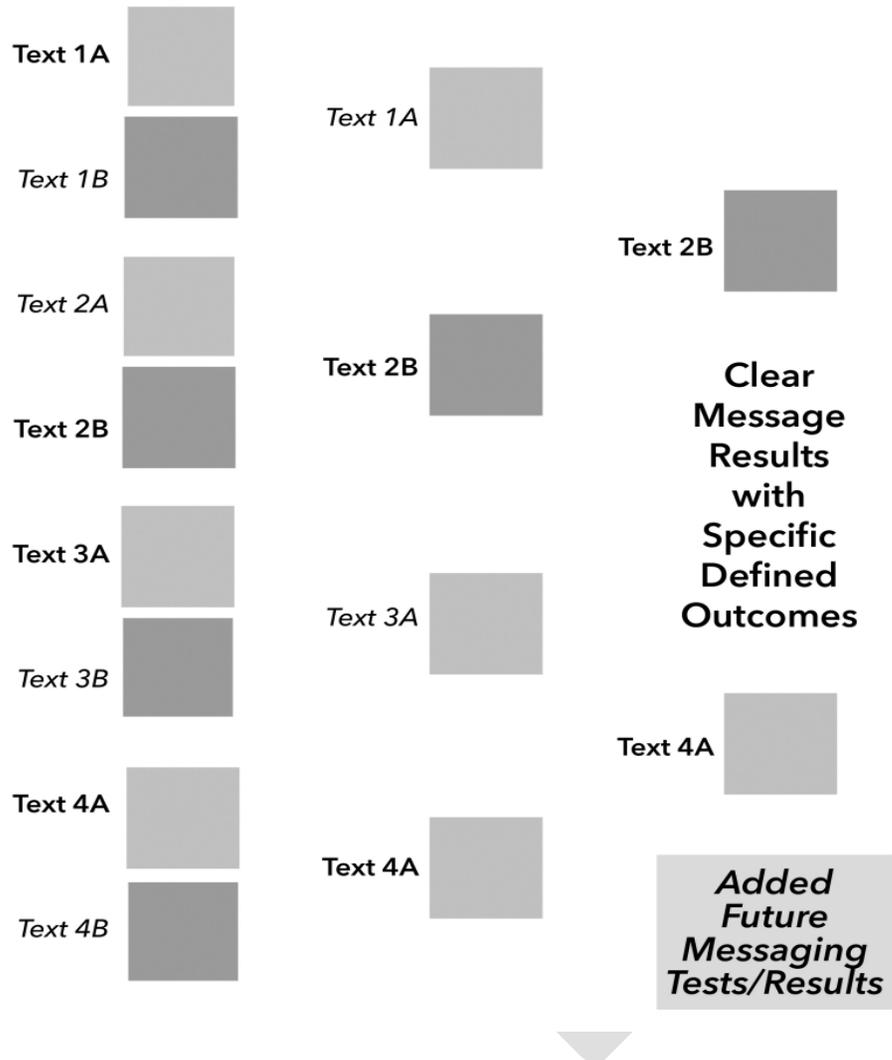
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⁴ Marketing Sub-committee PowerPoint presentation to CCI, approximately May, 2017.

⁵ All * from 1 CPO Marketing Proposal to CCI, May 2018 – “Citizen” strikeouts provided by County staff.

ADDENDUM 2- PROCESS FLOW FOR A/B MESSAGE TESTING

CPO Messaging Tests - Rural and Urban Results



- Distribute texts and obtain feedback -
 - Select preferred text
 - Distribute alternative texts aimed at different geography/demographics - obtain feedback
 - Select preferred text
 - Continue the process for multiple samplings for multiple target audiences
 - Select optimal text(s) with alternatives
- This process sequencing and timeframes*

PROPOSED ALTERNATIVE MESSAGING TESTS FOR A/B TESTING:

- Caring About Our Neighborhood Is Our Purpose
- Caring About Our Neighborhood Is What We Do
- Concerns Within Your Community Is What Participation In CPO Is
- If It Matters To You, It Matters To Your CPO
- You can make a difference for yourself, your family and the future.*
- Caring About Our Community Is Our Cause*
- Where You And Your Community Meet To Participate In Washington County For Issues And Developments
- We Listen
- Your Elected Officials Want To Know What You Think
- Democracy Is Based On Community Participation
- Neighbors Working Together To Improve Our Neighborhood
- Where Neighbors Meet To Improve Neighborhoods
- You live/work in Washington County. How do the decisions made by the county government affect you? Do you know? *
- Live/work in Washington County? Do you know how decisions made by the county government affect you?

A/B original messages

Community Participation Organization (CPO)

“Caring About Our Neighborhood Is What We Do”

or

Concerns Within Your Community, Is What Participation In CPO Is

“Caring About Your Own Neighborhood Is Our Purpose”

or

Concerns About Your Neighborhood, Is the Purpose of Your

Community Participation Organization (CPO)

“What Your Cares Are - Your CPO Cares Are, Too!”

When It's You and Your Neighbors Affected -
Your Community Participation Organization (CPO) Is Affected

or

When It's You and Your Neighbors Affected -
Your Community Participation Organization (CPO) Can Help

When It Matters To You - It Matters To Your
Community Participation Organization (CPO)

or

If It Matters To YOU , It Matters To Your CPO!
"Where neighbors meet to improve their neighborhoods!"

If Your Quality Of Life Is Affected - It Matters To Your
Community Participation Organization (CPO)

"Caring About Your Own Neighborhood Is Our Cause"

or

If It Affects Your Quality Of Life - It Matters To Your
Community Participation Organization (CPO)

Community Participation Organization (CPO) and YOU!

"Where You and Your Community Meet and Participate
in Washington County for Issues and Developments"

or

Community Participation Organization (CPO) and YOU!

"Where You and Your Community Meet to Learn about
Issues and Developments and Voice Your Concerns"