

CPO-CCI Program Marketing with Budget\$ Proposal

[Draft 5152018 a Work-In-Progress]

1

TO: Committee for Community Involvement {CCI}

FROM: CCI Marketing Sub-committee (Stan, Fran, & Jim)

Problem Statement/s:

Primary: The Community Participation Organization [CPO] program has an advisory role to elected officials *county-wide*, particularly the Washington County Board of Commissioners, on land use and quality of life issues.

For example, as County Dept. of Land Use and Transportation (DLUT) states, "traffic congestion relief is a quality of life issue."

Washington County has the second largest population in Oregon (over 584,000), and it is increasing daily by 33-44 newcomers, or over a thousand people/month. Yet most/many adults do not know the COMMUNITY PARTICIPATION ORGANIZATION [CPO] program exists in Washington County. The Aloha-Reedville Study & Livable Community Plan Community Report (March, 2014) cites that over 60% of respondents indicated they were rarely or never involved in their CPOs.

The CPO-CCI is supposed to be a countywide program but there are large areas in central, western and southern county that are underserved.

Secondary: Most of the current active CPO members are older and more experienced than the median adult age. The community needs new blood (any age) to be involved (for oversight).

There is a lack of civic education in public schools.

Most citizen involvement, volunteerism, and participation happen outside the CPO program.

The CPO program needs diversity to reach more people.



Community Participation Organization

www.WashCoCPO.org

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EXAMPLE

Related Work in Field:

This is the first effort at marketing the CPO program and it takes concepts from the 2006 marketing report plan and the Transition Planning Team and moves it forward. Washington County now oversees a Community Participation Program that was administered for over forty years by Oregon State University. The CPO program in this county was unique in the US, as an educational institution; under OSU it had more of an educational training emphasis administering a state law requirement. Printed CPO newsletters have been published for decades.

Some years, there were inserts in property tax bills about CPO program.

CPO mail and email lists contain over 6,000 residents.

The county has created webpages as part of its all-inclusive Websites.

Three of our CPO officers already have used and their CPO has benefitted from its Internet presence on Facebook.

One section of the CPO Transition Team Report (December 2015) includes a survey was completed by more than 550 respondents. An estimated 25 people also participated in the community event. About a dozen others submitted written feedback throughout the year-long process. (-the majority is on-line-) and the Marketing Report from March 2006 where both had used surveys to aid in utilizing community input and their results to address *conclusions*.

The Aloha-Reedville Study & Livable Community Plan Community Report (March, 2014) cites that television and newspapers are the most commonly used sources of local information and activities (38% and 37%, respectively), followed by word of mouth/signs (32%) and the Internet (31%).

Over 60% of respondents indicated they were rarely or never involved in their CPOs. Another quarter said they were not often involved in their CPO. Only one in six said they were frequently or very often involved with their CPOs. **In contrast, almost two-thirds of respondents said they were very or somewhat involved in community issues that affect their neighborhoods.**

Goals:

Develop an increased awareness of CPO program

Increase community involvement at all levels of government (city, county, special services districts, regional, state, federal offices)

Empower community involvement by providing relevant information using many forms of appropriate technology

Encourage community involvement with non-partisan messages

Objectives:

Design, print, and distribute posters to eighteen libraries via The WC Cooperative Library Services, post offices, and other community bulletin boards

Design, and print business cards and posters and distribute widely

Increase citizen involvement information sharing on TVCTV cable access channels and the Internet for non-cable subscribers

Prepare and broadcast messaging on social media, especially Facebook, Nextdoor, and Twitter to encourage citizen involvement

Plan and organize Candidates Forums for elected public offices

Continue community CPO agenda setting and distribute both in print and electronic newsletters

Target Audience(s): Express yourself

General Community at large 580,000

Teenagers and older ~400,000

Tenants, Homeowners, & land owners & Homeowners Associations

Business Community, Business owners

Diverse population [e.g., Aloha-Reedville \$ Study]

For diversity the county should translate brochures into other languages.

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, (plus), vote letters to the editor, letters to Elected Officials.

All CPOs, all the time

Community members in both inactive CPOs and active CPOs

Urban/Suburban CPOs

Rural CPOs

Design of Marketing Projects:

We intend to improve use of both low-technology 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.

I. Improvements to existing Tools:

1. We will also increase and maximize our messaging via public service announcements and media.

INFO Content to Empower and Encourage Citizen and community involvement:

These are your public agencies. Share/provide/publicize relevant information via telephone directory improvements:

- 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 (*see attached WC Board of Commissioners letter*)
- 2) Email addresses of elected officials
- 3) Schedule of regular and special public hearings
- 4) Schedule and timeline of Government procedures, budget committee meetings, public hearings,

2. Community Engagement Program office sends newsletters with time and dates of CPO meetings to Metropolitan Area Communication Commission (MACC and TVCTV) Public, Educational and Government Access Channels.

Tualatin Valley Community Television (TVCTV):

Announcement of Community Participation *Organization* Meetings on Cable Channels: cable television channels Community Bulletin Boards

Public Access Channels [**Comcast**] 11 (CAN), 21 (Westside), 23, 27 (PCC) (Educational), 28 & 30 (Government Access).

Public Access Channels (**Frontier**): Ch. 11 (CAN), 21, 22, 23, 27, 28, & 30.

There should be an official request from sub-committee. (**Century Link**).

As a non-cable alternative, rural areas and countywide will be reached by the CPO Bulletin Board online.

3. Online presence for rural areas
4. Elections/Candidates Forums (primaries and general elections)
5. CPO newsletters
6. Newspapers
7. Inserts into property tax bills/water bills

II. Marketing Products (to develop design and create)

Personalized Tablecloths/Table Placards

Business cards & Postcards

Sandwich board Signs with neon reflective letters for readability at night. We already know sandwich board signs reach local community members. Chain and locks for sandwich boards (place on public right-of-way).

Posters/Flyers (including design)

Banners

Nametags

Publicize database or// publish print and electronically

III. High Technology Tools

Emails: Thousands of emails sent with CPO newsletters already on weekly, monthly, bi-monthly or quarterly basis.

Social Media: Wiki-pedia lists over 205 social networking websites. We are going to focus on only a few to start.

Facebook page/s: County-wide and individual CPOs presence on Facebook. 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 – telecommunications for people unable to be at meetings

U-tube page: meetings, “PI 101”, “Public Involvement 101”

Oregonlive.com – responses/comments to articles and Letters to Editor

Timeline/s:

Early 2018	Design and post test messages on CPO Facebook page/s
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	*Design and post test messaging on county-wide CPO Facebook for purpose of evaluation and feedback; *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. *Design Sandwich boards (approve text) [Funding now available via "special projects" application/s.]
June, 2018	* Design Posters (approve text), print and distribute posters
June, 2018	* Design and post test messages on county-wide CPO Facebook page

New \$\$\$ fiscal year 2018-2019 Timeline/s

July, 2018	Audio/Visual testing proposal to CCI County translate CPO brochures into other languages.
August, 2018	
September, 2018	November election Candidates Forums PR
October, 2018	Candidates Forums
November, 2018	
December, 2018	12/31/18 deadline for Haynes Achievement awards nominations
January, 2019	
February, 2019	
March, 2019	
April, 2019	
May, 2019	
June, 2019	

New \$\$\$ fiscal year 2019-2020 Timeline

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	

Activities: Needs details, designs, responsibilities

For marketing committee

Countywide Facebook page

For Community Engagement office

Send schedule and agendas to Tualatin Valley Community Television [TVCTV]

For diversity the county should translate brochures into other languages.

For contract \$\$ help/consultant// = vendors: sandwich board, posters, business cards, etc.

For volunteers

Social media posters and responders, links

Evaluation:

Is it adequately fulfilling Goal One of Oregon Land Use laws?

Land Conservation and Development Commission (protect what we have)

Facebook: "A message" & "B message" testing?

Collect Citizen Involvement Measurables:

Attendance sheets 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

of people making telephone calls to Elected Officials

of people sending letters and emails 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.

Surveys

Metrics/analytics

Accountability, Audit

Trial balloons on Facebook

Responses – comments on Facebook pages or Nextdoor replies

Total responses from inactive CPOs

Countywide and within specific communities

Social media marketing platforms/transparency/

Direct Emails

Web pages, domain name/s selection,

Wikipedia lists over 205 social networking websites

Facebook & Facebook Live & audio-only live streams

Nextdoor

Twitter & Twitter Moments: public micro blogging network, 140 characters

Pinterest

Google+

Instagram Stories, photo and video sharing

CPO LINKS	TEXT examples:
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*Below are links that will help refresh your citizen participation/public involvement.
Below are links to help connect you with opportunities for involvement with public agencies and non-profit community organizations, and other volunteerism.*

LINKS to:

Introductory Video about CPOs

How to find your CPO or other addresses

Training Materials: and asking questions

“How To” Video: [http-link U-tube](#)

Your CPO Leaders Contact Information

How government processes work, civics

CPO Facebook Group (discussion County-wide)

<https://www.facebook.com/groups/>

Leader/Individual CPOs

(<http://www.washcobblue/redpages.org/bluepages/greenpages>)

Your login is: First Name, Last Name and [common] Password: e.g.: active1

All RELEVANT Elected Officials emails and addresses.

If you have questions please be sure to email us at: staff@washcocpos.org or you can call 503-BIG-VOTE.

Community Engagement Program of Washington County

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United States

BUDGET:

Priority	Description	Quantity	Unit Price	Cost	Notes	Recommended Funding Source	Misc FUND
Social Media Marketing Tools							
①	Facebook Ad Program - All Phases /1st Year	504	\$ 3	\$ 1,512	@ \$3/day	Marketing Fund	1512
Physical Marketing Products							
Standardized County-wide Versions							
②	Posters (18x24) on public bulletin boards	100	\$ 1	\$ 100		Marketing Fund	100
②	Postcard (5x8 handouts) - dispensed in public areas	3000	\$ 0.17	\$ 510		Marketing Fund	510
②	Tri-fold CPO Flyers (Bi-lingual)					Community Engagement	
More High-Tech Tools							
②	Marketing Video(s) YouTube/ (e-Reels)	1	\$ 3,500	\$ 3,500		Marketing Fund	3500
②	A/V Equipment for CCI/CPO's	2		\$ 395	2 trial setup's	Marketing Fund	395
③	A/V Advanced Bundle for Real-Time	1	\$ 1,245	\$ 1,245	1 trial setup	Marketing Fund	1245
Broadcast for CCI/CPO's							
①	Sandwich Board Packages	15	\$ 125	\$ 1,875	Estimates	Special CPO Fund	
②	Business cards	5000	\$ 0.02	\$ 100	Estimates	Special CPO Fund	
②	Vinyl Banners	15	\$ 60	\$ 900	Estimates	Special CPO Fund	
②	Retractable Banners	5	\$ 140	\$ 700	Estimates	Special CPO Fund	
③	Customized Table Coverings	12	\$ 72	\$ 864		Special CPO Fund	
Other Tools/Techniques Considered							
③	Marketing Consulting firm	1	\$ 2,500	\$ 2,500		N/A	
Subtotal Marketing Fund							\$ 7,261
Subtotal CPO Special Fund							\$ 4,439
Subtotal CEP Funding							
Total							\$ 11,701

CPO Messaging Tests - Rural and Urban Results

