

Public Meeting

Publicity Plan



ANSWER THE FOLLOW QUESTIONS

- What is the overall goal of the program requiring a public meeting?
- What is the purpose of the public meeting?
- Who are the target audiences?
- What messages need to be conveyed at the meeting or what questions need public input?

(List a minimum of three and no more than five)

- What action do you want the target audiences to take as a result of the public meeting?
- Are there any costs associated with the public meeting? What budget will be used?
- What staff support will you need to execute the publicity plan (who specifically), what staff support will you need to be at the public meetings?
- How will you measure the success of the public meeting?

Example: 30 people will attend the public meeting; 1,000 people will visit the website; we will receive 50 public comments

- What local governments are involved and / or affected? What partnerships are available?

- What other social media platforms or websites can be used to promote the meeting?
- Grassroots efforts
 - Who do you need to talk to & who do you need to visit? identify community champions.
 - What community events do you need to attend?
 - Do we need to host a special event?
- What is the timeline to accomplish success?
- What is on your communications wish list? In other words, what do you wish you could do in communications and outreach if you had unlimited resources?
- What is the available budget for the program's communications efforts?

PUBLICITY STRATEGIES

Notification	Run Date	Status	Staff/Comments
Letter from Director to elected officials, stakeholders, and other interested parties			
Postcard mailing to business list and residents			
H-GAC website project page posting			
H-GAC main website calendar			
H-GAC newsletters			
E-blasts			
Social Media (Tag appropriate partners)			
• Facebook organic post			
• Facebook paid adv.			

• Facebook Notes			
• Facebook Event Invites			
• Twitter organic posting			
• Twitter paid adv.			
• Video posts on Social media			
Distribute meeting flyers and info to Stakeholders			
• Chamber of Commerce			
• Libraries			
• Schools			
• Local Churches			
• Management Districts			
• Community Centers			
• Local Municipalities			
• Non-profits			
• Super Neighborhoods			
• HOA's			
• Other stakeholders/ partners specific to project interest			
Media Strategies			
• Letter to editor			
• Blog			
• Op-ed			
• Featured Articles			
• Bylined articles for trade and business publications			
• Press Conference			
• Television Interviews			
• Radio Interview			
Legal Notice – English			
Legal Notice – Spanish			
News releases to local newspapers and magazines			
PSA to local radio stations			
Meetings and briefings			
Commissioners Court/ City Council			
Announcement Committee / Council meetings			
Announcement at partner meetings			

Internal Communications			
• Intranet			
• Flyers posted in common areas			
• E-blast to staff employees			
• H-GAC committees (Transportation and Non-transportation)			
• Presentation at quarterly Staff meeting			
• Presentation at quarterly dept. meeting			
Other			
Eventbrite			
Community Calendars			
Posters in Transit buses			
DMS Signs – TxDOT/HCTRA			
Utility Bills			
Focus Groups			
Polls			
Billboard			
Content / Graphics			
• Flyer			
• Fact sheet			
• Online Surveys			
• Brochure / Place Card			
• Folder			
• Letter for kit			