2021 Bond Election

Education and Awareness Strategy Content Calendar

Publish Date	Strategy	Imagery	Tracked Metrics
February 9	New bond page goes live on Plano.gov by noon with minimal information from the bond referendum packet provided to Council for the 2/8 meeting.	weblink	Unique site visits
February 9	End of day social post announcing Council called bond referendum pointing to new bond webpage.	weblink	Engagement (likes/shares)
March 1-May 1	Social posts: Posts will highlight each bond proposition as a stand-alone post, plus general bond education information.	Graphics from bond pamphlet	Engagement (likes/shares)
March 1-May 1	Flyers posted in City facilities open to public. General promotional information pointing individuals to bond website	Graphics from bond pamphlet	Distribution
March 9-April 9	City utility bill (UBI). General promotional information pointing individuals to bond website. (Dates represent one month billing cycle.)	Graphics from bond pamphlet	Distribution
March 1-April 17	City Initiated presentations, including but not limited to: * Coffee with the City (Plano Chamber) * Facebook groups (ie: Plano Moms) * Neighborhood Leadership Meeting	PowerPoint developed by Budget Department	Number of meetings and attendance
March 1-April 17	Community group presentations, including but not limited to: * Rotary Clubs * HOAs * Citizen groups * League of Women Voters * Senior resident organizations Community groups have the ability to request presentation through link on bond website or email to Budget Director.	PowerPoint developed by Budget Department	Number of meetings and attendance
April 1	Inside Plano Podcast: Interview with Budget Director regarding bond election	Video and audio	Engagement (likes/shares/downloads)
March 31	Printed stand-alone bond pamphlet, distributed in conjunction with Community Impact News Plano March issue (arrives in mailboxes March 31-April 5)	printed	Distribution (111,232 residential mailboxes)
April 1	Bond video premieres	video	Views and Engagement (likes/shares)
April 7	Bond presentation at Neighborhood Services' BEST Break meeting	PowerPoint developed by Budget Department	Views, attendance and questions asked
April 22	Town Hall: Budget	PowerPoint developed by Budget Department and open Q&A	Attendance and questions asked