Charter Review
Communications Plan

Presented by
Michelle Gutt
Communications & Public Engagement

September 17, 2015
• Educate the public on the proposed changes to the Charter

• Solicit input on the changes and provide this information to staff and City Council

• Educate the public on next steps and timelines moving forward
## Public Meetings

<table>
<thead>
<tr>
<th>Paired Council Districts</th>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>2, 9</td>
<td>Monday</td>
<td>Oct. 26</td>
<td>7 p.m.</td>
<td>University Christian Church</td>
<td>2720 University Drive</td>
</tr>
<tr>
<td>3, 6</td>
<td>Thursday</td>
<td>Oct. 29</td>
<td>7 p.m.</td>
<td>Southwest Regional Library</td>
<td>4001 Library Lane</td>
</tr>
<tr>
<td>4, 7</td>
<td>Monday</td>
<td>Nov. 2</td>
<td>7 p.m.</td>
<td>Heritage Church of Christ</td>
<td>4201 Heritage Trace Parkway</td>
</tr>
<tr>
<td>5, 8</td>
<td>Thursday</td>
<td>Nov. 12</td>
<td>7 p.m.</td>
<td>Hazel Harvey Peace</td>
<td>818 Missouri Ave.</td>
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</tbody>
</table>
Strategies

Community Outreach
• Speakers’ Bureau
• Meeting-In-a-Box

Traditional Media
• City News
• City Times
• Weekly Bulletin from Community Engagement Office
• Newspaper advertisements/inserts
Strategies

Video
• Informational video

Web/Social Media
• YourFort Worth.org
• Fortworthtexas.gov
• Facebook and Twitter
• Website (project page)
• Mayor’s Message
Media Relations

- Talk shows
- Media Advisories
- Editorial Board
Questions?