Quality Community Initiative (QCI)
Project and Revenue Analysis

Public Outreach & Education
City Council
March 18, 2013

"Quality Community for a Lifetime"

Summary of Project

- Educate community about city needs and funding limitations.

- Understanding appetite among all audiences for policy alternatives.

- Public education campaign about specific solutions and alternatives.

Schedule

- Ongoing: public awareness about city needs, funding constraints and goals/objectives.

- April – June: focus group/survey data on narrowed policy options.

- June – Sept.: public education/feedback on recommended alternatives

Pros and Cons

PRO

- Keeps community needs and QCI work front and center.

- Options discussion = transparency and dialogue.

- Data-driven decisions

CON

- Boring background noise.

- Lack of specifics/ direction = negative reaction

- Sensitivity to ballot issues/election rules

"Quality Community for a Lifetime"

Methodology

Building a Better Community/Commerce City

- Population continues to grow and diversify
- Meet needs and maintain what have
- Takes the entire city (residents, businesses and visitors) to achieve vision

Methodology

Building a Better Community/Commerce City

- Investing in our future

- Connecting community through improved roadways, parks and recreation experiences

- Not satisfied with the status quo

Methodology

Building a Better Community/Commerce City

- Shared financial responsibility to advance projects

- Efficient government practices

- Without action, what happens?

Methodology

- Use existing communication tools to share message and provide examples
  - Newsletter
  - HOAs
  - Social media
  - Earned media

- As specific policy items advance, refine messaging/seek input

Consultants

- Concept-testing/surveying
- Public Education

Summary / Next Steps

- March 25: Study session to discuss and obtain direction on overall message/conversation

- April: Select consultant for surveying/public education activities

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Additional Information

- What additional information does City Council need before the study session?