Putting together a Public Information Blitz

AND WHAT TO DO WHEN SOMEONE TRIES TO PUSH IT OFF TRACK

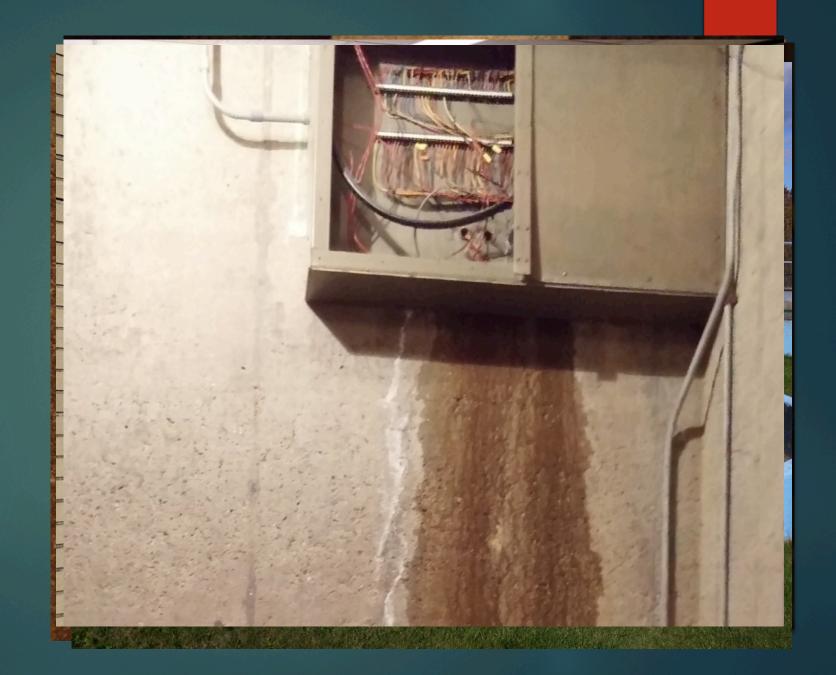
Introduction

- Designed to handle 4.7 MGD
- Permitted flow of 3.9 MGD
- Average daily flow of 2.5 MGD
- Serves 15,500 people year round
- Summer population can be over 200,000
- ▶ Last major upgrade in 1974



What our warrant article is about:

- Rectifying safety concerns
- Replacing aging infrastructure
- Meet increased loading requirements



Textbook Public Information Campaign

- Define your objective
 - ► To secure \$13.8 M for necessary upgrades
- 2. Define your goals
 - ▶ Inform Hampton voters why the upgrades are necessary
- 3. Define your target audience
 - ▶ The influencers of the voters
 - ▶ The voters of the town of Hampton
 - ▶ The non-voters of the town

- 4. Develop a schedule
 - ▶ Determined by the warrant article process

▶ Deliberative Session Febuary 3rd

► Voting Day March 13th

- 5. Develop a plan of attack
 - ▶ The Town and Wright Pierce put together a "plan of action"
 - ▶ Develop Mailers
 - ▶ Open House/Tours
 - ▶ Produce Videos
 - ▶ Public Q/A sessions
 - ▶ Having a presence at the deliberative session

Some of my initial takeaway's



The monkey wrench

Concerned Taxpayers Association



Diversions



Separate Agendas



Showmen



Who is your "Jerry"?