
Communication Strategies for Visioning Communities

Engaging local leaders, residents, and
potential partners

What We Are Going to Cover

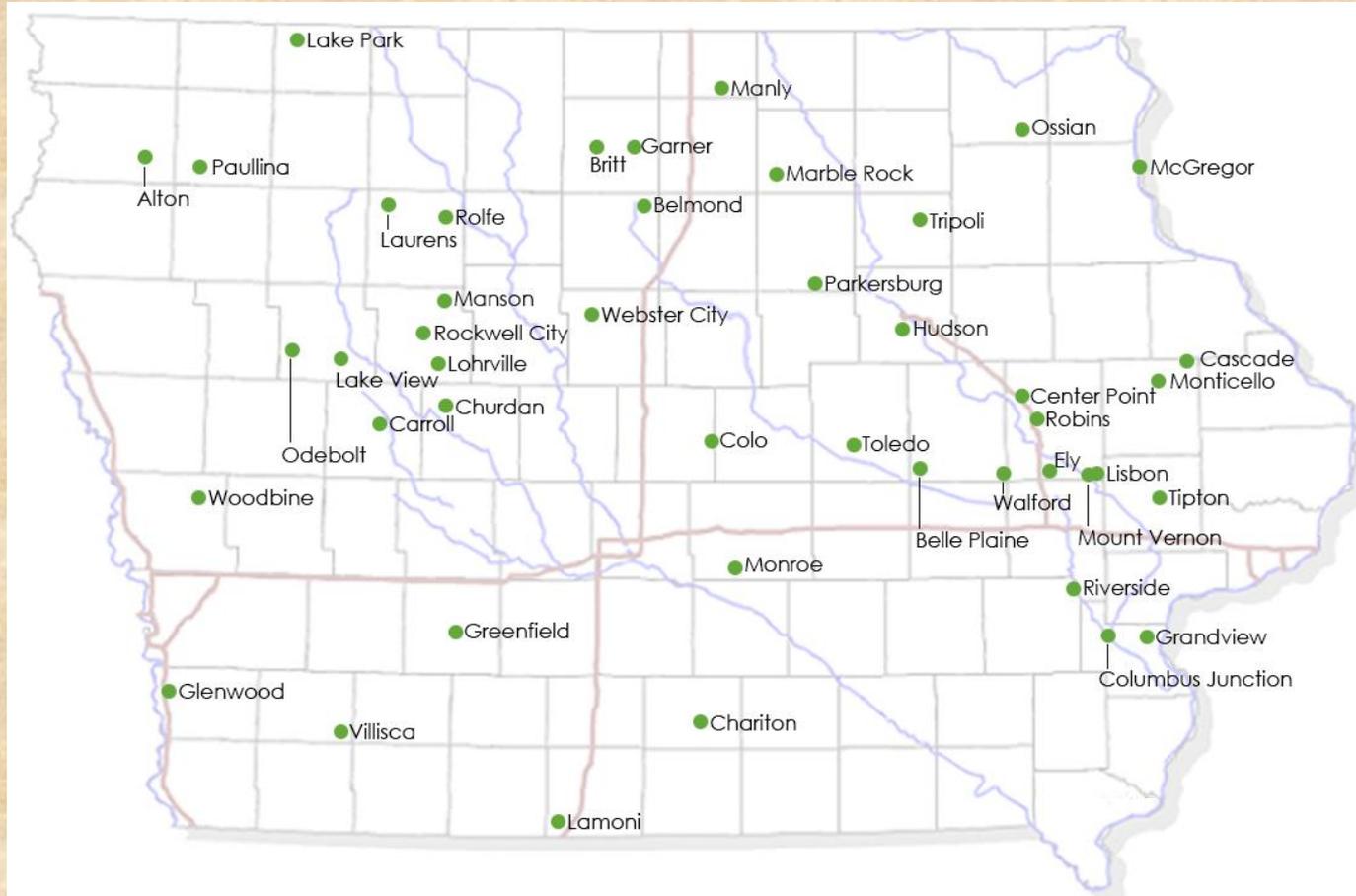


- Why “going public” is so important to successful project implementation
- How to effectively get the word out

Why Getting the Word Out Matters

- Follow-up interviews have shown that committees that made the effort to publicize their activities tend to be more successful at getting project in the ground than those that didn't.
- Of 46 communities, 45 (98%) have completed at least one project.

Study Towns with Completed Projects



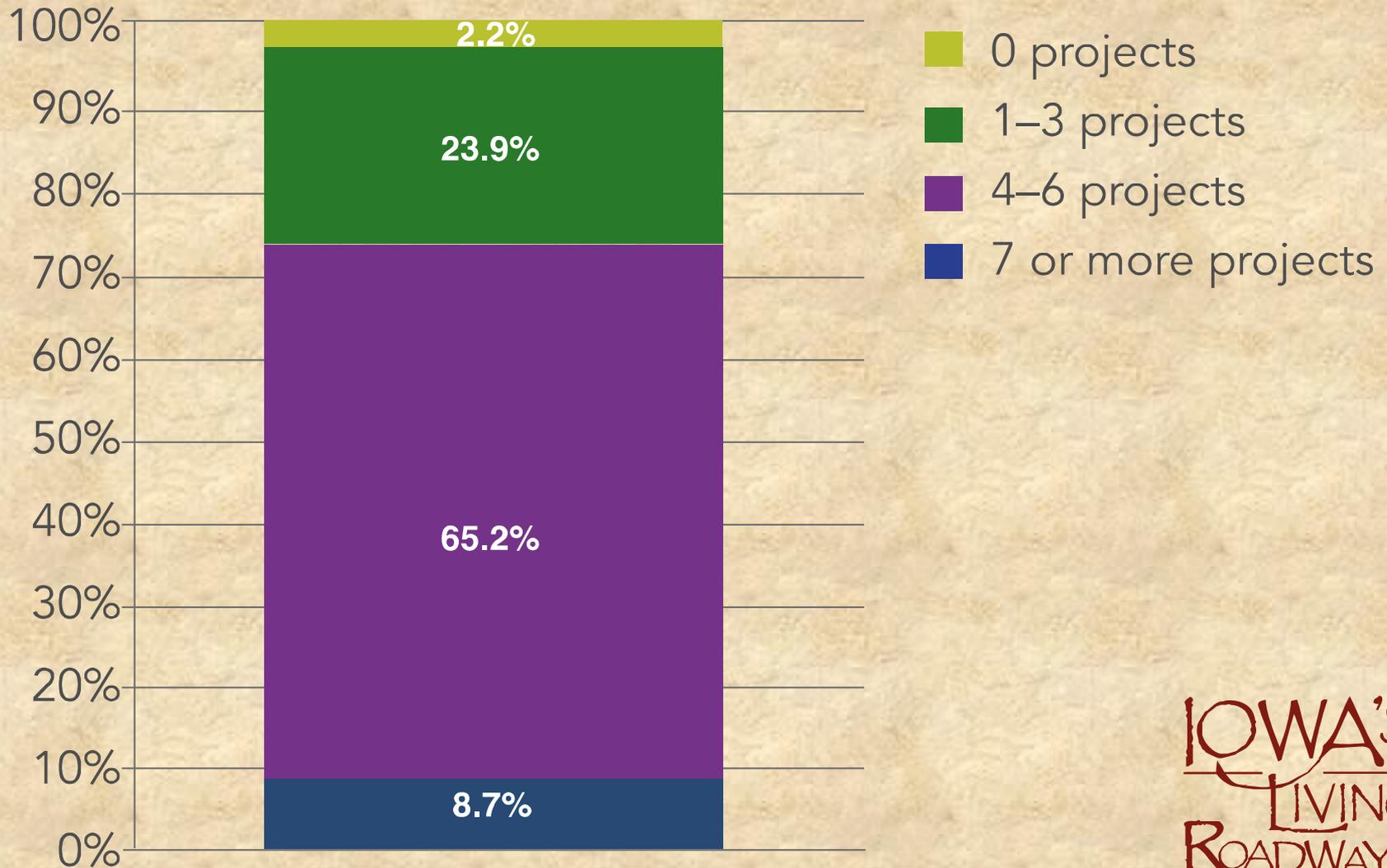
How Successful Towns Went Public

	Frequency	
	No.	%
Press releases	31	67.4%
Public events	18	39.1%
Word of mouth	11	23.9%
Fliers	10	21.7%
Meetings and keeping minutes	10	21.7%
Engaged other community groups	7	15.2%
Website postings and social media	4	8.7%
Presentation to city council	3	6.5%
Public access/TV sports	3	6.5%
E-mail	2	4.3%
Radio spots	2	4.3%
Notice with utility bill	1	2.2%

How Successful Towns Went Public

Projects completed	No.	Type of Action					Average no. of actions
		Traditional communication	Digital communication	Public notice/event	Personal contact	Other action	
1 to 3	30	80.0%	16.7%	73.3%	43.3%	23.3%	2.3
4 to 6	11	81.2%	18.2%	63.6%	27.3%	45.5%	2.9
7 or more	4	25.0%	50.0%	50.0%	50.0%	50.0%	2.5
Total	46	80.4%	21.7%	69.6%	39.1%	32.6%	2.5

What These Towns Have Accomplished



Who Needs to Know?

- Local leaders who have a say in what projects are implemented and/or maintained (e.g., city council, city administrator, parks director).
- Local organizations such as Lions Club, Rotary Club, chamber, historical society, etc., who may be more likely to offer time, talent, or resources if kept in the loop.
- County or regional organizations that may be able to provide support.
- Anyone who can help you avoid bumps in the road.

Who Needs to Know?

- Engage with other local committees that may benefit from learning about community visioning or that may have similar goals.
- Share committee members among local committees (e.g., Main Street, trails committee, etc.).

“Marvelous Manning”

²⁴³⁻¹²⁸
**(Manning selected
for 2012 Community
Visioning Program**

**Highway 141
Beautification
Project**



Manning Residents Invited To Share Ideas At Design Workshop

**Revitalization of Manning Main
Street set to begin next spring**

**\$500,000 grant
to help fund work**

¹²⁸⁻²⁴³
**Manning
City develops visioning proposal**

Designing Manning 243

**IOWA'S
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“Fabulous Fonda”

ne-third going to the county, a state, builds upon the uniform negotiated contracts
41-128-243
Fonda selected for Iowa's Living Roadways program

128-243
Fonda to host focus groups to identify community needs

128-68-243
Fonda awarded \$2,000 Trees Forever grant for park improvement

Fonda gets 'Straight' to action during tree planting activity

128-201-243
Fonda City Council hears Farm-to-Market update

11-05-201-243
Help architects get a better 'picture' of Fonda's needs

41-128-243-08
Fonda Hometown Pride to showcase progress at Straight Park fundraiser

City of Fonda to unveil visioning plan at National Night Out Aug. 6

Pillars of the community 128-243

Fonda receives \$50,000 REAP grant for Straight Park

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Get Your Activities into the Public Record



Newell Buena
Vista County
Journal
Newell, IA
Circ. 576
From Page:
1
7/24/2013
45066



Fonda City Council hears Farm-to-Market update

By Jamie Whitney
Pocahontas County Engineer
Jack Moellering was on hand to provide the Fonda City Council recommendations for its upcoming Farm-to-Market road rehabilitation at its July 8 meeting.

The engineer informed the council that the project could alleviate some drainage issues the city has experienced on the south end of town.

"We were working on storm water drainage issues we have in that area," remarked City Clerk Phyllis Menke regarding the area around South Main and First streets. "(Moellering) had a couple of suggestions. His recommendation was expected."

Menke explained that Moellering recommended increasing the height of First Street to facilitate better drainage.

"It was not only the most cost-effective (option), it was the most effective (for drainage)," offered Menke.

The council also unanimously approved reducing curb-side pickup of recycling from every week to two-weeks-a-month on the first and third Thursdays.

"Instead of doing it weekly, we're going to do it twice-a-month," stated Menke. "(Recycling) will always be available for them to do drop-off. It's right there by First Street, by the city maintenance building."

The council was also informed that the proposed

demolition project of the Our Lady of Good Counsel school building has stalled as no agreement could be reached in regards to OJCC covering the cost of any repairs for streets damaged during demolition.

At its June 5 meeting, the council was informed by Friesth Construction, who was contracted to demolish the structure, that approximately 450 truck loads of debris - each weighing 80,000 pounds - would have to be taken out via city streets.

In other news, the council heard an update on Hometown Pride and Community Visioning projects. Menke explained that architect Dylan Jones presented a 50-percent completed design concept for the Living Roadways program last Wednesday.

"After (the July 17 Community Visioning Meeting), they'll be finalizing plans, and putting the package together for our final presentation August 6," explained Menke.

The city clerk informed that the public is invited to come to the event and see the plans to beautify Fonda. The event is tentatively scheduled from 5:30 p.m. to 7:30 p.m. at Central Park.

"We'll have the fire department, ambulance, and police members down there and we'll mount (design plans) on the fire trucks to display."

The Fonda City Council meets next on August 7, at 5:00 p.m., at City Hall.

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Methods for Reaching Your Audience

- Local media (newspapers, yourweeklypaper.com, radio or TV stations)
- Websites
- Established presence at public spaces
- Newsletter (weekly, monthly, bimonthly?)
- Mailers in utility bills
- Fliers
- Social media (Facebook, Twitter, Blogs)

Websites

The City of Fonda, founded in 1870, is situated in Cedar Township in the southwest corner of Pocahontas County in northwest Iowa. Fonda is a diverse community of 631 people. The exceptional quality of life, first-rate school district, and abundant area recreational amenities, are among the many reasons our residents continue to call the city home. Fonda is a community with a vision, committed to growth and enhancement for all who live or visit the area. This site was designed for the benefit of residents and visitors alike. If you are unable to find the information you are seeking, please contact us.

Listing of Current City/Area Events

Find us on Facebook

City of Fonda, Iowa
1,272 Likes

City of Fonda, Iowa
16 hrs
N-F Basketball Game - Friday, January 30th, 2015 is a Pink Out - Wear Pink For Cancer Awareness

City of Fonda, Iowa
16 hrs
New event: Wind Advisory from 1/29/2015 12:00 AM to 9:00 AM CST for Sac County, Calhoun County, Pocahontas County. <http://1.usa.gov/1CNjoo1>
New event: Wind Advisory from 1/29/2015 9:00 PM to 1/29/2015 9:00 AM CST for Buena Vista County. <http://1.usa.gov/1zcvW5E>

Contact Us:
City of Fonda
104 West Second Street
PO Box 367
Fonda, IA 50540
712-288-4486 (Office)
712-288-6633 (Fax)
clerk@fondaiowa.com

Hours of Operation:
Monday - Friday 7:30 AM - 4:30 AM
Excluding Federal Holidays
There is a drop box available for utility payments after hours.
If you have a concern or problem with a city service after hours you may call/text the Fonda Police Department at 712-522-9131 (non-emergency line)
For emergencies please contact Pocahontas County Communications through 911 or 712-335-3308

- Add material to an existing site
- Create a new page and link to existing sites

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Public gathering spaces



- Establish a presence at gathering spaces used by the local population



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Newsletters, Mailers and Fliers

- Publish a newsletter (online, paper, or both)
- A one-page newsletter or flier could be inserted in local utility bills
- Post fliers in public places and ask businesses to post fliers
- E-mail newsletters and fliers (use existing e-mail lists)

Fliers

- Ask local businesses to post information



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Social Media



- Connect with the techno-generation
- Facebook – venue for photos, announcements, or to obtain feedback (e.g., Shellsburg, Sabula)
- Twitter – best venue for real-time dissemination of information
- Write a blog
- Post videos

Community Kiosk

- Physical presence in a public place where anyone can learn about the project
- Kiosk can incorporate all strategies
 - Computer terminal – website, social media
 - Copies of fliers, newsletters, and other information
 - Opportunity to obtain feedback

Do What Works in Your Town



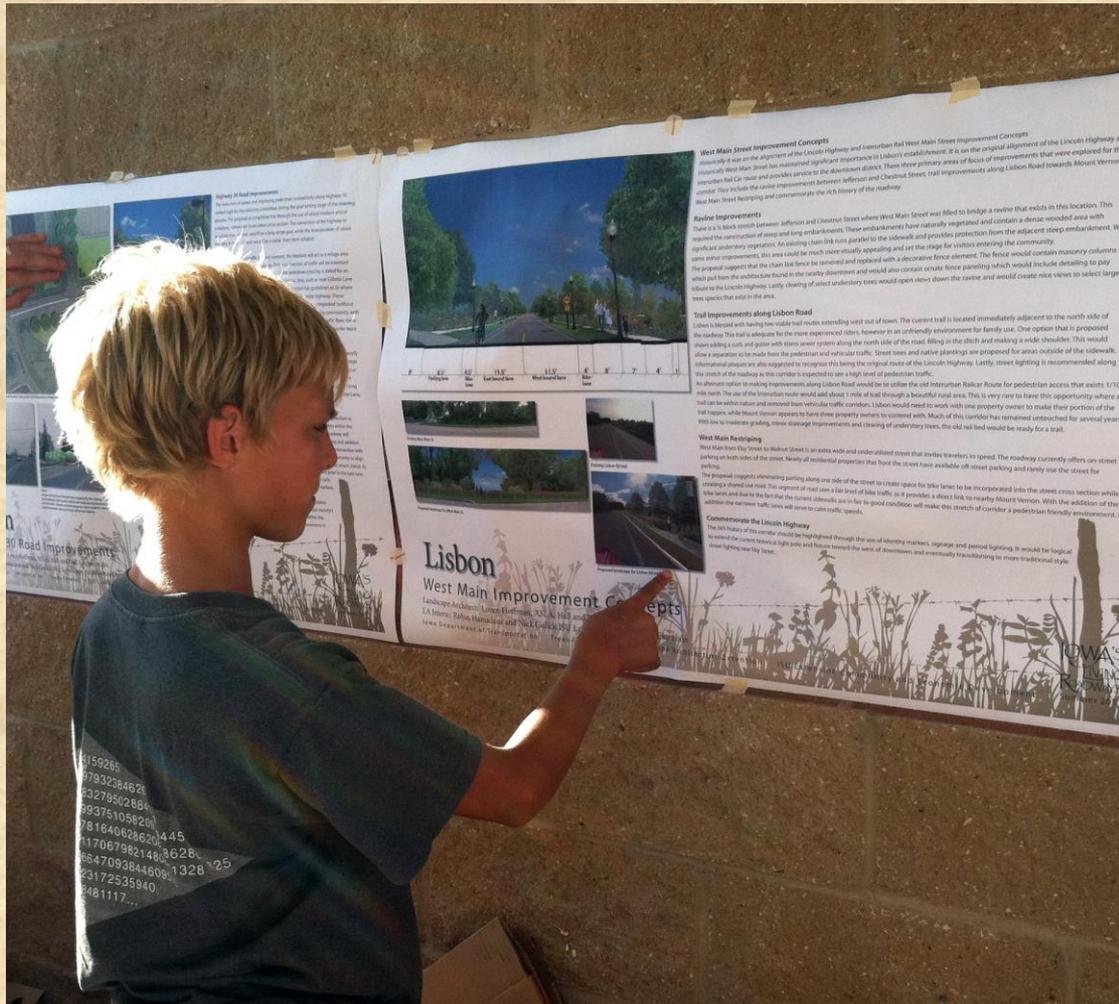
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Schedule activities to coincide with community events



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Provide Lots of Visual Information



Survey Communities

- Reaching the random sample
 - Postcards before survey packets are mailed
 - Follow-up postcards for nonrespondents
- Reaching potential partners or supporters
 - ISU will send letters to CCBs, county boards of health, DOT district transportation planners, etc.
- Reaching the public
 - Press release
 - Fliers
 - Posting on websites or social media

Why Reach Out to the Public?

Attachment TS-B — Transportation Survey Flier

AN INVITATION TO PARTICIPATE ...

...In Designing Your Community

COMMUNITY is participating in the 2015 Community Visioning Program. Iowa State University is gathering information from community members to learn your opinions on how to improve the community's landscape through transportation enhancements. Your input is an important part of this process and your ideas about community design and enhancement are valuable to the COMMUNITY visioning committee.

Watch your mailbox for a survey...

Iowa State University is mailing survey packets to randomly selected residents in COMMUNITY WHEN. If you receive a packet, kindly complete the questionnaire and mail it to ISU in the postage-paid envelope provided.

Other ways to become involved...

- Join the visioning committee
- Participate in program workshops
- Contact <COMMITTEE CHAIR> at <PHONE NUMBER> to learn more



- Communication for public consumption will make respondents aware of the survey
- Additional information will be included about the visioning process and how to get involved

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Divide and Conquer

- Each committee member agrees to be a liaison to at least one group in town.
- As a liaison, keep your group informed of the visioning committee's activities.