

Promoting Pricey Projects: The Basics



Before you start, you should:

- ❑ Demonstrate that your community is well run, in a variety of ways. Little things count.
- ❑ Be in regular communication with your citizens. No news is no news.
- ❑ Have a needs assessment/capital planning process in place, or
- ❑ Have a well defined process that led up to the need for the project.

(But don't take too long)

Writing your story:

- ❑ You're telling a story.
- ❑ You want people to find your story interesting and believable.

Remember:

- ❑ People gain information in different ways.
 - ❑ Decision making is not a completely rational process.
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Writing your story:

- ❑ Have a defined outcome in mind.
 - ❑ Understand the process you need to follow before you start.
 - ❑ Chart the course, note key decision/action points.
(the chart will grow over time)
 - ❑ Don't speculate.
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Authors & others:

Assemble a project team

- Interested citizens, with appropriate skill sets and ability to commit to the project.
- Paid professionals
- Provide support from town staff

Set a regular meeting schedule

Set a regular reporting schedule

Identify a spokesperson for the team

Authors & others:



Getting your story told:

- ❑ Media – newspapers, TV, radio
 - ❑ Community TV Channel
 - ❑ Town Website (great for detailed info)
 - ❑ Literature/handouts
 - ❑ Library – have a “town shelf”
 - ❑ Organizations – senior center to the garden club (don’t exclude anyone who wants to listen)
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Getting your story told:



Getting your story told:

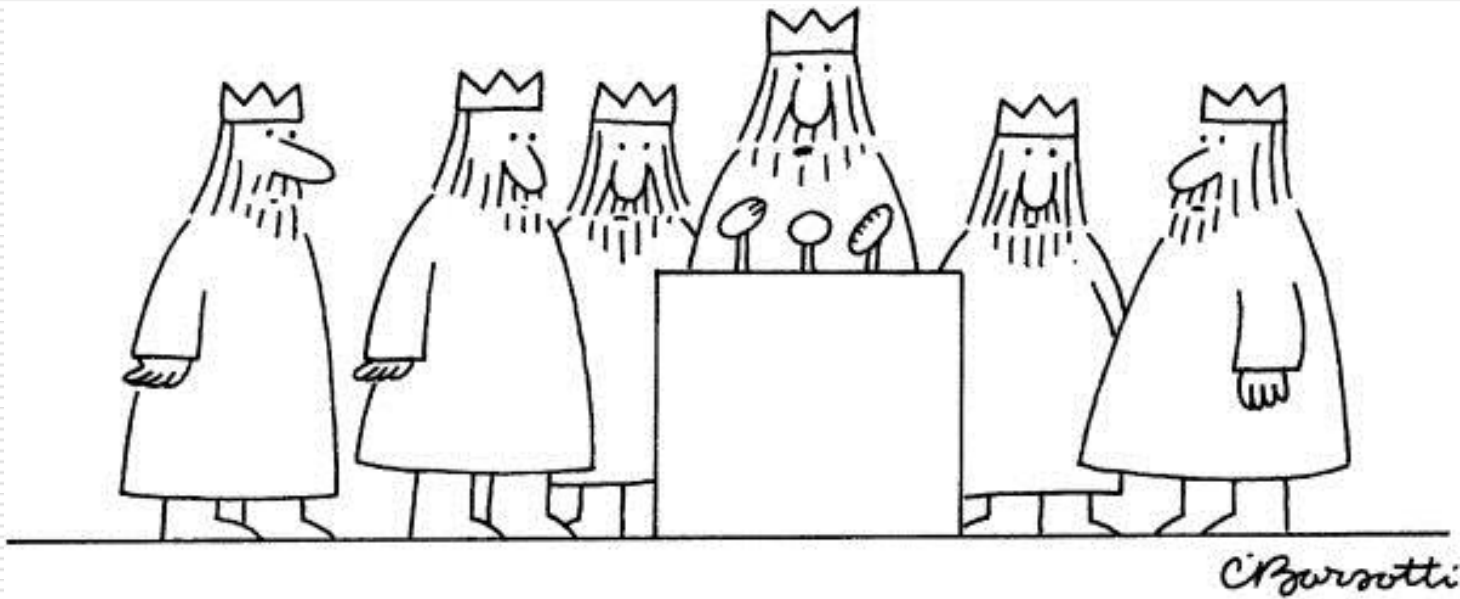
- Writing fact sheets:
 - Make it readable
 - Keep the text brief
 - Bold print, text boxes, and color graphics add emphasis and interest
 - Make them available
 - Get copies to news organizations
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Getting your story told:

- ❑ Interactive – invite participation
 - Events, tours, demonstrations
 - ❑ Add an emotional element
 - ❑ Rumor control
 - ❑ Be consistent – resist the urge to speculate
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Town meeting time:

- Making your presentation



Town Meeting Time:

- ❑ Identify a skilled presenter to start.
 - ❑ Make the initial presentation visual as well as verbal.
 - ❑ Brevity is the soul of wit.
 - ❑ Have key staff/volunteers present.
 - ❑ Plan for questions and who responds.
 - ❑ Accommodate low information voters.
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Town meeting time:

- An open town meeting is a caucus!
 - Know who participates.
 - Get your vote out.
 - Have supporters scattered around.
 - Plan to have people voice support.
 - Know parliamentary procedure.
 - Don't be afraid to call the question.
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Getting a debt exemption:

□ Success according to DOR data:

Override: 1658 wins, 4214 tries -- **39%**

Capital: 887 wins, 1478 tries -- **60%**

Stabilization: 51 wins, 63 tries -- **81%**

Underride: 16 wins, 18 tries -- **89%**

Debt: 3531 wins, 3951 tries – **89%**

Getting a debt exemption:

- ❑ Use the momentum and positive outcome from the town meeting vote.
 - ❑ Have “average house” info along with more detailed information.
 - ❑ Show the decreases over time.
 - ❑ Have a good idea of interest rates and their favorability.
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THE
END