



COMMUNICATIONS PLAN GOAL:

EDUCATE RESIDENTS AND BUSINESS OWNERS ABOUT UPCOMING COOLIDGE LANE RE-STRIPING AND RIGHT SIZING PROJECT

Team Members: City of Berkley, Berkley DDA, Berkley Citizens Engagement Advisory Committee

Elements:

1. **Public Input Sessions**
 - a. July 2018 – two sessions (40 attendees; 31 online survey responses)
 - b. November 2018 – one session (Approximately 55 attendees)
2. **Posted Videos:**
 - a. *Berkley Complete Streets Long-term Strategy* – Mayor Dan Terbrack and Mayor Pro Tem Steve Baker
 - b. *The Coolidge Project and Traffic Diversion* – Pat Cawley (TIA)
 - c. *Coolidge Will be a Safer Street* – Matt Koehn, Director of Public Safety
 - d. *Dr. Nick and the Economic Benefits* – Dr. Nick Novakoski, Nova Chiropractic
 - e. *How to Ride a Bike in Traffic* – repost from Howdini
 - f. *What to Expect After Completion* – Cheryl Gregory, Spalding DeDecker
3. **Websites – DDA and City**
 - a. [DDA Coolidge Page](#)
 - i. 1,944 pageviews between July 2018 and April 18, 2019
 - b. [City of Berkley Coolidge Page](#)
4. **Dedicated email created late February, 2019: CoolidgeRoad@BerkleyMich.net**
 - a. 15 emails received as of 4/18/19
5. **Facebook and Twitter - City and DDA**
 - a. Informational updates, relevant news, and related videos posted consistently over the lifespan of the communications strategy
 - b. City produced informational videos posted as they were created
6. **NextDoor – City**
 - a. Informational updates, relevant news, and related videos posted consistently over the lifespan of the communications strategy
 - b. City produced informational videos posted as they were created
7. **Digital/Print - DDA and City:**
 - a. News release sent to local news outlets re: project and timeline



BERKLEY
where you want to be

BERKLEY DDA
Retro Feel. Metro Appeal.

- i. Thursday, April 11th
 - b. Newsletter updates for Berkley residents
 - i. July 2018
 - ii. August 2018
 - iii. September 2018
 - iv. November 2018
 - v. January 2019
 - c. DDA emailing to 146 DDA business owners re: timeline and process – 56.6% open rate
 - d. DDA emailing to 259 Berkley residents – 45.9% open rate
 - e. City emailing to 4300 subscribers – 20% open rate
- 8. On Street Message Boards**
 - a. Educate drivers with electronic message boards re: upcoming lane reconfiguration 10 days in advance of re-striping
- 9. Neighboring Stakeholders (week of 4/8/19)**
 - a. Huntington Woods
 - i. Facebook and twitter posts
 - ii. Mention in weekly email
 - b. Oak Park
 - i. Facebook and twitter posts
 - c. Beaumont
 - i. Email to employees
 - d. Berkley School District
 - i. Email to parents/students