



## **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
  - b. November 2018 – one session
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](#)
  - b. [City of Berkley Coolidge Page](#)
4. **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
5. **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
6. **Digital/Print - DDA and City:**
  - a. News release sent to local news outlets re: project and timeline
    - i. Thursday, April 11th
  - b. Newsletter updates for Berkley residents
    - i. July 2018



**BERKLEY**  
where you want to be

**BERKLEY DDA**  
Retro Feel. Metro Appeal.

- 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
- 7. On Street Message Boards**
- a. Educate drivers with electronic message boards re: upcoming lane reconfiguration 10 days in advance of re-striping
- 8. Neighboring Stakeholders**
- 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