

STRATEGIC QUESTIONS

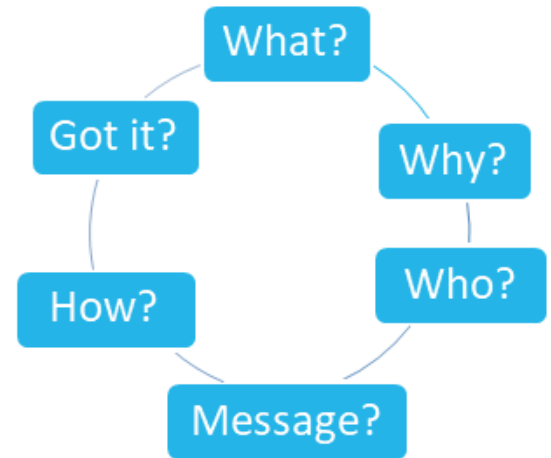
1. What is the strategic goal?

2. Why is it a priority now?

3. How does this benefit the community?

4. What is the call to action for the public and staff?

PLAN FOR SUCCESS

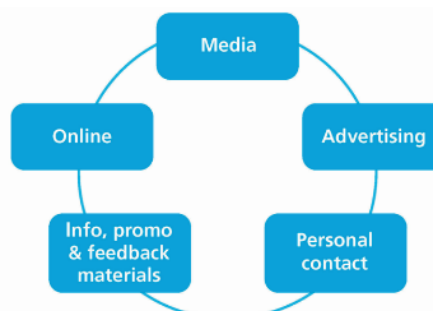


CONSISTENCY COUNTS

- Build trust, manage expectations
- Avoid 'too little, too late' communication
- Use multiple channels (social media, newsletters)
- Maintain clear timelines and reinforce key messages

USE ALL YOUR CHANNELS

How will you communicate?



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Monthly insights, guides, worksheets, and more



TECHNIQUES TO TRY

Bridging: Keep the conversation on track

- While I don't know the answer to that question (or can't speculate), I can certainly get back to you with some additional information.
- That's something we're looking into, but what we are concerned with now is...

FLagging: Emphasize what's most important

- What's important to point out is...
- We're really working to focus on...
- What people need to know is...
- First let me just say...

EAR Statement: Empathize, Acknowledge, Reassure

- I understand that this new levy can feel like a challenge right now, now but this investment ensures we avoid higher costs down the road and maintain reliable services for everyone.

Ask, Don't Argue: Invite residents into the conversation

- What would you suggest as a way to address these infrastructure needs? We want to explore all possible options and hear your thoughts on how we can manage this together.

Pre-emptive Messaging: Address known concerns early

- We know the cost might raise concerns, but without this levy, future emergency repairs would cost much more.

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Holding Statements

- This is a developing story, and we will keep you informed as soon as we learn more.
- The ideas and suggestions we get from our community will be used to help us develop a more effective program that responds to community needs.