Community Outreach Plan

TOWN OF ERIE
1874

Home Rule

January 28, 2020

Town of Erie Community Outreach Plan for Home Rule

1. Introduction

The 2020 work plan has identified this topic as one of moderate priority and interest. Due to the level of community involvement of this topic, a community outreach plan is being activated. This plan is intended to establish clear timelines, provide awareness regarding community participation, educate the community about what it means for the Town to transition from statutory to a home municipality.

2. Plan Overviews

The Town will need to engage the community from an "Involvement" approach. This approach ensures that we are continually providing information to the community and being responsive to inquiries. Tools for such involvements may include:

- Website pages (engage Erie) dedicated to the topic
- Emailed notifications.
- Outreach via social meetings.
- Informational meetings/open house.
- We will also take advantage of support from neighboring communities and professional experts to provide education and background.

3. Goals and Objectives

The goal of this task is to be prepared for holding elections for home rule should the residents vote in favor of the Town to move in this direction.

- Q1 – Present timeline and community engagement plan to BOT.
- Q2 – Implement community engagement plan.
- Q3 – Complete all approvals for Nov 2020 election.
- Q4 – Hold election.

It is anticipated this goal will begin in 2020 and complete in 2021, per 2020 election outcome.

4. Roles and Responsibilities

Provided in this section is a list of internal individuals having a role in the development and implementation of the plan.

Name	Position	Organization	Responsibilities	Contact Information
Farrell Buller	Team lead	Town Administration	Drafts plan, seeks concurrence, updates plan, tracks implementation	fbuller@erieco.gov 303-926-2892

Amber Luttrell	Social media outreach	Communications and Marketing	Oversees outreach efforts and ongoing communication	aluttrell@erieco.gov 303-926-2763
Siobhan Locke	Marketing lead	Langdon Group	Ensure marketing plan	www.langdongroupinc.com 801-783-3073
Hilary Graham	Legal council	Town of Erie	Ensures timeline/legal expectations met	www.hpwclaw.com 303-825-6444
Town Clerk office	Town Clerk	Clerk office	Oversee elections	townclerk@erieco.gov 303-926-2730

5. Stakeholders

We will employ the Strategic Framework for Public Engagement as a tool for use with stakeholders and our outreach team, which includes the following key Elements:

- What is the Topic of Engagement?
  - Home Rule
- What are we trying to achieve?
  - Educating the community about "What is Home Rule" so they can determine if they would like the Town to proceed in that direction.
- How will our decisions affect the community?
  - They may be affected by selection of Charter Commission and Home Rule Charter.
- What level of Engagement are we promising?
  - Involve the Community
- What is the reach of this engagement initiative?
  - Community-wide
- How will we follow through?
  - Offer various opportunities and participation levels for community to be involved, be educated, be heard.

Primary Stakeholders:

The following are the community's primary stakeholder groups to receive targeted outreach:

1. Residents
2. Board of Trustees

Secondary Stakeholders: List the secondary stakeholders who also will receive targeted outreach, but at a reduced level of effort.

The following are the community's secondary stakeholder groups to receive targeted outreach:

1. Internal staff
2. Business owners
3. General public
4. HOA/Metro Districts
5. Boulder and Weld County

6. Communication Tools and Tactics: Stakeholder Engagement Approach

Stakeholders will be engaged through a variety of means described above in section 5. The Deputy Town Administrator, Town Administration, Communication and Marketing Manager, and Langdon Group will work collectively to ensure the most efficient and targeted approaches are utilized to achieve awareness and understanding among residents.

Anticipated Timeline for Town moving to Home Rule:

2020-2021 HOME RULE TIMELINE

Date	Event/Action	Reference
January – June 2020	Community awareness and education	
June 23 BOT meeting* *work session needs to be held as a special meeting	Last meeting for BOT to adopt ordinance initiating home rule process. Call for election must be within 30 days of initiating process; call on July 14 is 20 days from June 22 initiation Ordinance must set number of commissioners; an odd number of people between 9-21	C.R.S. § 31-2-204(2) C.R.S. § 31-2-206(1)(b)
July 14 BOT meeting	BOT sets date of home rule election as a special election by resolution. Election must be held within 120 days of calling it; home rule election cannot be called earlier than July 6. The November 3 general election is 112 days from July 14	C.R.S. §§ 31-2-204(2); 31-10-108
ASAP and not later than July 20, 2020	Town publishes election notice; this opens the nomination timeline for Charter Commission members ("CC") Candidate petitions are due within 30 days after this publication, by August 19 (using July 20 publication date). Nominations need to close and be finalized in time for the Town set the ballot content with candidate names by September 4	C.R.S. § 31-2-204(2), (3)
July 24, 2020	Last day to notify County Clerk of participating in the coordinated election; 100 days before the general election. This will be satisfied by the July 14 resolution	C.R.S. § 1-7-116(5)
August 19 or sooner, depending on publication date (see above)	Deadline for candidates to file a nomination petition to be on the CC; uses July 20 publication date	C.R.S. 31-2-204(3)

Date	Event/Action	Reference
August 25 BOT meeting	BOT approves by resolution all of ballot content to meet September 4 county deadline; including home rule question and names of CC candidates Once a ballot question is set, FCPA restrictions against spending public funds to support it apply, but there are exceptions for elected officials' personal opinions, drafting and normal publication of one resolution of support, etc.	C.R.S. § 1-5-203(3)(a) C.R.S. § 1-45-117
August 25, 2020	Deadline to sign IGA with County Clerks for the 2020 coordinated election; no later than 70 days before the election	C.R.S. § 1-7-116(2)
Late August/early September	Town publishes second notice of home rule question and CC formation. This notice includes the CC candidates' names and must be published "as soon as possible" after completion of nomination petition filings	C.R.S. § 31-2-204(3)
September 4, 2020	Last day for Town Clerk to certify the ballot order and content and to deliver the certifications to County Clerks; 60 days before the election	C.R.S. § 1-5-203(3)(a)
Tuesday, November 3, 2020 **state general election**		
November 25, 2020	Last date for certification of election results by county clerks; 22 days after election	C.R.S. § 1-10-102(1)
No later than December 15, 2020	First meeting of CC; must occur within 20 days of certification of election results. Assumes certification of election results occurs on the final day, but the deadline for the first meeting moves up to be 20 days from the actual date of certification of the election results At the first meeting, CC must elect a chair, such other officers as desired, and may establish procedures	C.R.S. § 31-2-206(4)
Sometime between December 15, 2020 – May 2, 2021	CC must hold one public hearing anytime between first and last meeting	C.R.S. § 31-2-206(9)
Charter Commission has 180 days to prepare a draft charter **C.R.S. § 31-2-206(10)** **November 3, 2020 – May 2, 2021**		

Date	Event/Action	Reference
May 2, 2021	Charter Commission finalizes the draft charter and "submits" it to the BOT	C.R.S. § 31-2-206(10)
May 11 BOT meeting	BOT receives the draft charter, gives notice of the special election for approval of the charter, and sets ballot title for the charter question; election must be not more than 185 days away, and this BOT action must occur within 60 days of submittal of the draft charter; Nov. 2, 2021 election is 175 days away	C.R.S. § 31-2-207(1), (1.5)
June 1, 2021	Last day for the Town to publish the draft charter and give notice of the November 2, 2021 special election; published notice must contain full text of the proposed charter	C.R.S. § 31-2-207(1)
July 24, 2021	Last day to notify County Clerks of participation in the coordinated election; 100 days before the election. This resolution should be adopted at the July BOT meeting	C.R.S. § 1-7-116(5)
August 24, 2021	Deadline to sign IGA with County Clerks for the 2021 coordinated election; no later than 70 days before the election	C.R.S. § 1-7-116(2)
September 3, 2021	Last day for the Town Clerk to certify the ballot order and content and to deliver the certifications to the County Clerks; 60 days before the election	C.R.S. § 1-5-203(3)(a)
Tuesday, November 2, 2021 state odd-year election[1]		
November 24, 2021	Last possible date for certification of election results by County Clerks; 22 days after election. Upon certification, charter becomes effective	C.R.S. § 1-10-102(1)
December 14, 2021	Deadline to file certified copy of adopted charter with Secretary of State; within 20 days of approval (using last possible date of certification of election results; this deadline moves up according to actual date of certification of election results)	C.R.S. § 31-2-208(1)

[1] If there are no state or county TABOR questions, there may not be a November 2, 2021, state election with which to coordinate. C.R.S. § 1-41-102(2). Though this is unlikely, if this happens, the Town will need to hold its own special election on this date.

Anticipated community engagement/information timeline

Scope of Work

PHASE 1 – PLANNING AND EARLY OUTREACH

Task 001 – Public Outreach and Education

· Kickoff meetings – In-person meetings with key staff and one small group meeting to help inform TLG staff on key desired outcomes.

· Develop Public Outreach Plan – This will detail specific strategies and tactics based on initial conversations with Town of Erie staff.

· Develop Key Messaging for the Project – In coordination with the project team, develop overall positive messaging and key information that needs to be included in all outreach.

· Key Stakeholder Identification – Build a list of residents, businesses, agency partners, etc. for future outreach in coordination with Town of Erie staff

· Community Conversations Series Planning – TLG will plan and work with Town of Erie staff to conduct a series of community conversations with the goal of educating on Home Rule and proactively seeking all feedback on the topic from residents.

Task 002 – Create Collateral Materials

· Project Outreach Postcard/Flier – Create informational project outreach postcard or flier to advertise community conversations series.

· Web Content for Erie-created webpage on Home Rule

· Social Media – In coordination with Erie staff, create and publish informative posts with key messaging to existing Erie social media accounts.

· Regular social media content

Task 003 – Team Coordination

· Media Support – Support Town of Erie staff with project details and write press releases and/or OpEds as needed/requested.

· Project Team Coordination Meetings – Meetings held once a month with the project team.

· At least 3 project team meetings

PHASE 2 – COMMUNITY CONVERSATIONS

Task 001 – Public Outreach and Education

· Update Public Outreach Plan – Update to plan based on early outreach, adjustments to tactics and messages.

· Elected Official Coordination – Meetings with Trustees to ensure outreach in aligned with leadership expectations and to report on early feedback.

· Develop Key Messaging for the Project – In coordination with the project team, develop overall.

· Conduct Community Conversations Series – TLG will plan and work with Town of Erie staff to conduct a series of community conversations with the goal of educating on Home Rule and proactively seeking all feedback on the topic from residents.

Task 002 – Create Collateral Materials

· Up to 8 display boards

· Creation of 2 infographics

· Update to Web Content for Erie-created webpage on Home Rule

· Ongoing Social Media – In coordination with Erie staff, create and publish informative posts with key messaging to existing Erie social media accounts.

Task 003 – Team Coordination

· Media Support – Support Town of Erie staff with project details and write press releases and/or OpEds as needed/requested.

· Project Team Coordination Meetings – Meetings held once a month with the project team.

A more specific detailed engagement plan will be added to this document and the engage Erie website in February. This can only happen after dates/times/locations are identified with staff and Langdon group.