

INDEPENDENT OVERSIGHT COMMITTEE

MEDIA PLAN

OVERVIEW

The Independent Oversight Committee (IOC) seeks to elevate the community conversation and involvement in public meetings regarding transportation projects funded by the one-cent sales tax.

The purpose of the IOC states:

The primary charge of the IOC is to oversee both spending of the transportation surtax and implementation of the projects identified in each Agency's Project Plans. This is accomplished by ensuring a transparent process of reviewing an annual audit of the surtax proceeds; certifying that Agency Project Plans comply with governing law; preparing an annual report summarizing the results of the annual audit; and, reviewing projects proposed by citizens.

The following media plan sets forth the communication goals, strategies, and activities for the Independent Oversight Committee up until the upcoming public hearing.

GOALS

What obstacles stand in the way of success?

All for Transportation may be overturned by the Florida Supreme Court

Lack of general awareness; the IOC, its meetings, and committee members are not well known to the public

IOC online presence, via the website or social media

Negative perception of bureaucracy in general

Key messages:

Key messages aren't meant to be memorized and repeated word-for-word but should be used as guidelines to be included naturally into written and spoken communications. They shape what you want the public to think and do.

While the case remains under review with the Florida Supreme Court, we stand ready to implement the transportation improvements if All for Transportation is upheld.

- We have already reviewed the first round of project plans from each of the cities and the county

Your voice can initiate change by helping us identify needed projects.

- Everyone is welcome to submit project ideas for consideration through the form on our website, planhillsborough.org/project-request-form-for-citizens/
 - This is your opportunity to voice your ideas and get the right projects funded in your community
- Whether you drive, walk, bike, or ride the bus to get around, the impact of these projects will drive our whole community forward

IOC members will ensure your tax dollars are spent as intended.

- Our committee provides the oversight to protect the priorities you voted for
 - Funding is specifically allocated to fix the problems people are frustrated with everyday like road and bridge improvements, safer streets, expanding public transit, and congestion reduction.
- We are a volunteer committee comprised of experts in key fields who understand the transportation issues affecting our community
 - Including an attorney, land use/real estate expert, certified public accountant, and other professionals in transportation, planning, sustainability, engineering, and construction

We are transparent.

- Our meetings are open to the public
 - We understand not everyone is able to attend. Meetings are televised live on Hillsborough County Television (HTV) which can be streamed on your device at any time. You can also submit a comment or question to be addressed at the public meeting by visiting the [Go to Meeting link](#) while the meeting is in progress.
- All project plans from the cities and the county are posted on our website
 - If you don't see a project for your neighborhood that is needed, submit one online using the project request form
- An Annual Report summarizing the year's results will be available online in May 2020 and published for wide distribution prior to the public hearing

MEASURES

This section defines the quantifiable measures we are hoping to reach.

Referral traffic

Reach and Engagement on Facebook

Attendance at the public hearing

Media coverage

COMMUNICATION CHANNELS

Several channels have been identified to carry out communications and meet the goals of the Media Plan.

Media Relations

Contact the local press to have committee members do on-air interviews (interviews done at the TV and radio stations are free). We will also publish a legal ad in the paper for the public hearing.

TV

- All local stations will be pitched with focus on stations that continue to cover transportation stories, including ABC Action News, BayNews9, News Channel 10 WTSP, Fox 13 News, etc.

Print

- Legal ad in the Tampa Bay Times
- Pitch stories to transportation writers like Caitlin Johnston

Radio

- Schedule interviews WFLA News Radio AM Tampa Bay with Jack Harris and Aaron Jacobson
- Beasley Media Group community programming with Roxanne Wilder and other morning show hosts and news radio
- Public radio interviews including WUSF, WMNF, and other NPR stations

Government Partners

Capitalize on the strong relationship with our government partners Unincorporated Hillsborough County, Plant City, City of Temple Terrace, and City of Tampa to reinforce messaging.

- We will create a graphic they can share on their social media platforms, email, and/or web, and potentially create a 30-second PSA video that could be played on their television stations

Social Media

Facebook

Build social media presence on the IOC Facebook page by posting 2–3 times each week up to the public hearing. See the suggested Facebook content schedule is listed in the **Content** section below.

Plan Hillsborough Website

Continue to update the IOC’s webpage on the Plan Hillsborough site.

HTV

Public meetings are broadcast live on HTV and are available to view anytime thereafter. We will continue to advertise that those who are unable to attend can stream the meeting on their device.

CONTENT

This section identifies the visual and written materials that need to be developed as well as a suggested content schedule for social media.

Materials

- Logo design
- Graphic for the public meeting (*for Facebook*)
 - The cities and the county agreed to share the graphic created on their FB pages
- Project plan related imagery (*curate images from local cities and county where possible*)
- Infographic or short video to demonstrate how people can submit their own project ideas

- Set up Go to Meeting link (*so those who cannot attend the public meeting can submit a comment*)
- Press release (*once the state Supreme Court makes a ruling and/or prior to the public hearing, whichever comes first*)
- IOC Annual Report
- We will also seek a presence on board all HART buses

Suggested Facebook Content

~~(THU) March 26~~— Didn't catch last night's meeting? Watch it on HTV, here (link).

~~(THU) March 26~~— Create Facebook event page for public hearing on April 27

~~(MON) March 30~~— Promote the public hearing on April 27

~~(THU) April 2~~— Advertise how citizens can submit a project request with infographic/video

~~(MON) April 6~~— Highlight City of Tampa Project Plan (*mention citizens can submit their own too*)

~~(THU) April 9~~— Highlight City of Temple Terrace Project Plan (*mention citizens can submit their own too*)

~~(MON) April 13~~— Highlight Plant City Project Plan (*mention citizens can submit their own too*)

~~(THU) April 16~~— Highlight Unincorporated Hillsborough County Project Plan (*mention citizens can submit their own too*)

~~(MON) April 20~~— Advertise how citizens can submit project proposals with infographic/video

~~(THU) April 23~~— Promote the public hearing, tease Annual Report

~~(MON) April 27~~— Join us for the Public Hearing today. Watch on HTV and Go to Meeting to submit a public comment.

To be scheduled:

Press release (*once there is a ruling*)

Committee members' TV and radio interviews

BUDGET

\$16,236 (*estimate only*) | **Annual Report**

- Cost includes print and insertion in the weekly *tbt** paper

Other expenses:

- Legal ad costs vary from a few hundred dollars to a few thousand

Should the Supreme Court leave the peoples' will intact, other expenses could be considered, including things like:

- a live radio remote with scheduled IOC and transportation expert speakers
- a digital advertising campaign linked to promotion of people bringing their big ideas to our big meeting
- Facebook advertising and more

ROLES & RESPONSIBILITIES

Assignment	Primary	Secondary
Annual Report	Caroline Charles (<i>design</i>) Johnny Wong (<i>content</i>)	
Marketing Materials	Caroline Charles	Lynn Merenda
Logo Design	Jeremy Rex (<i>City of Tampa</i>)	
Media Interviews	Sean Shaw	Other committee members
Media Outreach	Lynn Merenda	
Press Releases	Lynn Merenda	
Social Media Management	Caroline Charles – Facebook	Lynn Merenda - twitter