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
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