

LEGISLATIVE #

110282C

City of Gainesville Game Day Specific Messages

1. Budget

- How much is allocated for creating and disseminating messages?

2. Target Audience

- Who is the target audience for the messages?

- Students? Homeowners? Tailgaters/fans from out of town? High-risk drinkers?

- Do separate messages need to be created targeting both students and non-students (out-of-town fans)?

3. Tone and Theme of Messages

- What is the tone of the messages?

- Are these going to just promote specific Gainesville laws and ordinances as they relate to Game Day issues (open container, noise ordinance, parking and towing, litter, etc)?

- Are we targeting students who engage in high-risk drinking?

- Are we targeting non-students who are participating in tailgating activities? Are these current residents who rent out homes and parking spaces, or are the messages focused towards out-of-town fans who may be unaware of City ordinances?

- Are the messages purely educational that will include the statute language?

4. Dissemination Plan

- How will the messages be disseminated?

- Identify specific neighborhoods and areas to target.

- What are the venues the messages will be shared? Print? Electronic? Social Media? Neighborhood meetings?

- Identify schedule and timeline to track and plan when messages are disseminated. (will it be a week before each home game? Will it be the Friday before each home game?)

5. Summer and Fall Timeline

- Develop summer and fall timeline for planning, implementation, and possible evaluation

6. Team

- Identify key stakeholders who need to be involved with this initiative

[These people may be involved throughout different stages of the project-for example: While GPD may be a great partner during the dissemination phase when they can help distribute and promote the messages with the various neighborhoods, they would not need to be involved with the creation and planning phase].