

MOVING ALACHUA COUNTY FORWARD – City Communication Plan Outline

Key Themes

- 1) 1% sales surcharge is for a specific purpose – transportation/transit infrastructure needs of Alachua County and its municipalities
- 2) 1% sales surcharge is for a limited time period - 8 years
- 3) 1% sales surcharge enables significant revenue collection from visitors to the County
- 4) Previous sales tax initiatives efficiently accomplished stated purposes, e.g., Wild Spaces/Public Places

Responses to Frequently Asked Questions

- 1) Transportation needs have never been adequately funded
- 2) No other viable alternatives to improve transportation infrastructure
- 3) Needs will continue to grow
- 4) Costs will continue to grow
- 5) Region will compare unfavorably to others over time
- 6) Economic development will slow, limiting future opportunities

Local Commercial/Public Communication Channels

- 1) Broadcast Medium
 - a. Television
 - i. TV20
 - ii. GTN News
 - iii. Fox News
 - iv. WGFL News
 - v. WUFT-TV
 - vi. UF ResTV
 - b. Radio Station Markets
 - i. Country
 - ii. Popular
 - iii. Talk
 - iv. Jazz
 - v. Hip Hop/R & B
- 2) Print Medium
 - a. Gainesville Sun
 - b. Florida Independent Alligator
 - c. North Florida Business Journal
 - d. RTS buses and bus stops
- 3) Online web portals
- 4) Direct Mail/email distribution
- 5) Social Media
- 6) Public/Community Events

Key Operational Resources

- 1) Local websites
 - a. County
 - b. City
 - c. Gainesville Chamber of Commerce
- 2) e-Publications
 - a. Alachua County Community Update
 - b. City of Gainesville
 - i. Municipal Minutes
 - ii. City Manager Bi-weekly Report
 - c. Chamber Newsletter
- 3) Community 12 Television
 - a. County programming
 - b. City Programming
- 4) Social Media
 - a. FaceBook
 - i. City Of Gainesville
 1. Communications Office
 2. RTS
 - ii. Alachua County
 - iii. Chamber of Commerce
 - b. Twitter
 - i. City Of Gainesville
 1. Communications Office
 2. Public Works
 3. RTS
 - ii. Alachua County
 - iii. Chamber of Commerce
 - c. YouTube channels
 - i. City Of Gainesville
 - ii. Alachua County
 - d. Local Signage/posters
 - i. RTS buses
 - ii. RTS bus stops
 - iii. Eligible projection locations
 - e. Speakers Bureau
 - i. Elected Officials
 - ii. City staff
 - f. Direct Mail/email campaigns