



Legislation Text

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GRU Education Initiative (B)

At their regular meeting on June 7, 2018, the City Commission voted to have the Charter Officers create a proposed education plan for the GRU governance referendum. The Charter Officers (except the City Auditor, who recused himself) met and discussed a communication tool that GRU already had in place, called "Did You Know." The "Did You Know" campaign was designed to inform customers about GRU-related topics frequently discussed in public meetings, on social media and with customer service representatives. The Charter Officers agreed that the campaign could be expanded to include factual information about the referendum and that the General Manager would take the lead on the matter.

Since that time, GRU Communications staff has added a segment for House Bill 759 /Referendum to the "Did You Know" page on GRU's website in addition to other planned outreach efforts and will make a presentation on those efforts to the General Policy Committee.

The General Policy Committee hear a presentation from staff.