



BCC Community Outreach Strategy
Feb-April 2010



**COMMUNITY OUTREACH CAMPAIGN
FEB - APRIL 2010
TIMELINE & ACTION PLAN**

Task	Details	When	Who
30-second PSA to air on Pasco TV, Brighthouse Networks, etc. (Sample script attached.)	<i>"A Message from your County Commission"</i> And/Or announcer - aired locally and uploaded online at Pasco website and YouTube. Link can then be email-blasted to chambers, HOAs, and other member associations for more impact.	Mid-March thru Stakeholder meetings	Eric Keaton Amy Ellis
"Bringing Opportunities Home" Web Page (Draft Screen Shot attached.)	Special page for all our new initiatives, including Community Outreach and Stakeholder Meetings. We will link to it from the top of the Home Page, as well as unveil it through press releases, flyers, etc.	Almost completed; under review.	Amy Charlie Debra Michele
Flyers - Sample attached.	Posted in libraries, parks, shopping malls and government buildings. Alerting people to meetings and directing them to "BOH" web page for more.	Post by end of February.	Amy/Eric Dept Heads
TV "Bulletins" to air multiple times daily on Pasco TV	Brief, catchy announcements, promoting dates/times of meetings and directing viewers to website for more detail.	By end of February.	Eric/Amy
Guest Columns in local media -Mr. Gallagher or BCC Chair.	Alerting readers to the meetings and directing them to "BOH" page for more info. Once articles are printed, they can be posted on County bulletin boards and linked to on the website.	Mid-March.	Amy/Michele
Newsletter Articles	Submit similar articles as above to HOAs, chambers, Rotary, etc. for their monthly newsletters.	Mid-March	Amy/Eric
Email Blast Newsletter using Constant Contact	Special <i>"Bringing Opportunities Home"</i> Email Newsletter blasted to all chambers, HOAS, etc. Similar message as newsletter articles and guest columns. Can also include link to Video PSA listed above.	Mid-March	Amy

Radio PSAs - WMNF, 970 FLA, etc. and/or	Brief, catchy messages alerting public to BOH website and upcoming meetings.	Mid-March	
Interviews with Chairwoman or Staff	Political programs on BN9 and Channel 28 for TV and request interviews on morning radio broadcasts during “drive-time”	Early April before meetings	Amy and Eric
“BOH” Brochures	Posted in kiosks in County buildings. More details on BOH effort and community outreach.	End of March	
Info at Special Events	Between now and April, promote the meetings at all Pasco-sponsored events.	Feb-April	Staff.
Powerpoint for Speakers, Meetings, etc.	Geared toward Rotary clubs, civic groups, homeowners associations, etc. Leadership Team could be asked to volunteer and given talking points, PPT presentation, etc. Great way to get the word out face-to-face.	March & April	Leadership Team / Core Team
GOVT. TELEVISION			
Pasco 360 - Episodes with JJG/MB covering new initiatives, meetings, etc.	Upload video of episodes to You Tube or Vimeo and link to it from website.	March 2010	Eric/Amy
Meeting Replay	Work with Libraries to cover one meeting with multi-camera production to replay on Govt. TV	April 2010	Libraries
Bringing Opportunities Home Logo - Use on email signatures.	Encourage employees to use the logo designed by Ria in EOC at the end of their email signature and making it a hyperlink to our new “BOH” page.	Need to discuss w/MB.	
Press Releases & Media Advisories	The usual notices in local press.	Ongoing	
Posters or Flyers in County Buses	Same as flyer above.	Ongoing.	
Customer Service Tag	End service calls with brief information on upcoming stakeholder meetings	Ongoing.	
Utility Bill text	Add text information on Utility bills	March 2010	



***In Pasco County, We're
"Bringing Opportunities Home"
... everyday.***



***Pasco County - Florida's premier county for
balanced economic growth, environmental
sustainability and first-class services.***

Find out more at www.pascocountyfl.net



"Bringing Opportunities Home"

Welcome, Guest [Log In](#)

- Home
- Residents
- Businesses
- Visitors
- Employees
- County Agencies
- Customer Service Center

Home > BringingOpportunitiesHome

Quick Links

- Home
- Mission, Vision and Values
- Strategic Plan
- Contact Us
- LEAP Calendar
- LEAP Planning Schedule
- Documents and Forms



LEAP INTO EXCELLENCE



CUSTOMER SERVICE CENTER & FAQ'S



AGENDAS



CUSTOMER COMMENT CARD



BUDGET 101



Pasco County has embarked on an unprecedented effort to change the way we do business and improve service to our citizens. What began as a process improvement effort called **LEAP Into Excellence** has blossomed into a County-wide initiative that includes a new **Strategic Plan, Business Plan and Mission, Vision and Values** statements.

Together, these comprise our overarching goal of **"Bringing Opportunities Home"** to Pasco. This will take multiple forms, but primarily, we will focus on the six Strategic Challenge areas identified by the Board of County Commissioners: **Jobs & Economic Development; Financial Sustainability; Growth Management; Transportation; Customer Service Levels; and Environmental Protection.**

Stay tuned to this page for updates on our progress. As always, we welcome your feedback. Please click on the Customer Comment Card to the left to share your thoughts and ideas. You may also email us at customerservice@pascocountyfl.net

News and Updates

County Seeks Public Input on FY 10-11 Budget, Business Plan and Market Areas

02/04/2010 9:58AM EST

The County will hold a series of community stakeholder meetings and focus groups in April.

Pasco Commissioners Approve Modified Business Plan for 2009-10

02/03/2010 4:46PM EST

County staff is now working on the Business Plan for FY 10-11. Click the link above to learn more!

Reference File

Photo Browser

[Add Image](#)



County staff takes part in a Kaizen process improvement event in November.

[Next Picture](#)

Project Spotlight

Customer Service Initiative

Pasco County has created an online Customer Service Center to help citizens find answers and get help.

Upcoming Workshops

BCC Workshop, Feb. 16
PHCC West, New Port Richey

(AUDIO/script**)**

Pasco County is moving into a new era of government.

In order to increase our economic competitiveness that will lead to new businesses and jobs.

Pasco is *bringing opportunities home*.

This new era began with our Strategic Plan

Continues with a Business Plan and the Budget.

All of these initiatives are to improve the quality of life for our customers- the citizens of Pasco County.

We are asking our customers to attend a series of Stakeholder and Town hall gatherings. ****or meetings****

Together we are bringing opportunities home- your home-our home...Pasco County.

(**or end with
We have challenges
We have achievements
We have opportunity
We are Pasco County-- Bringing Opportunities Home

(VIDEO**)**

(ON Cam**)** Lower 1/3-
(VID/GFX/L3**)**

Graphic- Online Information:
Budget, Business Plan, and Market Areas/USA and dates for meetings

(ON CAM**)**