

### City of Fayetteville Item Review Form

2014-0117

Legistar File Number

3/18/2014

City Council Meeting Date - Agenda Item Only  
N/A for Non-Agenda Item

Don Marr & Lindsley Smith

Submitted By

Emergency Mgmt/COS/Communications

Department

#### Action Required:

A resolution to approve a budget adjustment in the amount of \$66,500 for a citizen implementation communication & marketing plan for the rollout of the Citizen Fayetteville Emergency Alert System

Does this item have a cost?  Yes

\$66,500.00

Cost of this request

5400.4000.5315.00 & 5500.5315.00 & 1010.6600.5315

Account Number

Project Number

\$66,500.00

Category or Project Budget

\$0.00

Funds Used to Date

\$0.00

Remaining Balance

Contract Services

Program or Project Name

Contract Services

Program or Project Category

Water/Sewer Fund & Solid Waste Fund & General Fund

Fund Name

Budgeted Item?  No

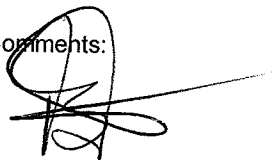
Budget Adjustment Attached?  Yes



V20130812

Previous Ordinance or Resolution # \_\_\_\_\_

Original Contract Number: \_\_\_\_\_

Comments:

  
Paul a. Beck





## CITY COUNCIL AGENDA MEMO

### MEETING OF MARCH 18, 2014

**TO:** Mayor and City Council  
**THRU:** Mayor Lioneld Jordan *lj*  
**FROM:** Don Marr, Chief of Staff *DM*  
Lindsley Smith, Sr. Director of Communications *LS*  
**DATE:** February 26, 2014  
**SUBJECT:** Fayetteville Alert System Marketing Plan

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#### RECOMMENDATION:

Pass a Resolution appropriating \$66,500.00 to be taken from the Water & Sewer Utility Fund and the Solid Waste Recycling & Trash Fund and the City's General Fund and to be placed in the Division of Media Services Operations Budget for the purchase of media placement to promote the Fayetteville Alert System to the residents of Fayetteville and increase the registration success rate of sign-up and for the production of the necessary media elements, and approving a Budget Adjustment for the same.

#### BACKGROUND:

The Fayetteville Alert System is in the final stages of development and will soon be ready to be deployed. The FAS will provide both emergency and non-emergency messaging for people who opt-in to receive messages for particular topics. Non-emergency messaging is received on an opt-in basis only. This presents the challenge of communicating with the public and providing information regarding the existence of the Fayetteville Alert System, how they can opt-in for particular messaging that may be of interest to them, and motivate them to do so.

It was the desire of the City Council, when the Fayetteville Alert System is deployed, that a broad-reach marketing and communication campaign should be implemented to provide the public with information regarding the system. The overall goal of such a marketing campaign will be to create awareness of the Fayetteville Alert System, inform the public of the capabilities of the system, motivate the public to sign up for the Fayetteville Alert System, and provide information regarding how to sign up. This initial enrollment requires much more of a communication need than for annual maintenance.

#### DISCUSSION:

The marketing campaign will begin in conjunction with the launch of the Fayetteville Alert System. The strategy is to provide repetitive and high frequency of contact to citizens in the market with messages. Its primary goal is to create awareness of the Fayetteville Alert System. Its secondary goal is to motivate viewers to sign up to receive alerts from the system. Some information regarding the details of the operation of the Fayetteville Alert System also will be

incorporated into the messaging. The launch campaign will be broad-reach/high-frequency and run from four to six weeks, depending on media constraints.

Media placement that will be purchased includes direct mail, newspaper, both on-line and broadcast television, cable television, and broadcast radio.

In addition to the media placement described above, significant social media messaging will be utilized via Facebook, YouTube, and Twitter. Also, any communication channels utilized by in-house staff (newsletters, etc.) can incorporate awareness messaging for the Fayetteville Alert System. This messaging can be managed and/or executed by the Communication Department.

After the initial launch campaign, information regarding the Fayetteville Alert System will continue to be distributed through social media and other outlets, as well as at City events such as Town Hall Meetings, safety events, child-seat clinics, tree give-away, etc. and will help maintain the awareness of the Fayetteville Alert System.

#### Target audience

The primary target audience for the campaign is residents of the City of Fayetteville. The secondary target audience is people who work in Fayetteville.

#### Production costs

Costs of producing the media elements (TV spots, radio spots, etc.) is included in the appropriation and will be kept to a minimum by utilizing in-house staff and resources to the greatest extent possible.

#### **BUDGET/STAFF IMPACT:**

An appropriation of \$66,500.00 is requested to pay for production costs and media placement and this is to be provided by the Utility funds and the General Fund. The Media Services and Communications staff members will work internally as well as contract some design services to create the advertising ads and collateral materials to be utilized for the registration blitz and on-going enrollment registration into the Fayetteville Alert System

**RESOLUTION NO. \_\_\_\_\_**

A RESOLUTION TO APPROVE A BUDGET ADJUSTMENT IN THE AMOUNT OF \$66,500.00 TO PROVIDE FUNDING FOR A MARKETING AND COMMUNICATION CAMPAIGN FOR THE FAYETTEVILLE ALERT SYSTEM

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:**

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby approves a budget adjustment, a copy of which is attached as Exhibit "A", in the amount of \$66,500.00 to transfer funds from the Utilities Fund, Solid Waste Fund, and General Fund for the payment of costs related to a marketing and communication campaign for the Fayetteville Alert System.

**PASSED and APPROVED** this 18<sup>th</sup> day of March, 2014.

APPROVED:

ATTEST:

By: \_\_\_\_\_  
**LIONELD JORDAN, Mayor**

By: \_\_\_\_\_  
**SONDRA E. SMITH, City Clerk/Treasurer**

City of Fayetteville, Arkansas - Budget Adjustment Form

<b>Budget Year</b>	<b>Division:</b> Chief of Staff	<b>Adjustment Number</b>
2014	<b>Dept.:</b> Chief of Staff	
	<b>Requestor:</b> Don Marr	

**BUDGET ADJUSTMENT DESCRIPTION / JUSTIFICATION:**

A \$66,500 request for a Citizen Implementation Communications & Marketing Plan for the rollout of the Fayetteville Emergency Alert System. The primary emergency notifications relate to service of and warnings of items that associated with every utility user signed up for service (residential, commercial, industrial, and business customers). \$22,500 will come from the General , \$22,000 will come from the Water/Sewer and \$22,000 from the Solid Waste Use of Fund Balance accounts.

REQUEST DATE: 3/18/2014  
 LEGISTAR FILE ID#: 2014-0117

**BUDGET & INFORMATION MANAGEMENT USE**

*Hen Springer* **3/4/2014 14:35**

\_\_\_\_\_  
 Budget Director Date

TYPE:     A     B     C     D     E     P

DESCRIPTION: \_\_\_\_\_

GLDATE: \_\_\_\_\_

POSTED: \_\_\_\_\_ / \_\_\_\_\_

RESOLUTION/ORDINANCE

v.20140219

Account Number	TOTAL		Project	Sub	AT	Account Name
	66,500	66,500				
	Increase / (Decrease)					
	Expense	Revenue				
1010.6600.5315.00	22,500	-			EX	Contract Services
5400.4000.5315.00	22,000	-			EX	Contract Services
5500.5000.5315.00	22,000	-			EX	Contract Services
1010.0001.4999.99	-	22,500			RE	Use of Fund Balance
5400.0940.4999.99	-	22,000			RE	Use of Fund Balance
5500.0950.4999.99	-	22,000			RE	Use of Fund Balance
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