



CHATHAM PARK DEVELOPMENT COMMUNICATION PRESENTATION

Board of Commissioners | Town of Pittsboro

S&A Communications Introduction

- ▶ Deneen Bloom, Director of Client Services
 - ▶ Glenn Gillen, Senior Account Manager
- Full-service communications agency with 34-year legacy
 - 38 full time employees
 - Public relations practitioners
 - Marketing strategists
 - Writers and editors
 - Web designers and developers
 - Graphic designers
 - Digital marketers



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Chatham Park Development Communications

Goal:

Town of Pittsboro residents, employees and elected officials are fully informed about the up-to-date and accurate facts, figures, plans and progress of the Chatham Park development (CPD). Their views and opinions are influenced by factual information, rather than rumors or innuendo.

Chatham Park Development Communications

Objectives:

- ▶ Assist Town Manager in better understanding, grasping how the public obtains information about CPD

Chatham Park Development Communications

Objectives:

- ▶ Better explain Town Board actions and Town Staff activity in recommending or executing policy

Chatham Park Development Communications

Objectives:

- ▶ Control the public message, not cede to opponents/detractors

Chatham Park Development Communications

Objectives:

- ▶ Communicate key messaging
 - Board's commitment to providing a fair and thorough review of CPD
 - Compliance with laws and ordinances
 - Ongoing solicitation of input from staff, professional consultants, elected officials and citizens
 - District Master Plan is not a site plan for 7,100 acres
 - Explain operations and meaning of Master Plan
 - Development in stages for decades (27 Small Area Plans)
 - Site plans, infrastructure details
 - Commitment to maintaining natural resources
 - Exploration of comprehensive infrastructure options to serve CPD

Chatham Park Development Communications

Objectives:

- ▶ Establish a central repository of factual information

Maintain moderated forum where constituents can post honest questions (without an agenda) and have them answered by knowledgeable authorities. Polite discourse is encouraged but slander, defamation, innuendo and misinformation will not be tolerated.

Chatham Park Development Communications

Ideally to include:

1. Timeline (full historical & what's next)
2. General information
3. Feedback mechanism
4. Meeting listings and previous meetings minutes/recordings
5. Progress meter (show percentages of completion of various parts of the development plan)
6. Link to developer's site
7. FAQs



FEEDBACK QUESTIONS

ABOUT GOAL AND OBJECTIVES

Chatham Park Development Communications

Proposed Tactics:

- ▶ Review CPD Master Plan, further refine messaging to key audiences (public, employees, elected officials)
- ▶ Establish designated website as a central repository for all public information

Chatham Park Development Communications

Proposed Tactics:

- ▶ Establish blog - Town Manager can post updates and personal insights
- ▶ Create an online moderated forum for the public to post questions and have them answered by knowledgeable authorities

Chatham Park Development Communications

Proposed Tactics:

- ▶ Monitor media coverage and blog posts
 - Determine tone (positive, negative, neutral)
 - Respond to any inaccurate information

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Proposed Tactics:

- ▶ Develop presentation materials for Town Staff and elected officials as needed
 - PowerPoint, handouts
 - Customize to the specific audience

Chatham Park Development Communications

Additional Considerations:

- ▶ Develop regular messaging/stories to submit monthly to media as key developments unfold
- ▶ Provide media training to Town Board members and others, as needed

Frequently Asked Questions & Responses

Refer to handout

- ▶ When is the Chatham Park development construction beginning?
- ▶ What will Chatham Park's financial impact to the Town of Pittsboro be?
- ▶ What will the project cost?
- ▶ What are the property tax implications for Town citizens?
- ▶ What are the infrastructure impacts?
- ▶ How will the Town handle the increased demands on water and sewer?
- ▶ When will the development bring jobs to the area?
- ▶ Where are we in the process?
- ▶ How will Chatham Park affect Town culture?
- ▶ How will affordable housing be addressed?
- ▶ What is the environmental impact of Chatham Park?
- ▶ What will Chatham Park include?
- ▶ Exploration of comprehensive infrastructure options to serve CPD

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**FEEDBACK
QUESTIONS**

Information Repository Options

Option 1

- ▶ S&A creates a micro website
 - Comprehensive
 - Accomplishes 1-7 (all) of the above
 - Maintained and updated as needed

Option 2

- ▶ Town renames the existing page, adds additional inter-linked pages on existing site
 - The only CPD info on the Town's website is a page with links to PDFs documents regarding the Master Plan
 - Does not allow for 3 (form fill mechanism) or 6 (progress meter)
 - Requires re-working of page content

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**FEEDBACK
QUESTIONS**