

Overall Communication plan flow

Phase	Timing	Summary
Build our foundation	May-June	Host focus group sessions, develop messages, brochures and concepts for mailers, videos, website and town hall materials.
Internal readiness	Early July	Finalize internal readiness and approve all core materials.
Public launch	Mid-July	Launch the public information campaign with the website, brochure and overview video.
First household push	Early August	Mailer 1 arrives and introduces the referendum broadly.
Town halls	Late August-early October	Offer the same town hall presentation multiple times at various schools.
Ongoing education	August-September	Use video, social media, website and brochure distribution to answer questions and reinforce key facts.
Final household guide	Mid-October	Mailer 2 arrives as the final household decision guide.
Final facts and logistics	Late October-Election Day	Focus on final facts, voting logistics and official election information.
Follow-up	After Election Day	Thank the community and explain next steps.

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