

Belt Line Road Overlay Communications Plan

February 27, 2018

The logo for the City of Addison, featuring the word "ADDISON" in blue, uppercase letters inside a white circle. The circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes a grey triangle pointing towards the top right.

ADDISON

Everbridge (Addison Alert)

ADDISON

- Text notification for users
- Text “Beltline” 888-777 to opt in



Nextdoor

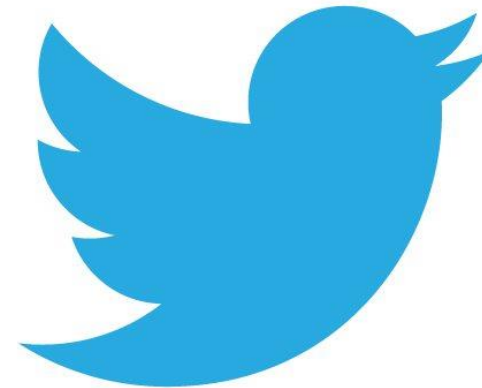
ADDISON

- 2,200 Addison residents currently signed up
- Previous success communicating with residents

The screenshot shows the Nextdoor mobile app interface for the Addison neighborhood. The top navigation bar is green and contains a search bar, a home icon, and notification icons. The main content area is divided into several sections:

- Home:** A sidebar menu on the left lists various categories: Home, Andalusian Gate, Map, Neighborhood, Recommendations (marked as 'New'), For Sale & Free, Events, Real Estate, Crime & Safety (highlighted in green), Lost & Found, Documents, and General.
- Crime & Safety:** The main content area features a 'Crime & Safety' section with an 'Add new' button. It includes sub-sections for 'Updates' and 'Tips & Resources'. The 'Updates' section shows a post titled 'Suspicious car driving through alleys' by Kimberly Bunting, Woodcreek, with 16 reactions and 5 comments, posted 21h ago. Below it is a post titled 'Summer Camp Scholarships' by the City of Dallas Park & Recreation Department, with 22 reactions and 3 comments, posted 23h ago. The 'Tips & Resources' section on the right provides information on how to stay safe and lists resources like local police and fire departments, neighborhood watch groups, and online crime and safety resources.
- Public Safety Updates:** A post by Officer Mark Lutz, North Central Division, with 103 reactions and 60 comments, posted 2d ago.
- How to Reduce The Risk Of Identity Theft:** A post by Mel Warrenfells, Regency Park, with a link to an article from Experian.

- Facebook
 - Town of Addison, Visit Addison, Police, and Fire
- Twitter
 - Town of Addison, Visit Addison, and Police
- Approximate combined Facebook and Twitter audience of 31,000

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, with a registered trademark symbol (®) to the right. The logo is centered within a dark blue rectangular background.

Mail Chimp

- Email blasts
- Initial list is generated by business registration addresses
- A sign up link will be promoted to public
- Previous success with Addison Road Overlay Project



Website and Weekly Newsletter

ADDISON

- Website (addistontexas.net)
 - Belt Line promo on home page
 - Updates on News blog
 - Project Page
- Newsletter
 - Updates included as available

DON'T MISS THIS
HAPPENING NOW IN ADDISON

YOUR GO-TO-GUIDE TO
ALL THINGS ADDISON

Register Your Alarm

**NEW FALSE ALARM
REDUCTION PROGRAM**

If you use
your alarm
system, you
must register
it!

The program starts January 1, 2018

WTT Production: Elliot, A Soldier's
Fugue



Texas Smartscape: Composting



We're Social!

WE'RE SOCIAL!
FOLLOW US AND STAY
CONNECTED

@visitaddison

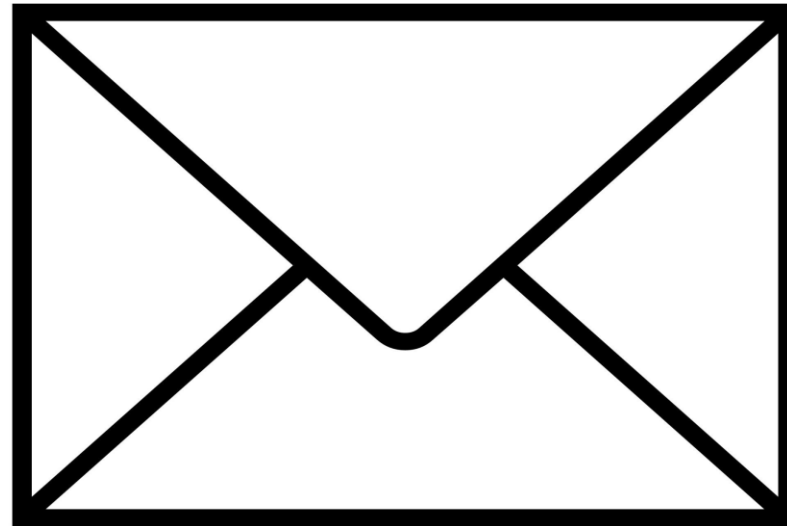


Emails to Apartments

- Apartment managers will receive e-notifications and fliers
- They will then determine the best means of disseminating information to their tenants



- Letters mailed twice throughout the process to impacted businesses
 - Start
 - Mid-project
- Addresses pulled from business registration list and water bill
- Letter will give overview of the project and ways to stay connected



Fliers

- 8.5x11
- Fliers will be placed at the Service Center and the Athletic Club
- Detail how to register for the updates
- Flier info will be posted on the PEG channel and will also be the same information given to apartments



PEG Channel



- Information from the fliers will be displayed on the channel

The screenshot shows the Addison website interface. At the top left is the Addison logo. To its right is a search bar with the text "I'm searching for..." and a "Social Wall" button. Below these are four navigation buttons: "LIVE", "WORK", "PLAY", and "BUILD". A horizontal menu contains links for "ABOUT", "DEPARTMENTS", "CITY GOVERNMENT", "FOR RESIDENTS", "FOR BUSINESSES", "VISIT", "NEWS", and "CALENDAR". On the left side, there is a "GENERAL INFORMATION" menu with items like "AGENDAS & MINUTES", "Agenda", "Watch City Council Meetings LIVE", "Watch Previous City Council Meetings", "Watch Previous Town Meetings", "Legal Documents", "CITY SECRETARY", "MAYOR AND CITY COUNCIL", "COUNCIL VALUES, GOALS AND ROLE", "WATCH CITY COUNCIL MEETINGS", "ELECTIONS", "OPEN RECORDS REQUEST", "PLANNING & ZONING", "CHARTER/CODE OF ORDINANCES", and "FAQS". The main content area features a "Live" video player. The video title is "Friday, February 16, 2018 4:02 PM". The video content shows a group of firefighters standing in front of a fire truck. The video player includes a "Town of Addison, TX Video Archive / Powered by Swagit" caption.