

Chico Area Recreation and Park District

Conversation Guide

Preparing for 2020 Electoral Success

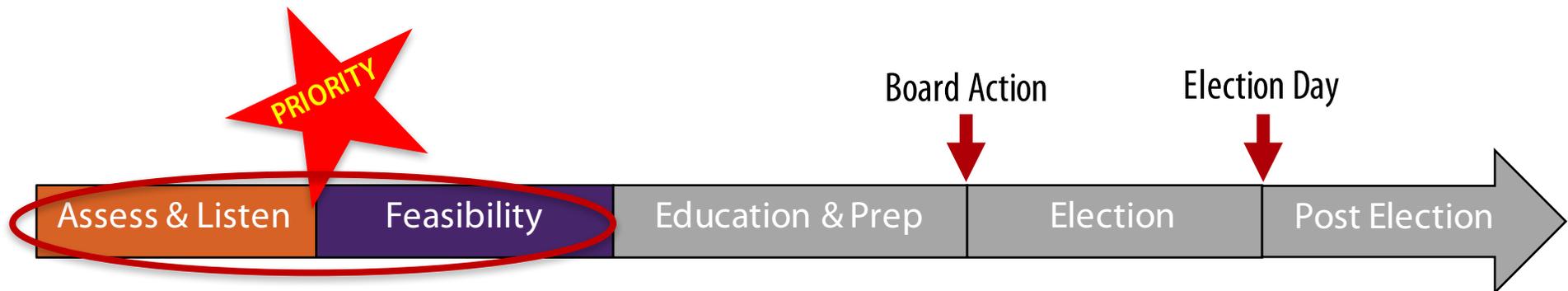
May 16, 2019

CliffordMoss.

Meeting Objectives

1. Communication Update
2. Reminders on the **Process**
3. Next Steps / On the Horizon...
4. Board Discussion / Q&A (throughout)

An Informational Communication Effort employs both **Art & Science.**



1. Your community is unique.
2. Listening is a lost art.
3. People support what they help create.

**Time is your most
valuable resource!**

The Science of Communication

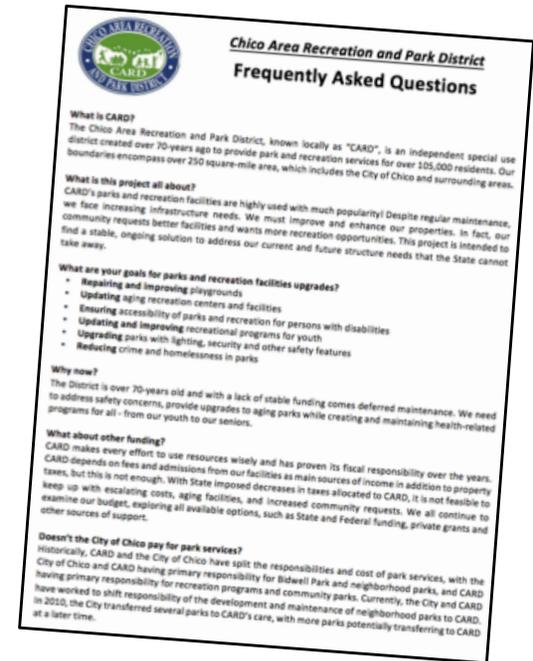
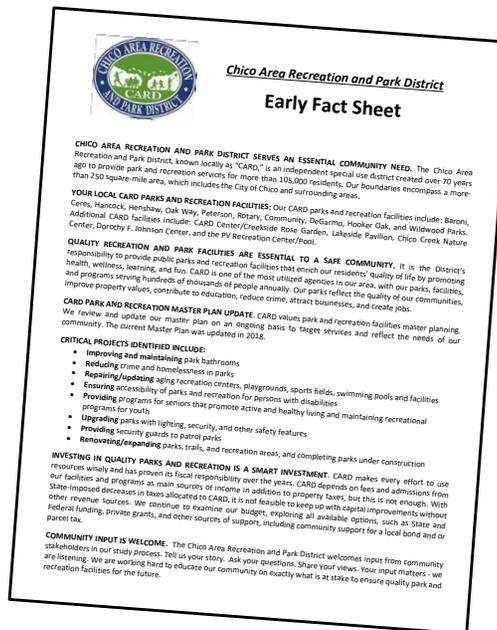
CARD Voter Profile

Descriptor	Voters - #	Voters - %
ALL Voters	61,587 Voters / 36,134 HH 68% Mail / 32% Poll	100%
LIKELY Voters March 2020	42,202 Voters / 26,647 HH 73% Mail / 27% Poll	69%
LIKELY Voters Nov. 2020	52,295 Voters / 31,541 HH 71% Mail / 29% Poll	85%

*HH = Households

Communication Update

Over the past 3 months, CARD leaders and staff members have engaged the local community in a two-way conversation about Chico's park and recreation NEEDS.



70 YEARS OF PARKS AND RECREATION SERVICES HERE IN CHICO
We're Listening!

Questions/Comments: _____ Date: _____

Name: _____ Phone: _____

Email: _____ Address: _____

Communication Update

We've held dozens of meetings, and heard from more than 100 Chico residents in all corners of the community.

We've talked to:

- Education communities: CSU Chico, Chico USD, Butte College
- Chamber of Commerce
- Neighborhood associations
- Senior groups: Olli, CARD Senior Program, Passages
- Health, youth sports and lifestyle organizations: EBHB, Chico Area Swim Association, Butte United Soccer
- City of Chico staff

Here's some of what we've heard:

"Clean and safe parks are important"

"Student safety and safety in our community is highest priority"

"Are CARD and the City of Chico discussing the option of CARD maintaining Bidwell Park?"

*"An **aquatics center** is needed in Chico"*

*"Chico needs to have additional **youth sports facilities** to meet the needs of the community"*

"Where does our money come from?"

*"How are we handling **PERS**?"*

And here's some more...

*"More **leisure activities for seniors**"*

"Could CARD increase summer programming and fees to increase revenue?"

*"Need for **sports facilities for CSU Chico** to accommodate education, intramural sports and school sponsored athletic teams"*

*"**Classroom spaces...** They need **multi-media** for all rooms, and **accessibility** and **parking** are a must"*

*"Make sure that it is **clear** how any money is being used. Be **transparent.**"*

"Wants to see agencies working together to achieve results"

CliffordMoss recommends that:

- 1) Chico Area Recreation and Park District proceed to the March 2020 ballot with the proposed parcel tax measure only and plan for the bond measure at a later date.
- 2) CARD continues and increases its informational and educational outreach with its community ahead of the parcel tax measure being placed on the March 2020 ballot.

March 2020 Election Scenario

➤ **March-May 2019**

Early Listening – Round 1

Planning / Early Opinion Leader Conversations

COMPLETE!

➤ **June-September**

Listening/Engagement – Round 2

Extensive Educational and Informational Community Outreach
Ballot Measure Prep / Plan Shared Broadly

➤ **September**

Early Board Ballot Package Review

➤ **Late October**

Board Action – Calling for an Election

➤ **November 15, 2019**

Butte County Filing Deadline (March 2020 Election)

CAMPAIGN WINDOW

➤ **Dec/Jan/Feb/March**

Campaign Window

➤ **March 3, 2020**

ELECTION DAY!

Community Engagement Work

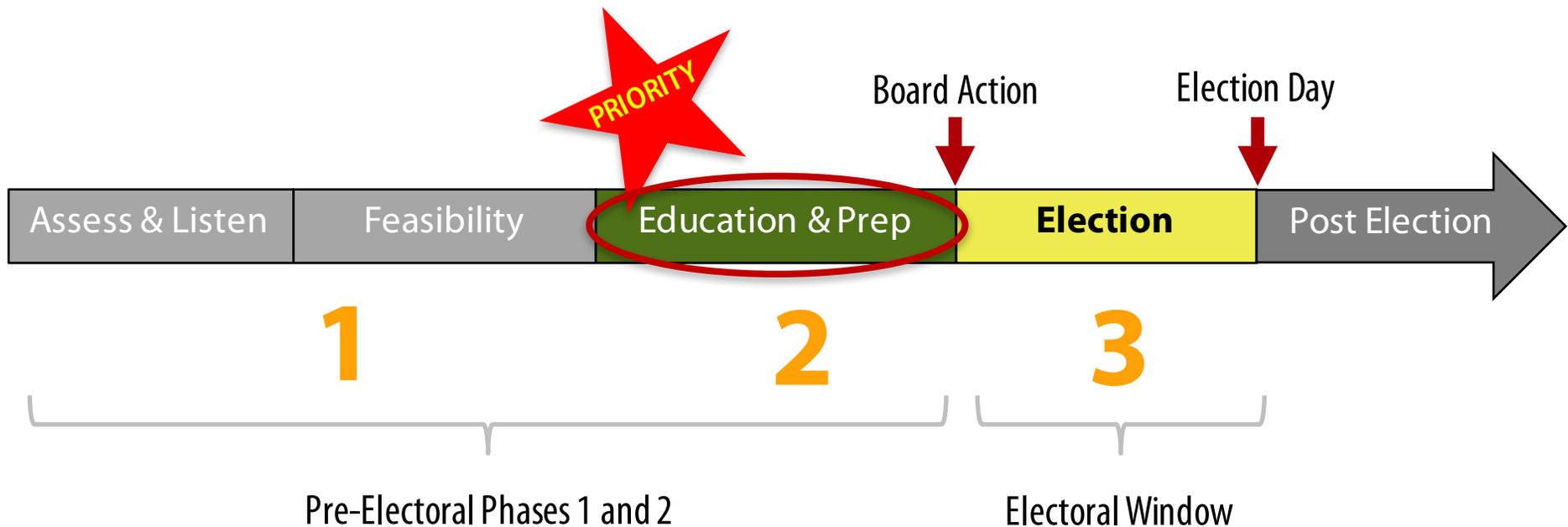
Focus: CONTINUE EDUCATION

- Extensive Educational and Informational Community Outreach
- Direct Mail
- Local Media
- Online Activity
- Ballot Preparation
- Other...

**People Support What
They Help Create!**

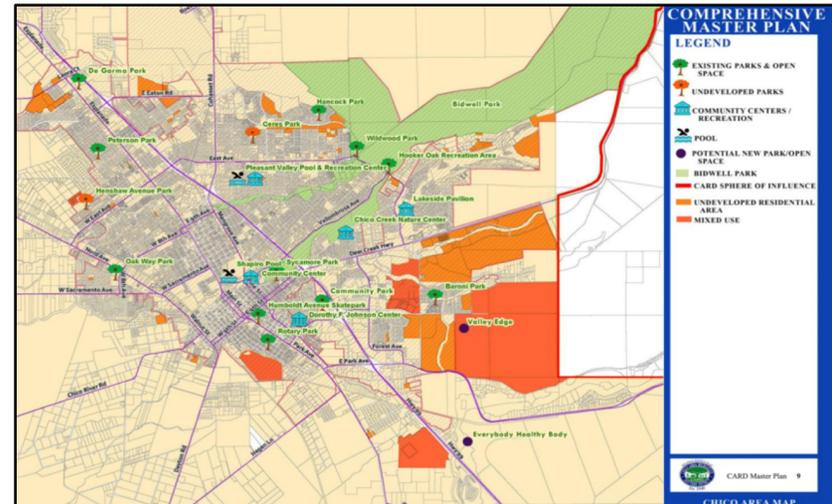


Public Education/Communication & Ballot Preparation



Process

"People support what they help create."



Strategic Reminder: Approach

Track 1

District Due Diligence

Budget, CARD Needs, Finance, Legal, Logistics, etc...

Track 2

Board Engagement & Education

NEED, Process, Info/Data/Research, Consensus, etc...

Track 3

Stakeholder & Opinion Leader Engagement

"People Support What They Help Create."

Assess & Listen

Feasibility

Education & Prep

Election

Post Election

Strategic Reminder: Lead with NEED

GOALS: Educate residents about **CARD Services & Needs**. Define a measure that meets those services and needs AND is in alignment with the Chico community.

BENEFIT: Increased awareness + understanding of CARD Services, Needs, plan and community expectation for standard of coverage. *People support what they help create.*





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