# Los Altos Library Redevelopment Campaign Timeline Overview
## DRAFT - March 28, 2019

Version 3

| | COMMUNITY ENGAGEMENT PHASE | | | | | BOND MEASURE CAMPAIGN | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | -12 | -11 | -10 | -9 | -8 | -7 | -6 | -5 | -4 | -3 | -2 | -1 | Election Day |
| Month | Apr-19 | ### | Jun-19 | Jul-19 | Aug-19 | Sep-19 | Oct-19 | Nov-19 Go/No Go | Dec-19 | Jan-20 | Feb-20 | Mar-20 | March 3, 2020 |

**Activity**

**Community Education**

**Focus on the library & the value it provides to the community**

Raise visibility of library services, vision for the future & limitations of current building
- Articles
- Presentations
- Expand social media presence

Target key constituencies - community volunteers, parents & teachers, seniors, library patrons, business community

Detailed calendar & deliverables for Community Education & Listening phases

FAQ published

Presentation showing library future vision

First draft detailed full campaign plan & key messages

**Listening & Advocate Relations**

**Focus on hearing input from community on what they want for their library**

Gain feedback from community, build relationships

Adjust campaign messaging and plans based upon feedback

Define resources needed for the campaign

Finalize campaign plan

**Create conceptual building design (who is responsible?)**

**Data Collection & Pledges**

**Focus moves to advocating for the bond measure itself**

Re-poll community regarding bond measure support

Adjust campaign messaging and plans based upon feedback

Adjust campaign plan as needed

Gain commitments for assistance (funding, support, volunteers, endorsements)

**Coalition Bldg & Fundraising**

Raise campaign funds

Create campaign website, social media accounts, graphics, etc.

Meet with key constituencies to talk about the bond measure

Begin to build database of voters, supporters, etc.

Recruit & train volunteers

Final testing of messages, update as needed

Complete detailed outreach & marketing plan

**Voter Education**

**Dramatically increase visibility**

Attend as many community meetings & hold as many events as possible

Launch website & social media

Maintain database of voters & supports

Produce materials (flyers, postcards, yard signs, etc.)

Draft articles & letters to the editor

Organize outreach efforts

**ID Likely Yes Voters**

Identify strong Yeses

Identify "Maybe's" - pro library, concern re: tax

Build email list

Ramp up campaign outreach:
- Social media
- House parties and events
- Community meetings
- Door-to-door
- Articles & Letters to the Editor
- Yard signs

**Persuade**

Email & direct mail

Social media

Door-to-door

Community meetings

Phone?

Editorials & articles

Rally the supporters event

**Get Out the Vote**

Multiple social media posts

Multiple mailings & emails

Final social media posts

Final direct mail/email

Reminders to vote