

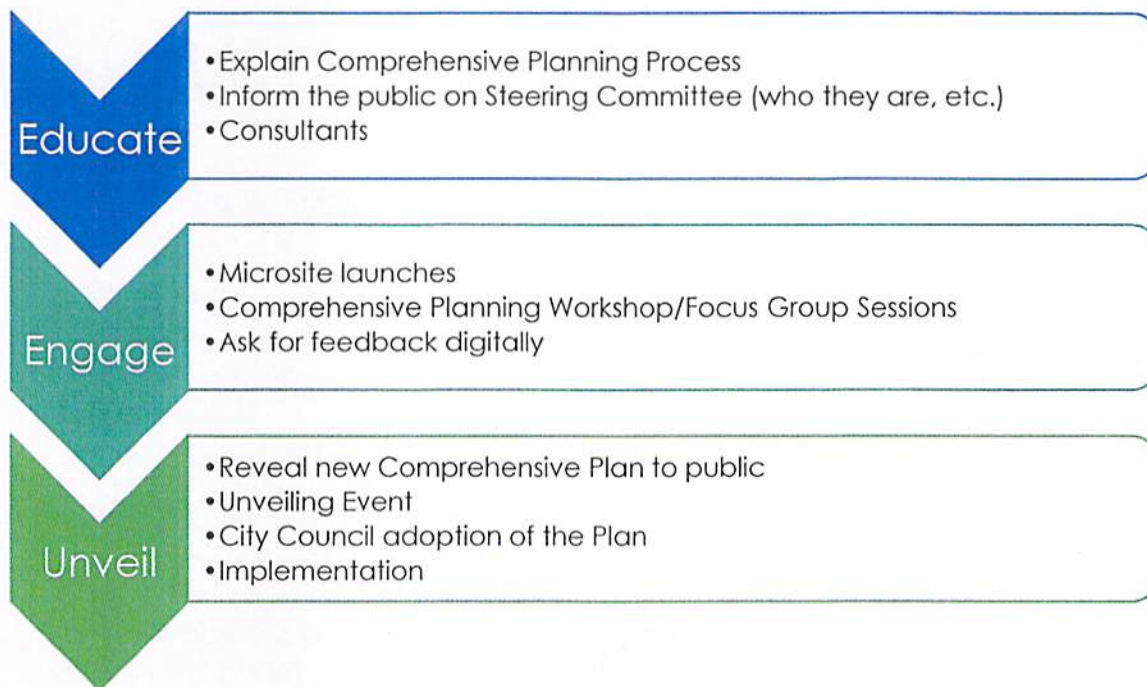


# Powell

## Comprehensive Plan 2015 Communication Strategy Report

### Goals

- Communicate comprehensive plan updates to Powell residents and businesses throughout the next 18 months
- Educate the Powell community on the different components that make up the Comprehensive Plan throughout the next 18 months
- Foster public involvement in the comprehensive plan throughout the next 18 months
- Present the final Comprehensive Plan to Powell residents and businesses through various mediums within 18 months



### Strategies

- Digital
- Print
- Video
- Special Events
- Swag



# Powell

## Comprehensive Plan 2015 Communication Strategy Report

### Digital

#### Website Analytics (Since August Launch)

- [www.cityofpowell.us/comprehensive-plan/](http://www.cityofpowell.us/comprehensive-plan/)
  - o Pageviews | 163
  - o Unique Pageviews | 130
  - o Average Time on Page | 2 minutes 15 seconds

#### Social Media

##### 43,841 Total Reaches

Powell City Council will take a look at a draft of the Comprehensive Plan during tomorrow night's meeting at 7:30 p.m. in the Municipal Building Council Chambers, located at 47 Hall Street.

Watch a preview video to learn some of the highlights of the Comprehensive Plan: <https://vimeo.com/139014930>

ALSO: Review the draft and let us know what you think: <http://goo.gl/S1ATqV>

*466 People Reached | Sept. 14, 2015*

The Planning & Zoning Commission meets this evening at 7 p.m. in the Municipal Building Council Chambers, 47 Hall Street.

Agenda Highlights - Comprehensive Plan Review and Adoption  
[http://www.cityofpowell.us/.../u.../2015/08/09.09.2015\\_pz\\_ag.pdf](http://www.cityofpowell.us/.../u.../2015/08/09.09.2015_pz_ag.pdf)

*654 People Reached | Sept. 9*

The Planning & Zoning Commission meets this evening at 7 p.m. in the Municipal Building Council Chambers, located at 47 Hall Street. Commission members will take a look at the draft of the Comprehensive Plan. [http://www.cityofpowell.us/.../u.../2015/08/08.26.2015\\_pz\\_ag.pdf](http://www.cityofpowell.us/.../u.../2015/08/08.26.2015_pz_ag.pdf)

*1.3K People Reached | Aug. 26, 2015*

The Powell Comprehensive Plan Steering Committee did one final review of the Plan during tonight's meeting. The draft will be presented to the Planning & Zoning Commission at 7p tomorrow in Council Chambers. Attend the meeting or check the draft out online at [cityofpowell.us](http://cityofpowell.us).



## **Powell**

### **Comprehensive Plan 2015 Communication Strategy Report**

*674 People Reached | Aug. 25, 2015*

A complete draft of the Comprehensive Plan Update is now available for review! Take a look, explore and let us know what you think:  
<http://planpowell.mindmixer.com/.../draft-plan-available-for-...>

Free at 7 p.m. this Wednesday? The draft of the Comprehensive Plan will be presented to the City's Planning & Zoning Commission in the Municipal Building Chambers, 47 Hall Street. Hope to see you there!

*1.4K People Reached | Aug. 24, 2015*

The Comprehensive Plan Steering Committee meets this evening at 6:30 p.m. in the Municipal Building Council Chambers, 47 Hall Street. Agenda: <http://goo.gl/zrRkzE>

*564 People Reached | July 28, 2015*

The third Comprehensive Plan Public Workshop was held from 7-9 p.m. Wednesday, June 17 in the Municipal Building Council Chambers. Residents and business owners reviewed the proposed land use plan, discussed improvements to the transportation system and learned about the financial analysis.

Visit <https://vimeo.com/130877722> to understand the purpose for the Comprehensive Plan and its impact on the future of the Powell community.

*1.1K People Reached | June 17, 2015*

Discuss the proposed land use and transportation plan during the third Comprehensive Plan Public Workshop – 7-9 p.m. TOMORROW in the Municipal Building Council Chambers, 47 Hall Street.

What is the Comprehensive Plan? Learn more here: <https://vimeo.com/130877722>

*2K People Reached | June 16, 2015*

Join the City of Powell for the third Comprehensive Plan Public Workshop from 7-9 p.m. Wednesday, June 17 in the Municipal Building Council Chambers, 47 Hall Street. Review the land use plan, discuss improvements to the transportation system and learn more about the financial analysis. <http://goo.gl/PMID8Y>

*1.4K Organic Reach | 3.6K Paid Reach | June 9, 2015*





# Powell

## Comprehensive Plan 2015 Communication Strategy Report

Free on May 7 from 6-7p? Bring the kids and come play City Planner for the day at our Young Residents Workshop. Free pizza + snacks provided! Register here: <https://recreation.cityofpowell.us/Default.aspx?id=1>

*656 People Reached | April 30, 2015*

What strategies should Powell prioritize in terms of growth, annexation and development? Join the conversation: <http://planpowell.mindmixer.com>

*564 People Reached | April 29, 2015*

The comments are in and an updated Vision Statement is ready for your review. Does this align with the direction you'd like to see Powell move in? Take a look and share your feedback! <http://bit.ly/1ImUCLU>

*303 People Reached | April 20, 2015*

Free on May 5 or May 7? Come enjoy pizza and snacks while we engage in an educational and exciting program on planning your city!

We want our younger residents to get involved in the process. For more details: <http://www.cityofpowell.us/planpowell.php>

*535 People Reached | April 16, 2015*

Share your ideas. Be Heard. Build a better community.  
Attend the Powell Comprehensive Plan Public Workshop TONIGHT from 7-9 p.m.

*1.1K People Reached | April 15, 2015*

Share your ideas. Be Heard. Build a better community. Attend the Powell Comprehensive Plan Public Workshop from 7-9 p.m. on Wednesday, April 15.  
<http://www.cityofpowell.us/planpowell.php>

*874 People Reached | April 7, 2015*

We want to hear your ideas! What would you do to improve traffic conditions in Powell? Visit <http://planpowell.mindmixer.com> and let us know.

*682 People Reached | March 30, 2015*



# Powell

## Comprehensive Plan 2015 Communication Strategy Report

Help us turn the community's vision into the future of Powell. Watch the video below to see how you can get involved with the comprehensive plan update.

*743 People Reached | March 19, 2015*

Where in Powell do you like to eat, shop and go for entertainment?

Join the conversation: <http://planpowell.mindmixer.com/>

*493 People Reached | March 9, 2015*

What types of park and open space amenities would you like to see in Powell? Plan your place here: <http://planpowell.mindmixer.com/>

*389 People Reached | March 2, 2015*

The Comprehensive Plan Steering Committee meets at 6:30 p.m. this evening in the Municipal Building Council Chambers, 47 Hall Street. Agenda: <http://goo.gl/dln78j>

*629 People Reached | Feb. 24, 2015*

How would you improve transportation mobility in and around Powell?

Join the conversation here: <http://planpowell.mindmixer.com/.../196.../getting-around-powell>

*1.8K People Reached | Feb. 23, 2015*

During the Comprehensive Plan Public Workshop, the planning team presented information about regional trends that are likely to impact Powell in some way. Central Ohio is expected to grow steadily over the next 30 years. How should Powell respond to regional trends? Join the conversation here: <http://planpowell.mindmixer.com/>

*799 People Reached | Feb. 18, 2015*

How big should Powell be? Visit the City's Comprehensive Plan website <http://planpowell.mindmixer.com/> and let us know!

*934 People Reached | Feb. 11, 2015*

Thank you to those who were able to attend the first Powell Comprehensive Plan Public Workshop this evening! Join the Comprehensive Plan conversation online by visiting here: <http://planpowell.mindmixer.com/>

*781 People Reached | Feb. 5, 2015*



# Powell

## Comprehensive Plan 2015 Communication Strategy Report

The first Powell Comprehensive Plan Workshop was held from 7-9 p.m. Thursday, Feb. 5 in the Municipal Building Council Chambers. Stay tuned for the next Public Workshop date!

*1.6K People Reached | Feb. 5, 2015*

REMINDER: You are invited to attend the Powell Comprehensive Plan Public Workshop from 7-9 p.m. this evening in the Municipal Building Council Chambers, 47 Hall Street. Join us in creating tomorrow's horizon. <http://www.cityofpowell.us/planpowell.php>

*451 People Reached | Feb. 5, 2015*

You are invited to the Powell Comprehensive Plan Public Workshop from 7-9 p.m. Thursday, Feb. 5 in the Municipal Building Council Chambers, located at 47 Hall Street. Get an inside look at the Comprehensive Plan project and provide input on the Plan. Plan your place. RSVP: <http://goo.gl/M104tO>

*736 Organic Reach | 8.2K Paid Reach | Jan. 29, 2015*

Where in Powell do you like to go to eat, shop and for entertainment? Submit your answer on the new Plan Powell website: <http://planpowell.mindmixer.com/>

*1K People Reached | Jan. 19, 2015*

SAVE THE DATE for the Comprehensive Plan Public Workshop from 7-9 p.m. Thursday, Feb. 5 in the Municipal Building Council Chambers, 47 Hall Street. Members of the public can provide input on the Plan, ask questions and get an inside look at the Comprehensive Plan update process.

Join us in creating tomorrow's horizon. <http://www.cityofpowell.us/planpowell.php>

*528 Organic Reach | 7.9K Paid Reach | Jan. 16, 2015*

What do you like about living in Powell? How would you improve transportation mobility in and around Powell? What does a "sustainable community" mean to you? Read more questions and participate in the conversation here: <http://planpowell.mindmixer.com/>. Join us in creating tomorrow's horizon.

*450 People Reached | Jan. 8, 2015*





# **Powell**

## **Comprehensive Plan 2015 Communication Strategy Report**

Share your ideas. Be heard. Build a better community. We have launched a new website dedicated to the Comprehensive Plan update process. The site is intended to provide a new way for the community to get involved in the planning process. Weekly questions will be posted on the website for users to respond to and interact with others.

Help create tomorrow's horizon here: <http://planpowell.mindmixer.com/>

*1.2K People Reached | Jan. 7, 2015*

### **LinkedIn Group**

- Plan Powell
  - 54 Members

### **E-Newsletters**

#### **Circulated to 1,757 subscribers**

*Comprehensive Plan Draft Now Available*

Sept. 11, 2015

36.9% Open Rate (646 Opened), 9% Click Rate

*Invitation | City of Powell Comprehensive Plan Workshop*

June 9, 2015

34.4% Open Rate (594 Opened), 2.2% Click Rate

*Reminder: Upcoming Comprehensive Plan Workshops*

April 10, 2015

32.8% Open Rate (555 Opened), 1.4% Click Rate

*Help us build a better community?*

April 3, 2015

30.9% Open Rate (521 Opened), 2.5% Click Rate

*Things to know before the next snow, Plan your place*

Jan. 30, 2015

42.1% Open Rate (690 Opened), 2.0% Click Rate

*Comprehensive Plan Workshop*

Jan. 16, 2015

32.8% Open Rate (536 Opened), 2.6% Click Rate



# **Powell**

## **Comprehensive Plan 2015 Communication Strategy Report**

*Create Tomorrow's Horizon*

Jan. 9, 2015

32.6% Open Rate (533 Opened), 4.5% Click Rate

## **Video**

- *Powell Comprehensive Plan Preview*
  - 90 Plays
- *Comprehensive Plan*
  - 331 Plays

## **Media Relations**

### **Press Releases**

*Comprehensive Plan Draft now available for review*

Aug. 24, 2015

*Powell launches new website for Comprehensive Plan update*

Jan. 5, 2015

### **Articles**

**Condo developer waits for revision of Powell's comprehensive plan**

*Olentangy Valley News*

Feb. 11, 2015

**City wants your input before plan update**

*Olentangy Valley News*

Jan. 7, 2015

**Rural no more, city to 'tweak' outdated guide**

*Olentangy Valley News*

July 1, 2014

## **Print**

**Circulated to 4,200+ Households**

- Fall 2014 Quarterly Newsletter
- Winter 2015 Quarterly Newsletter
- 2014 Annual Report





# **Powell**

Comprehensive Plan  
2015 Communication Strategy Report

## **Events**

- Comprehensive Plan Public Workshops
- Comprehensive Plan Steering Committee Meetings

## **Swag**

- Plan Powell T-Shirts
- Plan Powell Pennants
- Plan Powell Pens