

Community Outreach Plan CDBG-DR Grant Action Plan Public Comment Period



PRESS RELEASES

The Communications Office will issue 4 press releases, one on each of the topics below:

- August 2 meeting to authorize creation of Action Plan
- Draft Action Plan comment period opens (week before)
- Draft Action Plan comment period closes (week before)
- Council Workshop on Action Plan comments

WEBSITE

Information and press releases will be posted to smtxloodrecovery.com and sanmarcostx.gov. Those interested can sign up for email notification when news alerts or calendar items are posted to the sites.

EMAIL

- CDBG-DR Needs Assessment Task Force Members will be emailed each of the press releases issued to the media.

MASS NOTIFICATION CALL, TEXT, EMAIL

A call/text/email will go out to the entire city the week the draft Action Plan opens for public comment and the week public comment closes.

SAN MARCOS SOCIAL MEDIA

- One social media post each week August 3- September 2 on the comment period will be posted to Facebook and Twitter
- Banner on Facebook and Twitter highlighting the Action Plan comment period
- Information will be highlighted in 4 episodes of the San Marcos Minute

PRINT MATERIAL

- Postcards will be mailed to the impacted areas announcing the comment period
- Poster will be displayed in City Hall and other City facilities
- Flyers will be made available to neighborhood representatives for distribution in flood impacted areas.

SAN MARCOS MUNICIPAL TV & RADIO

- PSAs on City radio
- Slides on SMTX municipal TV

Milestone Schedule

- **August 2** - Public Hearing to authorize the creation of an Action Plan
- **August 19** - Draft Action Plan submitted for Public Comment
- **September 2** - Comment period closed
- **September 6** - Council Workshop to be briefed on comments and responses
- **September 8** - Submit Action Plan to HUD