

2009 Budget Communications Plan (DRAFT)

Communication Strategies

- Leaks to MJS on key issues; advance notice to Business Journal and Small Business Times
- Advance copies to MJS, Wispolitics, Wheeler report, blogs
- Meeting with editorial boards at MJS and Business Journal
- Press conferences (connected to leaks or to announce vetoes or react to Board)
- Emails to E-update list, blogs and groups * (re: budget details, counter to attacks, reaction to Board actions, public hearing, votes and vetoes)
- Columns (weekly newspapers, online papers, ethnic papers, association newsletters, etc)
- Letters to MJS (from supporters and cabinet members and DAS)

**Groups include: weekly E-update list, MMAC, GMC, GMAR, commercial real estate, medical society, metro builders, bankers, Cato Institute, AFP, chambers, civic groups, Public Policy Forum, CRG, WMC, WPRRI, external groups, disabilities advocates, etc.*

Timeline

- Sun 9/21 MJS leak on FamilyCare
- Mon 9/22 MJS leak on BRT Very Small Starts application
Meeting with Business Journal, Small Business Times and Milw Post
- Tue 9/23 MJS leak on Sheriff/HOC merger
- Wed 9/24 MJS leak on airport lease plan
Advance copy of speech to MJS, Wispolitics, Wheeler Report and blogs
- Thu 9/25 Morning TV shows
MJS story on overall budget: 7th straight no tax levy increase; workforce reductions, debt reductions, privatization amount
Speech coverage (stats and highlight sheets for media; plus release)
Radio interviews (Sykes, McKenna, Belling, Von?)
Meeting with MJS editorial board
Email blogs
Email to our list
Email to groups*
Column out to NOW newspapers (online publication) and Milwaukee Post
- Fri 9/26 Story runs in The Business Journal (Maybe editorial too)
Story runs in the Small Business Times
Tape Sykes TV show, tape Mike Gousha TV show
Start sending letters to MJS

Sat 9/27 Story in Milwaukee Post

Sun 9/28 Press conference on budget (with groups)
Letters to MJS

Thu 10/2 MMAC dialogue session (talk about budget)

Fri 10/3 [Vel Phillips event]; E-update message on budget
Column in Business Journal on budget

Week of 10/6: Jobs Summit (7); message on budget; letters to MJS & Business Journal

Week of 10/13: WCA convention – highlight JCI rates and state issues, letters to MJS & Business Journal

Week of 10/20: letters to MJS & Business Journal

Week of 10/27 letters to MJS & Business Journal

Mon 11/3 Reaction to Board Public Hearing
Letters to MJS on hearing, budget

Tue 11/4 Election

Wed 11/5 Victory Party on Sales Tax Referendum
Radio: Sykes, Weber, McKenna, Wagner, Belling

Thu 11/6 Cabinet meeting

Sat 11/8 USS Freedom; Veterans' Day parade

Sun 11/9 Press Conference on Budget

Mon 11/10 Reaction to County Board vote (press conference and release)
Email to list, groups*, blogs
Radio: Belling
Letters to MJS on Board's budget

Tue 11/11 Veterans' Day
Radio: Weber, Sykes, McKenna, Wagner

Wed 11/12 Release or event

Thu 11/13 Release or event

Fri 11/14 Release or event; letters in Business Journal on Board budget

Sat 11/5 Story in Milwaukee Post

Sun 11/16 MJS story on Veto
Press Conference (business, home, zoo?)

Mon 11/17 Release or event

Tue 11/18 Taxpayer Rally

Wed 19 Reaction to veto vote (press conference and release)
Radio: Belling; [next day: Sykes, Weber, McKenna, Wagner]

Events to consider scheduling to promote budget in October and early November:

- Downtown Kiwanis (other Kiwanis clubs in county)
- Downtown Rotary (other Rotary clubs in the county)
- Local chambers
- Disability Advocates
- Engineering Firms

Data Needed to Tell Story

- Amount lower tax levy would be in 2009 if County Board had enacted previous budget proposals since 2003 budget.
- Comparison in the increase in the tax levy from 1992 to 2002 versus 2002 to 2008.
- Number of employees in 2002 and in 2009 proposed budget
- Amount of savings from contracting out services in 2009 budget (including existing efforts carried over into 2009 proposed budget)
- Amount of bonding in 2002 budget compared to 2009 proposed budget

Themes

- Improves public safety, core safety net for those in need, quality of life attractions and strong transportation system – all without raising the tax levy
- Previously, we reduced workforce, legacy costs and debt to manage fiscal challenges and bond rating agencies lifted negative outlook

- Turns to private contracts to maintain core services while keeping jobs within the county, but not within the government
- Decisions lead to long-term sustainability for the county
- Change in use of workforce and resources – along with major reorganization of government structure – leads to transforming budget.

Key Issues

Public Safety: combine Sheriff and HOC; DA witness protection; universal screening;

Safety Net: FamilyCare expansion; combine ESD/CSE and contract with Impact for call center; bus incentive program for ParaTransit users; [boarding school land, GE project]

Quality of Life: more hours of labor in parks, pool pass value, dog parks, Lincoln Park/Schultz Aquatic Center, splash pads, bathrooms and playgrounds, Bradford Beach, centers, etc. Zoo: water park RFP MPM,

Transportation: BRT/Very Small Starts application, airport bid/transit funding source, transit routes remain, bus incentive program, capital investment in roads, highways and parkways,

Cost of government: tax levy, workforce reduction/insource, reorganization

Wednesday, August 20, 2008