



City of Phoenix Planning Department

Step **Up!**
Communications

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Executive Summary

The City of Phoenix General Plan is a set of goals, policies and recommendations that will help provide a comprehensive direction for the city's future growth and physical development. The Arizona Revised Statutes require the City of Phoenix to update their General Plan every 10 years and then submit it for public vote. The plan was last updated in March 2002. The City is now beginning work on the update for 2012, but first they must initiate a plan to spark public involvement and interest.

The City of Phoenix Planning Department aims to get a younger demographic involved and educated about the General plan. Therefore the campaign will primarily focus on high school students, ages 16-18. A secondary focus will be on parents and high school faculty because of their influences on these students.

Junior and Senior High School Students

Parents

High School Faculty

This campaign proposes social media networking, along with interactive participation in groups, to effectively reach and motivate the students to become involved in the Phoenix General Plan. Social media components of the campaign include developing MySpace, Facebook and YouTube pages for the City of Phoenix Planning Department.

Campaign goals include:

1. To increase youth involvement in the drafting process of the General Plan
2. Build a lasting relationship between high school students and the City of Phoenix Planning Department.

With a limited budget for this campaign, the strategies and tactics have been designed to minimize cost and still allow the City of Phoenix to raise awareness through interactive means. Tactics will be executed over an 18-month timeline, allowing for active participation during the scholastic calendar year and through summer break.

Situation Analysis

City of Phoenix Planning Department:

The City of Phoenix Planning Department is responsible for the physical growth of Phoenix. They draft and implement the General Plan and all of its amendments. Zoning, neighborhood developments and freeway mitigation programs are also areas that the committee works with the community to improve.

The Planning Department works closely with other City of Phoenix groups to develop Phoenix. These groups include:

- Planning Commission
- Board of Adjustment
- Village Planning Committees
- Design Review Standards Committee

The General Plan:

The General Plan is an action plan for the future of Phoenix that addresses the following areas:

- Neighborhoods
- Conservation, rehabilitation and redevelopment
- Housing
- Public services and facilities
- Public Buildings
- Safety
- Open space and recreation
- Environmental planning
- Natural resource conservation
- Water resources
- Land use
- Circulation, including bicycling and transit
- Growth areas
- Cost of development
- Energy
- Economic development

The Arizona Revised Statutes require the City of Phoenix to update their General Plan every 10 years and then submit it for public vote. The plan was last updated in March 2002. The City is now beginning work on the update for 2012, but first they must initiate a plan to spark public involvement and interest.

The Problem:

The Planning Department needs youth involvement in the planning process. Familiarizing high school students with the General Plan will allow for increased involvement.

Primary Research

Survey

Prior to this campaign, the City of Phoenix Planning Department had never conducted research among area youth. To effectively communicate with this group, a substantial amount of research was needed. Surveys were distributed to eight junior and senior classes at South Mountain High School and Central High School. Students answered question about their Internet use, social media preference, community involvement and knowledge of the General Plan. Of the 164 students surveyed, zero percent knew what the General Plan was.

Students showed interest in two prominent activities that would get them involved in the planning process including a YouTube contest and a Phoenix Development Youth Council. They also expressed an interest in incentives for participation including scholarships, letters of recommendations and community service hours.

Focus Group

To further understand our primary stakeholder, a focus group was held with four high school juniors from North Canyon High School in North Phoenix. Students discussed their interests in community and city involvement, future plans and extracurricular activities. The students answered questions about the incentives they look for when deciding to get involved and what makes them resistant. The group pinpointed a need for some type of incentive such as letters of recommendation and scholarships for in-state colleges.

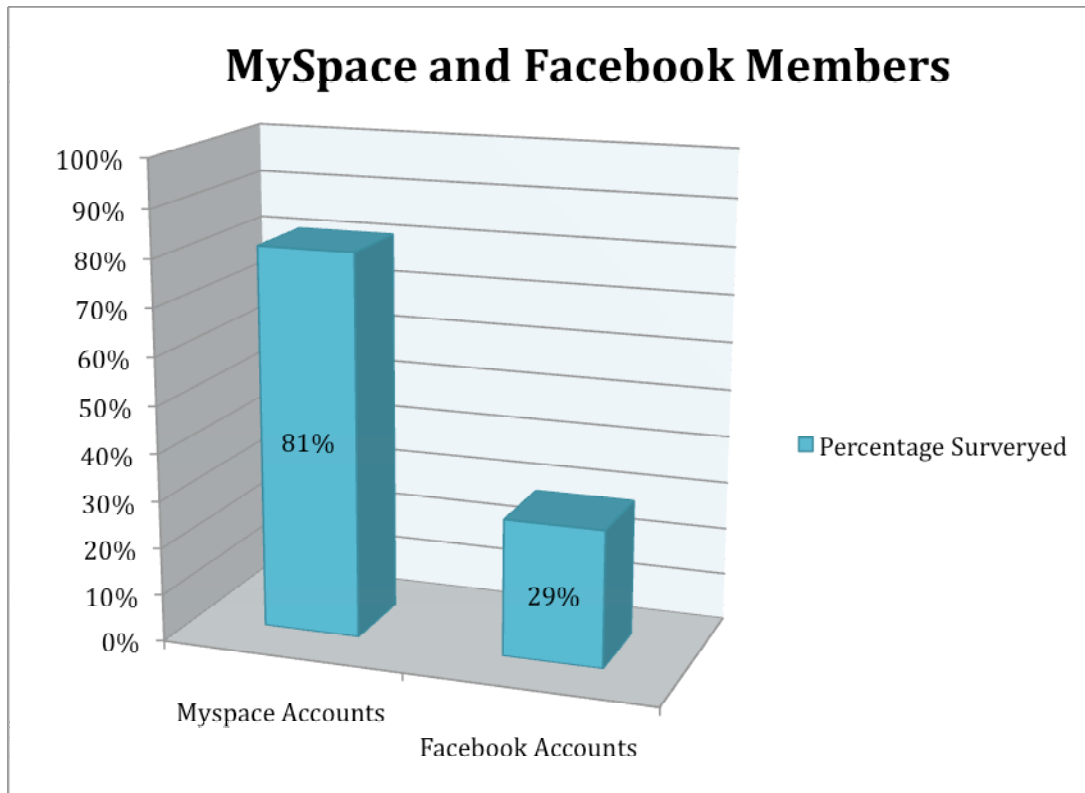
Although this focus group involved few participants, it still provided valuable information. Future focus groups should be conducted with a more diverse composition from various schools throughout the city. This should be conducted after the completion of this campaign.

Stakeholder Analysis

Aiming to involve and educate a younger demographic about the General plan, this campaign will primarily focus on high school students, ages 16-18. Students start thinking about future residency when looking at post high school opportunities. Engaging them in the development of Phoenix will create an enthusiastic attitude towards their future in Phoenix.

Of students surveyed, 13 percent said they were not involved in the community because they did not know how to participate. The City of Phoenix Planning Department needs to give this group the tools and opportunities to get involved.

Among these students, MySpace was identified as the most used social media network. On average, they spend approximately three hours per week on MySpace alone. The amount of time students spent on this social media network provides a known channel of communication to this primary stakeholder.



It is important that the Planning Department reach out to parents because of the direct influence they have on their student's lives and decision-making. Including parents as secondary stakeholders will encourage their children to get involved.

The City of Phoenix Planning Department needs to develop a relationship with Phoenix high school faculty. Students spend between five and eight hours per day on their high school campuses. This provides the department with a trusted and reliable medium to distribute information to students. Community reputation is very important to a school's success. Attention drawn to students' involvement with the City of Phoenix will appeal to high school superintendants, principals, and teachers.

SWOT Analysis

<p>Strengths:</p> <ul style="list-style-type: none">• Planning Department is part of the City of Phoenix government organization• Close relationship with the Planning Commission and Village Planning Committees• Large number of high schools in the City of Phoenix	<p>Weaknesses:</p> <ul style="list-style-type: none">• No current program for youth involvement• No current research concerning youth involvement• Public unaware that the city needs citizen participation in the drafting process, not just the voting process• High school students have no knowledge of the General Plan• Apathetic audience• Complexity of the General Plan• Small staff
<p>Opportunities:</p> <ul style="list-style-type: none">• Potential relationship with the Phoenix Youth and Education Commission• Partnership with know99 and PHX11• Potential to engage high school students in planning process	<p>Threats:</p> <ul style="list-style-type: none">• Budget cuts• Citizens who are unsupportive of city growth• Uninterested youth

Type of Campaign

The City of Phoenix Planning Department's goal, regarding Phoenix youth, is to increase knowledge, involvement and basic interest in the Phoenix General Plan. This will build a stronger community connection and result in greater retention of Phoenix residents. Research suggests that an **awareness campaign targeting high school students** will be the best approach to achieve these goals. Developing a relationship with high school students at this early stage will set a precedent for future involvement.

Goals & Objectives

The focus of an effective campaign should not be too broad. Although there are many other important members of the Phoenix community, this campaign will target high school students. To reach every possible avenue, additional campaigns targeted towards other demographics should be developed in the future.

Goal 1:

Increase youth involvement in developing the City of Phoenix and its General Plan.

Objective: Raise awareness about the Phoenix General Plan among high school students so that 25% of students know what it is by January 2011. (Information Objective)

Objective: Develop a feeling of enthusiasm and desire among high school students to get actively involved in the future of Phoenix. (Attitude Objective)

Goal 2:

Build a lasting relationship between the City of Phoenix Planning Department and high school students.

Objective: Increase youth traffic to the City of Phoenix Planning Department website by 25% by January 2011. (Behavioral Objective)

Strategies & Tactics

We have developed four strategies to accomplish the goals and objectives of the campaign. Three of these strategies specifically target high school students while one targets parents and high school faculty and staff.

Strategy 1: Use social media networks to pique interest among youth about the future of Phoenix.

Rationale: A majority of high school students surveyed use social media networks on a daily basis. Using social media will be a cost-efficient way to distribute information to students outside of a high school setting. Both the City of Mesa and the City of Peoria have Facebook fan pages that they use to post information and events¹. By utilizing both MySpace and Facebook the Planning Department will reach all stakeholders.

Tactics:

1. Create a City of Phoenix Planning Department MySpace page (See Appendix A).
 - a. MySpace is a social networking website where users create their own profile and communicate with acquaintances.
 - b. Since 81 percent of the students surveyed are already spending time on MySpace, this provides a communication channel that they are comfortable with.
 - c. Weekly monitoring and posting by the Planning Department will communicate events and opportunities for student participation. This will keep users continuously engaged and connected to the department.

2. Create a City of Phoenix Planning Department Facebook fan page (See Appendix B).
 - a. Facebook is a social media networking website where users create profiles and communicate with acquaintances.
 - b. Adults over the age of 35 account for 30 percent of U.S. Facebook users, while 11 percent are between 13 and 17

¹ Follow the City of Glendale Online!. (2009) Retrieved May 2, 2009, from GlendaleAZ.com:
<<http://www.glendaleaz.com/socialmedia/index.cfm>>

years old². Since parents and high school faculty and staff are secondary stakeholders it is important to include them in our social media strategy.

- c. While organizations cannot create personal Facebook accounts, they can create Facebook Fan pages, with which members become fans of the organization.
- d. Weekly monitoring and posting by the Planning Department will communicate events and opportunities to Planning Department fans.
- e. Although Facebook has proven to be the second choice for high school students surveyed, 29 percent use Facebook.

Strategy 2: Engage high school students in the future of Phoenix through a “My Future Phoenix” YouTube video contest.

Rationale: A study by Ypulse states that 50 percent of teenagers use YouTube as their principle source for online video viewing³. The students in the focus group expressed a preference to create a video essay versus writing an essay because it allows for more creativity and involvement of friends and families. Of students surveyed, 35 percent were interested in a YouTube video contest.

Tactics:

1. Create the “My Future Phoenix” YouTube video contest.
 - a. Encourage students to develop a video describing their hopes for Phoenix in the year 2020. This allows students to participate in a project regarding the city’s future.
 - b. Completed videos will be submitted through the Planning Department web site, attracting visitors and allowing the department to screen videos for appropriateness.
2. Create a City of Phoenix Planning Department YouTube channel as the homepage for “My Future Phoenix” (See Appendix C).
 - a. After screening, videos will be posted to YouTube for competition.

² Number of US Facebook Users Over 35 Nearly Doubles in Last 60 Days. (2009). Retrieved from Inside Facebook Web Site : <<http://www.insidefacebook.com/2009/03/25/number-of-us-facebook-users-over-35-nearly-doubles-in-last-60-days/>>

³ Checking The Pulse: Tweens And TV. (2009). Retrieved from Pangea Media Web Site: <<http://www.pangeamedia.com/in-the-news/checking-the-pulse-tweens-and-tv>>

3. Advertise the contest on the Planning Department's new Facebook and MySpace pages.
4. Develop a "My Future Phoenix" contest flier providing competition details (See Appendix D).
 - a. Post fliers on Phoenix high school campuses.
5. Work with the Phoenix Youth and Education Commission to promote the competition on their website.
 - a. The Phoenix Youth and Education Commission is a group of 35 members, both adults and students who advise city officials regarding youth and education issues. It is comprised of the Education Committee and the Youth Committee, which works with programs such as the Phoenix Youth Town Hall and know99 Television, the City of Phoenix's youth and education cable channel⁴.
6. Hold an awards ceremony for the top three "My Future Phoenix" videos.
 - a. City of Phoenix officials will present winners with certificates either during or following a City of Phoenix public meeting.
 1. This will draw in meeting attendance and avoid venue costs.
 - b. Recognition from city officials and receipt of an official certificate will provide resume-building incentive for student participation.
 1. Of students surveyed, 27 percent said they would like a letter of recognition as an incentive for a YouTube-based competition.
 2. If future budgets allow, it is recommended to offer a small scholarship for the top three winners as 59 percent of students surveyed were interested in a scholarship as an incentive.
7. Introduce the winning projects in a televised PSA on know99 Television and PHX11 that will attract viewers to the YouTube channel (See Appendix E).

⁴ Youth and Education Programs Office. (2009). *Youth and Education Commission*. Retrieved April 15, 2009, from <<http://www.phoenix.gov/EDUCATION/yec.html>>

- a. Using know99 is a cost-efficient way to disseminate the PSA on cable television.
- b. PHX11 is the city's government access cable channel. It reaches about 320,000 households throughout Phoenix. The programming on PHX11 operates seven days a week to inform residents about various city-related topics⁵.

Strategy 3: Use a Phoenix Development Youth Council to increase involvement and open communication between the Phoenix Planning Department and high school students.

Rationale: Creating a council will provide a working relationship between the Planning Department and high school students. Students on the council will serve as intermediaries between their peers and the Planning Department. Similar initiatives have been successful in Sacramento and Chicago (See Appendix I).

Tactics:

1. Develop a Phoenix Development Youth Council.
 - a. The Phoenix Development Youth Council will consist of one junior or senior from each Phoenix high school. The council will work to disseminate information about city planning awareness, involvement and upcoming events. Students must apply for a position on the council. Applications can be obtained through the Planning Department's website and from high school counselors. Students will be chosen by the Planning Department to participate based on achievements and recommendations. Students will serve one-year terms on the council.
2. Develop a print brochure promoting the Phoenix Development Youth Council (See Appendix F).
 - a. Distribute to Phoenix high school faculty and staff.
3. Create a Phoenix Development Youth Council advertisement for high school newspapers to promote involvement (See Appendix G).

⁵ PHX11. (2009). *PHX11...where we live*. Retrieved April 15, 2009, from <<http://phoenix.gov/11/phx11.html>>

4. Have the Phoenix Development Youth Council plan a City of Phoenix High School Summit.
 - a. A summit will allow for additional high school students not on the council to learn about the development and planning process. Similar initiatives have been successful in Sacramento and Chicago (See Appendix I).
5. On a monthly basis one student will be awarded a certificate for his or her involvement and achievement in the Phoenix Development Youth Council.
 - a. Of students surveyed, 30 percent showed interest in receiving a letter of recognition for their involvement in a Youth Council.
 - b. At the end of the Phoenix Development Youth Council term, all 12 students will be recognized at a Planning Commission meeting.
 1. In the future, if more funds become available, we recommend that three of those students be awarded scholarships to Arizona universities and community colleges.

Strategy 4: Conduct a media campaign among Phoenix media outlets.

Rationale: A media campaign targeting Phoenix media outlets will capture the attention of all stakeholders. This will increase visibility of the City of Phoenix Planning Department's relationship with high school students and the programs being offered to them.

Tactics:

1. Send press releases (See Appendix H) and calendar advisories to Phoenix media highlighting youth involvement projects including:
 - "My Future Phoenix"
 - Phoenix Development Youth Council
 - Creation of MySpace and Facebook Pages
 - Award Ceremonies
 - City of Phoenix High School Summit

Evaluation

Strategy 1: Use social media networks to pique interest among youth about the future of Phoenix.

Evaluation: The number of fans accumulated will measure the success of the City of Phoenix Planning Department's MySpace and Facebook pages. This will be evaluated immediately after the campaign to record initial results. A follow-up evaluation will be held six months after the campaign to determine if there was interest lost or gained in the City of Phoenix Planning Department social media sites.

1. A minimum of **250** friends on MySpace will constitute as a successful strategy.
 - a. The City of Tucson has more than 1,500 friends on MySpace⁶. Since the Planning Department is specifically targeting high school students and is not representing the entire City of Phoenix this number represents approximately .2 percent of 15-19 year-olds in Phoenix⁷.
2. A minimum of **500** fans on Facebook will constitute as successful strategy.
 - a. The City of Glendale has accumulated 171 Facebook fans in about six months⁸. This campaign will last 18 months, and this is therefore an obtainable number.

Strategy 2: Engage high school students in the future of Phoenix through a "My Future Phoenix" YouTube video contest.

Evaluation: The primary measurement will be the number of videos submitted. The number of videos will indicate the level of interest of high school students in this strategy. Surveys will also be distributed six months after the campaign to determine to level of knowledge and interest.

⁶ The City of Tucson. (2009). Retrieved from Myspace.com:

<<http://www.liu.edu/cwis/cwp/library/workshop/citapa.htm>>

⁷ U.S. Census Bureau. (2008). "Table 1: Annual Estimates of the Population for counties of Arizona: April 1, 2000 to July 1, 2007 (CO-EST2007-01-04)". Retrieved April 15, 2009 from U.S. Census Bureau

<<http://quickfacts.census.gov/qfd/states/040001k.html>>

⁸ *City of Glendale, Arizona*. (2009). Retrieved from Facebook Web Site:

<<http://www.facebook.com/home.php#/group.php?sid=50f4e2e34a12a70044128a9694a33d76&gid=37721317698&ref=search>>

1. For the first year of the contest, 51 videos submitted will indicate success.
 - a. This number was determined based on the number of Phoenix High Schools. With 51 Phoenix high schools, this would average to one video for every school.
 - b. The Ask a Librarian Director's Chair contest among Florida high school students had 28 videos submitted in a similar YouTube video contest.⁹
 - c. A random sample of high school students will determine how students heard about the YouTube contest. If students noticed the fliers posted at high schools, content posted on Youth & Education Commission website as well as the Planning Department's MySpace and Facebook pages and if so, whether it encouraged them to participate in the contest. This survey will also ask about the viewership and reaction to the PSA.
 1. Positive results from the survey will indicate that the fliers, websites and PSA effectively reach our target audience of high school students will determine the success of these tactics.

Strategy 3: Use a Phoenix Development Youth Council to increase involvement and open communication between the Phoenix Planning Department and high school students.

Evaluation: The same survey distributed to evaluate strategy two will ask questions to evaluate the success of the Phoenix Development Youth Council.

1. The number of brochures distributed among the high school students will determine the success of the brochures.
 - a. A relationship will be maintained with the high school faculty and staff to determine the exact number of brochures they hand out. A total of five brochures distributed from each high school will determine the success of the brochures.
2. Have the City of Phoenix Development Youth Council host a High School Summit.

⁹ Librarian Present The Director's Chair Youtube Contest. (2009). Retrieved from Ask A Librarian Web Site: <<http://www.tbhc.org/aal/directorschair/>>

a. Attendance of 255 high school students to the conference will measure the success of this tactic.

1. This is based on each member of the Council involving a minimum of two students from their high school.

Strategy 4: Conduct a media campaign among Phoenix media outlets.

Evaluation: The existing City of Phoenix media monitoring software will be used to monitor the effectiveness of the press releases and calendar advisories distributed among Phoenix media. Content analysis will determine positive or negative stories towards the youth involvement activities that received media attention.

1. A total of 18 positive print articles, internet articles, radio broadcasts and/or TV broadcasts will be recognized as a successful media campaign.

a. This averages to one positive story about a youth involvement activity per month.

Incentive Evaluation: Immediately after the conclusion of the campaign a survey will be distributed to students who received an incentive for their participation with the Planning Department youth programs. They will be asked if they specifically got involved for the incentives they received. The answers will provide recommendations for future incentives such as scholarships, internships and grants.

Matrix: High School Students

Key Public	Self- Interests	Primary Messages	Influentials	Objectives	Strategies	Tactics
<p>Phoenix High School Students</p> <ul style="list-style-type: none"> • Entertainment • Resume building • Ease of involvement • Social connection 	<p>We want to develop a city that suits your wants and needs. You have the power to get involved and make a difference in the future of Phoenix</p>	<ul style="list-style-type: none"> • Parents • Teachers • High School Counselors • Friends • Peers 	<ol style="list-style-type: none"> 1. Raise awareness about the Phoenix General Plan among high school students so that 25% of students know what it is by January 2011. (Information Objective) 2. Develop a feeling of enthusiasm and desire among high school students to get actively involved in the future of Phoenix. (Attitude Objective) 	<ol style="list-style-type: none"> 1. Use social media networks to pique interest among youth about the future of Phoenix. 2. Engage high school students in the future of Phoenix through a "My Future Phoenix" YouTube video contest. 	<ol style="list-style-type: none"> 1. Create a City of Phoenix Planning Department MySpace page 2. Create a City of Phoenix Planning Department Facebook fan page. 3. Create the "My Future Phoenix" YouTube video contest. 4. Create a City of Phoenix Planning Department YouTube channel as the homepage for "My Future Phoenix" 5. Advertise the contest on the Planning Department's new Facebook and MySpace pages. 6. Develop a "My Future Phoenix" contest flier providing competition details 7. Work with the Phoenix Youth and Education Commission to promote the competition on their website. 8. Hold an awards ceremony for the top three "My Future Phoenix" videos. 9. Introduce the winning projects in a televised PSA on know99 Television and PHX11 that will attract viewers to the YouTube channel. 10. Develop a Phoenix Development Youth Council. 11. Develop a print brochure promoting the Phoenix Development Youth Council. 12. Create a Phoenix Development Youth Council advertisement for high school newspapers to promote involvement 13. Have the Phoenix Development Youth Council plan a City of Phoenix High School Summit. 14. On a monthly basis one student will be awarded a certificate for his or her involvement and achievement in the Phoenix Development Youth Council. 	

Matrix: Phoenix High Schools and Parents

KeyPublic	Self- Interests	Primary Messages	Influentials	Objectives	Strategies	Tactics
<p style="text-align: center;">Phoenix High School Faculty and Staff</p>	<ul style="list-style-type: none"> • Reputation in the community • Achieving Students • Keeping Parents Happy 	<p>We want to develop a city that suits your wants and needs. You have the power to get involved and make a difference in Phoenix's future</p>	<ul style="list-style-type: none"> • Government • Staff • Parents • Students 	<p>2. Increase media attention regarding the City of Phoenix Planning Department's relationship with Phoenix high school students</p>	<p>4. Conduct a media campaign among Phoenix media.</p>	<p>Send press releases and calendar advisories to Phoenix media highlighting youth involvement projects including:</p> <ul style="list-style-type: none"> • "My Future Phoenix" • Phoenix Development Youth Council • Creation of MySpace and Facebook Pages and Award Ceremonies • City of Phoenix High School Summit
<p style="text-align: center;">Parents</p>	<ul style="list-style-type: none"> • Safety • Education • Convenience 		<ul style="list-style-type: none"> • Family • Friends and Peers • Children 			

Calendar: City of Phoenix Campaign Start Date: 8/1/09		2009												2010					2011
		Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.
Strategy 1: Use social media networks to pique interest among youth about the future of Phoenix.																			
Tactic 1: Create and maintain a City of Phoenix Planning Department MySpace page																			
Tactic 2: Create and maintain City of Phoenix Planning Department Facebook fan page																			
Strategy 2: Engage high school students in the future of Phoenix through a "My Future Phoenix" YouTube video contest.																			
Tactic 1: Create "My Future Phoenix" video contest																			
Tactic 2: Create a City of Phoenix Planning Department YouTube channel as the homepage for "My Future Phoenix"																			
Tactic 3: Advertise the contest on the Planning Department's new Facebook and MySpace pages.																			
Tactic 4: Develop a "My Future Phoenix" contest flier providing competition details																			
Tactic 5: Work with the Phoenix Youth and Education Commission to promote the competition on their website.																			
Tactic 6: Hold an awards ceremony for the top three "My Future Phoenix" videos.																			
Tactic 7: Introduce the winning projects in a televised PSA on know99 Television and PHX11 that will attract viewers to the YouTube channel.																			
Strategy 3: Use a Phoenix Development Youth Council to increase involvement and open communication between the Phoenix Planning Department and high school students.																			
Tactic 1: Develop a Phoenix Development Youth Council.																			
Tactic 2: Develop and distribute print brochure promoting the Phoenix Development Youth Council.																			
Tactic 3: Create a Phoenix Development Youth Council advertisement for high school newspapers to promote involvement																			
Tactic 4: Have the Phoenix Development Youth Council plan a City of Phoenix High School Summit.																			
Tactic 5: On a monthly basis one student will be awarded a certificate for his or her involvement and achievement in the Phoenix Development Youth Council.																			
Strategy 4 : Conduct a media campaign among Phoenix media.																			
Send press releases and calendar advisories to Phoenix media highlighting youth involvement																			

City of Phoenix Planning Department Budget	Detail	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Strategy 1: Use social media networks to pique interest among youth about the future of Phoenix					
Host MySpace Account for City of Phoenix Planning Department					
MySpace Maintenance	By Planning Department Staff	\$ -	\$ -	\$ -	\$ -
Host Facebook Account for City of Phoenix Planning Department					
Facebook Maintenance	By Planning Department Staff	\$ -	\$ -	\$ -	\$ -
Strategy 2: Engage high school students in the future of Phoenix through a "My Future Phoenix" YouTube video contest.					
Host YouTube Channel for City of Phoenix Planning Department					
MySpace Maintenance	By Planning Department Staff	\$ -	\$ -	\$ -	\$ -
Develop "My Future Phoenix" Contest Flier	Designed by Step Up! Communications 1 @ \$75 per hour (1.5 hours)	\$ 75.00	\$ 112.50	\$ -	\$ 112.50
Cost of Paper Fees	1 Ream of 500 11x17 @ \$15	\$ 15.00	\$ 15.00	\$ -	\$ 15.00
Printing Fees	500 @ \$.18 per copy	\$ 0.18	\$ 90.00	\$ -	\$ 90.00
Post information on the Phoenix Youth and Education Commission website.		\$ -	\$ -	\$ -	\$ -
Distribute Flyers to High School Campuses					
Gas allowance for staff	By Step Up! Communications 200 miles @ \$.55 per mile	\$ 0.55	\$ 110.00	\$ -	\$ 110.00
Awards Ceremony at Planning Meeting					
PowerPoint Presentation	By Step Up! Communications 1 @ 75 per hour (2 hours)	\$ 75.00	\$ 150.00	\$ -	\$ 150.00
Meeting Space	Credited due to using monthly planning meeting: 1 room at planning meeting @ \$500	\$ 500.00	\$ 500.00	\$ (500.00)	\$ -
Awards					
Printing Fees	3 copies @ \$4.49 per copy	\$ 4.49	\$ 13.47	\$ -	\$ 13.47
Creative Fees	By Step Up! Communications 1 @ \$75 per hour (.25 hours)	\$ 75.00	\$ 18.75	\$ -	\$ 18.75
Post Videos on YouTube, City of Phoenix Website and in Televised PSA					
Contest Maintenance	Includes screening videos and uploading to YouTube by Planning Department Staff	\$ -	\$ -	\$ -	\$ -
Video Creation for PSA					
Editing	1 @ \$75 per hour (10 hours)	\$ 75.00	\$ 750.00	\$ -	\$ 750.00
Strategy 3: Use a Phoenix Development Youth Council to increase involvement and open communication between the Phoenix Planning Department and high school students.					
Develop a Phoenix Development Youth Council					
Application	By Step Up! Communications 1 @ \$75 per hour (1.5 hours)	\$ 75.00	\$ 112.50	\$ -	\$ 112.50
Brochure					
Creative	By Step Up! Communications 1 @ \$75 per hour (4 hours)	\$ 75.00	\$ 300.00	\$ -	\$ 300.00
Printing	1,275 @ \$.18 per copy	\$ 0.18	\$ 229.50	\$ -	\$ 229.50
Promote Phoenix High School Council to school newspapers					
Take advertisement out in School Newspapers	6 inches @ \$4 per inch @ 51 high schools	\$ 4.00	\$ 24.00		\$ 1,224.00
Creative Fees	By Step Up! Communications 1 @ \$75 per hour (1.5 hours)	\$ 75.00	\$ 112.50	\$ -	\$ 112.50
High School council plan City of Phoenix High School Summit					
Meeting Space	3 rooms @ \$500	\$ 500.00	\$ 1,500.00	\$ (750.00)	\$ -
Food and Beverage	255 @ \$2.50 per person	\$ 2.50	\$ 637.50	\$ -	\$ 637.50
Monthly Certificate to Youth Development Council Members					
Certificate					
Printing Fees	12 copies @ \$4.49 per copy	\$ 4.49	\$ 53.88	\$ -	\$ 53.88
Creative Fees	1 @ \$75 per hour (.25 hours)	\$ 75.00	\$ 18.75	\$ -	\$ 18.75
Strategy 4: Conduct a media campaign among Phoenix newspapers					
Press Releases to Phoenix Media					
Press Release Creation	By Step Up Communications 5 @ \$75 per hour (10 hours)	\$ 75.00	\$ 750.00	\$ -	\$ 750.00
Electronic Distribution	200 @ \$0 per copy	\$ -	\$ -	\$ -	\$ -
		Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Total Costs Projected		\$ 1,616.39	\$ 5,370.85	\$ (1,250.00)	\$ 4,570.85
Total Costs Projected of Only Creative Fees		\$ 675.00	\$ 2,325.00	\$ -	\$ 3,187.50
Total Costs Projected Without Creative Fees		\$ 941.39	\$ 3,045.85	\$ (1,250.00)	\$ 1,383.35

Appendix A – Sample MySpace Page


Sponsored Links

Argosy University
Earn a Business Degree on Your Schedule. Learn More Today!
www.argosy.edu

myspace.com a place for friends. Web Search POWERED BY Google

Home Browse People Find Friends Local Music Video More City of Ph... Log In Sign Up

City of Phoenix Planning Department



Welcome to the official City of Phoenix Planning Department Myspace!

Phoenix, Arizona
United States

Last Login: 10/29/2007

View My: [Pics](#) | [Videos](#)

Send Message	Forward to Friend
Add to Friends	Add to Favorites
IM / Call	Block User
Add to Group	Rank User

MySpace URL:
www.myspace.com/phoenixplanningdepartment

Status:	Single
Zodiac Sign:	Libra

City of Phoenix Planning Department's Blog Entries

My Future Phoenix
Phoenix Development Youth Council
[view more](#)

Blog Entry [[Subscribe to this Blog](#)]

[[View All Blog Entries](#)]

City of Phoenix Planning Department's Blurbs

About me:

This Myspace was created to serve as a forum between the City of Phoenix Planning Department and the citizens of Phoenix. The Planning Department will continue to post blogs about upcoming planning events and meetings for those who would like to be involved in developing the future of Phoenix.

Who I'd like to meet: All Citizens of Phoenix.

City of Phoenix Planning Department's Friends

[All](#) | [Online](#) | [New](#)


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Appendix B – Sample Facebook Fan Page


facebook Home Profile Friends Inbox 4 Settings Logout Search

City of Phoenix Planning Department  Become a Fan

Wall Info Photos Boxes Events YouTube Box >>

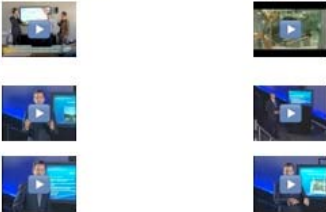
City of Phoenix Planning Department's Profile Page Items | All of City of Phoenix Planning Departmen't Items | Your friend's Items | Manage your items

"My Future Phoenix" YouTube Contest [Share](#)




Check out the latest "My Future Phoenix" videos

add a comment




Advertise

Buckin' Bullridin Bonanza




Because its going to be a buckin' good time. Support the Cystic Fibrosis Foundation!

Fitness Boot Camp



Are you ready to get fit, feel healthy and look great? Try our new INDOOR fitness boot camp in Chandler, AZ. (480)-699-6220

americanjunkieaz.com



Our Happiest Hours M-F; 4 to 7PM half off all drinks apps . Sat Sun Day \$5 Redbull Vodka's

Appendix C – Sample “My Future Phoenix” YouTube Channel


English ▾
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City of Phoenix Planning Department

Subscribe




City of Phoenix Planning Department
 Joined: March 19, 2009
 Last Sign In: 23 hours ago
 Videos Watched: 186
 Subscribers: 5
 Channel Views: 3,047

Videos by Phoenix High School Students on their visions for the future of the City of Phoenix

Name: City of Phoenix Planning Department
 City: Phoenix, Arizona
 Country: United States

Report profile image violation

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- Send Message
- Add Comment
- Share Channel
- Add to iGoogle

Embed This Channel:

```
<script src="http://www.gmodules.com/ig/ifr?url=http://www.google.com/ig/modul
```


Recent Activity

There hasn't been any recent activity.

Videos (101)

Subscribe to City of Phoenix Planning Department


Videos | [Most Viewed](#) | [Most Discussed](#)



the future

5 months ago
213 views

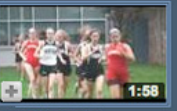
no rating



dennis.mp4

4 months ago
539 views

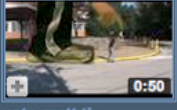
★★★★★



Our Phoenix 2008

5 months ago
137 views


no rating



vote-matt tj

5 months ago
65 views

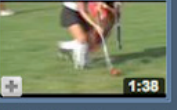
no rating



Shelly Daniszewski

5 months ago
50 views


no rating



What the future holds


5 months ago
128 views

★★★★★



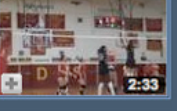
Phoenix High Schools

6 months ago
188 views



Love Phoenix

6 months ago
104 views



My future phoenix

6 months ago
183 views

see all

Appendix D – Sample “My Future Phoenix” Flier

MY FUTURE PHOENIX

IN 2020...

WILL THERE BE MORE TRAINS?
WILL THERE BE MORE HIGHWAYS?
WILL THERE BE MORE WATERPARKS?

VISIT US ON



TELL US IN 30 SECONDS
WHAT PHOENIX WILL BE LIKE
IN 2020

STEPS TO ENTER:

1. VISIT US AT [HTTP://WWW.PHOENIX.GOV/PLANNING](http://www.phoenix.gov/planning)
2. READ RULES ON ENTERING THE CONTEST.
3. AGREE THE TERMS OF AGREEMENT FORM.
4. UPLOAD AND SEND THE VIDEO TO US.
5. GO TO YOUTUBE AND SEE YOUR VIDEO!

FOR MORE INFORMATION VISIT US AT:
[HTTP://WWW.PHOENIX.GOV/PLANNING](http://www.phoenix.gov/planning)
OR CONTACT:

CECILY FULLER AT [CECILY.FULLER@ASU.EDU](mailto:cecily.fuller@asu.edu)

Appendix E – Sample “My Future Phoenix” PSA Script

Public Service Announcement

City of Phoenix – “My Future Phoenix” YouTube Contest Winner

Run Dates: February-March

Stations: Know99 and PHX11

	1	[A GIRL AND BOY SITTING AT A COMPUTER] B: WHAT ARE
	2	YOU LOOKING AT? G: HAVEN'T YOU SEEN ALL THE GREAT
	3	VIDEOS FROM STUDENTS LIKE US ON YOU TUBE? B: YOU
	4	MEAN THE ONE FROM THE ASSEMBLY LAST WEEK? G: NO
	5	THE ONES FROM THE MY FUTURE PHOENIX CONTEST
	6	WHERE STUDENTS LIKE US SUBMIT THEIR VIDEOS ON HOW
	7	THEY WOULD LIKE TO SEE PHOENIX IN THE FUTURE. B:
	8	REALLY? LET ME SEE! [FADE TO CLIP OF WINNER VIDEO
	9	TALKIN ABOUT HER FUTURE PHOENIX]
(30 seconds)	10	G: GO TO YOU TUBE DOT COM TO SEE OTHER YOUTH
	11	VIDEOS ON MY FUTURE PHOENIX. [ADDRESS SCROLL AT
	12	THE BOTTOM OF THE SCREEN]. VISIT
	13	PHOENIX.GOV/PLANNING TO FIND OUT HOW YOU CAN MAKE
	14	YOUR FUTURE PHOENIX A REALITY.
	15	
	16	
	17	
	18	
	19	

Appendix F - Sample Brochure

Appendix G – Sample High School Newspaper Advertisement

Want to Help Plan the Future?

Join the Phoenix Development Youth Council for the City of Phoenix.



You are never too young to make a difference in the development of YOUR city.

Find us on Facebook and Myspace to find out how you can make a difference.

myspace.com/cityofpheonixplanningdepartment
facebook.com/cityofphoenixplanningdepartment

Ask your school councilor for an application and more information.

www.phoenix.gov/planning 602-262-7131

Appendix H – Sample Press Release



FOR IMMEDIATE RELEASE

Media Contact:
Step Up! Communications
Cecily Fuller
(602) 616-1360
Cecily.fuller@asu.edu

PHOENIX YOUTH ENTER “MY FUTURE PHOENIX” CONTEST

YouTub- inspired video contests sparks creativity among high school students about their visions for the future of Phoenix

Phoenix, Ariz. - (April 11, 2009) - The City of Phoenix Planning Department will leave the future of Phoenix up to the city’s youth with a YouTube contest.

“My Future Phoenix” is a YouTube-based video contest aimed to get Phoenix’s youth involved in city development. Those that enter the contest will be asked to create a 60 second video depicting their hopes and dreams for Phoenix in the year 2020. Phoenix residents ages 14 through 18 are encouraged to participate.

Contestants must submit their videos to the Planning Department by Dec. 1. The City of Phoenix Planning Department will then review all videos and present the top three competitors with certificates while the winning project will be featured in a Public Service Announcement. “My Future Phoenix” is apart of a larger campaign to get the city’s youth involved in Phoenix development and the General Plan drafting process.

The Phoenix General Plan is an organized set of goals, policies and recommendations that aid in the physical development of the city in the future. The plan includes everything from neighborhood conservation and reconstruction, transit, to energy.

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