

Durham County Tax Administration Office (DCTAO) 2019 Tax Revaluation Communications Approach and Budget

Project Description

The communications plan for Durham County's 2016 tax revaluation helped generate a successful result. In 2019, we will build on this foundation.

This revaluation will include its share of communications challenges. We need to explain why the reassessment period is shrinking from eight years to four. Awareness and education tactics can be improved to reduce the questions fielded by call center staff and help ensure a more efficient appeals process. Our content can be designed to work more effectively across all of our channels. And, we can adjust our strategy to put more focus on the people—the fellow Durham denizens—managing the revaluation process. These improvements will burnish the DCTAO's reputation for excellent constituent service.

Relate will work with the DCTAO staff to review all existing communications, create new messaging and help manage the delivery of our messaging to our target audiences through the tactics outlined below.

Target Audiences

- Durham property owners (residential, commercial and agricultural)
- Durham County tax revaluation influencers, including:
 - Homeowner's associations
 - Realtors
 - Business and economic leaders
- Durham County elected officials, staff and employees

Timeframe

This engagement will begin on July 1, 2018, and end on June 30, 2019. During this year, Relate will provide communications support intermittently across three phases:

- Phase 1: Planning and development
 - Develop messaging; review existing materials and update as needed; design and develop any new content
- Phase 2: Engage with Durham County internal audiences
 - Launch awareness and education communications; monitor engagement and answer questions; provide ongoing strategic support
- Phase 3: Engage with external audiences
 - Launch awareness and education communications; monitor community engagement and conversations; provide ongoing strategic support

Scope of Work

Action Item	Timing	Notes
Reactive media relations support	Ongoing	Relate will provide ongoing counsel to assist the DCTAO staff
Monitor online mentions of Durham County Tax revaluation, including mentions on Facebook and Twitter	Ongoing	
Review target media lists	Phase 1	
Review existing rapid response protocols and make necessary adjustments	Phase 1	
Review engagement on Durham County's Facebook and Twitter accounts	Phase 1	
Develop messaging	Phase 1	
Update and draft content, including: FAQ, Commissioner's presentation, community presentation, appeals process graphic, brochures/leave behinds, infographics, and email content	Phase 1	Relate will focus on making sure the content we develop or refresh can be used across all of our communications channels.
Update landing page	Phase 1	
Create new tax revaluation video	Phase 1	Relate will manage the process of developing a new, live action video designed to be distributed and consumed via social media.
Assist with call center staff training as needed	Phase 2	
Introduce revaluation messaging to internal audiences via: meetings with Commissioners and staff, meetings with key leadership and employee trainings	Phase 2	

Action Item	Timing	Notes
Draft content for traditional paid media ads	Phase 3	DCTAO will place all paid ads
<p>Introduce revaluation messaging to external audiences via:</p> <ul style="list-style-type: none"> • Op-ed placement • Presentations at community and business organization meetings • Social media management, including the development of an editorial calendar and the creation of content for Facebook and Twitter • Creating paid ads for Facebook and Twitter • Monitoring of relevant social media conversations • Driving traffic to landing page • Distributing video • Capitalizing on opportunities to generate pro-active earned media from planned engagements • Monitoring calls and creating content to help answer common questions 	Phase 3	<p>DCTAO and County staff will:</p> <ul style="list-style-type: none"> • Manage all meeting logistics • Control all social media posts and subsequent engagement • Place all paid media
Develop materials for announcement of revaluation mailing and appeals deadline	Phase 3	

Estimated Fees

The estimated fee for this project is **\$62,500** and will cover all phases of work between July 1, 2018, and June 30, 2019. All deliverables are included in this price **except for paid media management and placement and planning for community meetings.**

Fee breakdown (we assume two rounds of review on all deliverables):

<i>Strategic communications support</i>	<i>\$27,500</i>
<ul style="list-style-type: none"> • Ongoing strategic counsel • Communications campaign management • Proactive and reactive media relations • Message development • Content review and analysis • Copy development for new materials and refresh of existing materials • Attending internal and external meetings, as needed • Assisting with trainings, as needed • Measurement and optimization of all communications tactics 	
<i>Social media management</i>	<i>\$10,000</i>
<ul style="list-style-type: none"> • Review existing engagement on County's Facebook and Twitter accounts • Create revaluation editorial calendar • Develop all social media content for publishing by County staff • Develop content for social media ads • Monitor revaluation social media posts and prepare responses • Monitor all revaluation conversations and prepare responses 	
<i>Design</i>	<i>\$8,000</i>
<ul style="list-style-type: none"> • Review design of all existing materials • Refresh existing design for all materials (following existing brand standards) • Design social media posts, as needed • Design new infographics • Create layout for traditional ads • Two rounds of client review on each deliverable 	
<i>Live-action video development</i>	<i>\$17,000</i>
<ul style="list-style-type: none"> • Develop script • Create style frames • Create storyboard • Manage video production and editing • Produce rough cut • Deliver final video files to client 	

We're excited to work with you on this project. If you have any questions, please reach out to John at john@relateadvocacy.com or Mike at mike@relateadvocacy.com. Thank you!