

AMENDMENT 1 ACTION PLAN CHECK LIST

LEARN. Familiarize yourself with the resources in this tool kit.

PLAN. The materials included here will help you explain Amendment 1's costs and consequences to your community. To share the message with the people and the press, create a citywide education plan.

Note: Use the *Frequently Asked Questions* document to help you understand what cities can and cannot do when communicating information on Amendment 1. (Consult with an attorney if you have specific questions.)

RESOLUTION. Officially adopt a resolution opposing Amendment 1. Enclosed is a sample resolution that can easily be adapted for your needs.

COLLATERAL. Update your website and consider utility stuffers to share the facts about Amendment 1 and create collateral materials for easy distribution. You may also wish to create a separate landing page on your city's website, featuring key messages and videos available in this toolkit.

MEDIA. Educate and Engage:

- ▶ Educate local news media and push for news coverage. Many journalists will be preoccupied with the gubernatorial election and other more high-profile races and issues—so, don't wait for them to come to you! Talk with local reporters—newspaper, television and radio—about the proposed amendment and why it's not right for cities.
- ▶ Pen op-eds, guest columns and letters to the editor and submit them to your local paper, city newsletter, etc. Enclosed is a sample column that can easily be adapted for your needs.
- ▶ Make media appearances. Many cities communicate or highlight their municipal activities/issues on a local access channel or public affairs show. Use these communication tools to share the facts about Amendment 1.

COMMUNITY ENGAGEMENT. Identify who will serve as your city's spokesperson(s) on this issue and book speaking engagements with your local Kiwanis, Rotary, Chamber, Garden Club, other civic organizations, and homeowners and condo associations to speak about Amendment 1. This is an important aspect of the action plan. With so many other public issues and candidates dominating the airwaves, your success in communicating the potential impact Amendment 1 will have on your city will be dependent on city officials speaking directly to their citizens. (Enclosed is a sample speech that can easily be adapted for your use.)

SHARE. Share your progress with the League. Did your city pass a resolution? Did your local paper run your guest column? What was the reaction of the citizens and civic groups with whom you spoke? Are you working with other organizations/governments on this issue?

If you have questions, please contact Amber Hughes at ahughes@flcities.com.