



City of Trotwood Community Communications Strategy Project

Update Feb 5, 2023



www.Trotwoodspeaks.com

Project Overview



Project aims

- Gather new input about Trotwood communications – learn how best to reach the most Trotwood community members
- Create an enhanced Community Communications Strategy and Communications toolkit
- Design expanded ways to inform and consistently update the Trotwood community

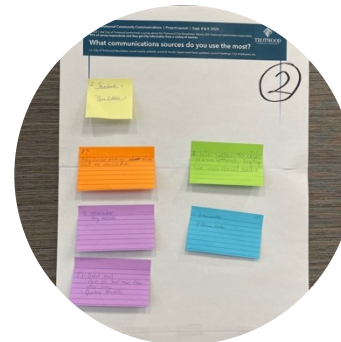


Building on the existing great work



Community input


- Included previous community survey and planning work
- 2023 community communications survey - 186 responses
- Public launch - 80 Trotwood stakeholders attended September 8-9, 2023
- 5 Focus Groups were held November 30 – December 2, 2023 - 42 stakeholders attended



Building on the existing great work

Review - Current City Communication

- Word of Mouth
- Printed Literature
- Quarterly Newsletter
- Facebook
- City of Trotwood Website
- Utility Bill
- Hyper-Reach (texts)
- Council Meetings
- Newspaper
- Radio
- Trotwood Video Series



Message From the City Manager, Quincy E. Pope Sr.

One of the major concerns I hear in our community is the need for more aggressive code enforcement. As a result, I have hired two full-time employees and one part-time to enhance the city's code enforcement efforts. I have also deployed state-of-the-art technology that allows the city to track and monitor progress in cleaning up nuisance properties. Furthermore, the technology allows you, the citizen, to take photographs of any code violation concerns you might have and upload them to the city via your smartphone or computer. This provides the city with immediate notice of your concerns and the ability to address them as soon as possible. This also gives the city an extra set of eyes in our



City of Trotwood
September 13 at 9:00 AM

Trotwood Community Farmers' Market presented by Sisters of the Precious Blood

TODAY | 3:00 PM - 7:00 PM
5200 Salem Ave., Trotwood, OH 45426 (former Salem Mall parking lot)

Shop local produce, handcrafted items, and more at the Trotwood Community Farmers' Market. Although this is a Farmers' Market, our vendors have more than fresh produce, support small businesses by stopping by and purchasing something from them! 😊

#CityofTrotwood #Trotwood #Community #FarmersMarket #FreshProduce #ShopLocal #GrowingTogether



Unregistered Cars, Illegal Business signs and Weed provisions of our code before, the city will be demolishing these abandoned structures. During the city's code enforcement



CIC
Trotwood Community Improvement Corporation



Chad Downing
Executive Director CIC
937-854-7214 (Office)
cdowning@trotwoodcic.org
www.Trotwoodcic.org

TROTWOOD BUSINESS SPOTLIGHT - New York Pizzeria



NEW YORK PIZZERIA
Proudly Made in Trotwood

New York Pizzeria - Trotwood
498 E. Main Street
Trotwood, OH 45426
(937) 837-3333



Monday - Tuesday: 11:30am-9:30pm
Wednesday: 11:30am-10pm
Thursday: 11:30am-9:30pm
Friday: 11am-11pm
Saturday: noon-10pm
Sunday: 12:30pm-9pm

Building on the existing great work

Review - Current City Communication

Word of Mouth:

- Door-to-Door Communication
- Neighborhood Conversations
- Event Attendance
- City Employees

Printed Literature:

- Library
- Goodwill
- City Hall



City of Trotwood Community Communications
FOCUS GROUPS NOV. 30 - DEC. 2
Goodwill Easter Seals West Campus | 735 E Main St., Trotwood, OH 45426

The City of Trotwood is continuing to seek your input with a series of Focus Groups. These sessions will each drill down into a different topic of conversation identified in the first stakeholder survey and discussions at the Public Launch. We encourage all members of the Trotwood community to attend any and all of the focus groups. Learn more about each topic at trotwoodspeaks.com!

The focus groups will all take place at the Goodwill Easter Seals West Campus, 735 E Main St., Trotwood, OH 45426. Topics and dates are listed below. Learn more and register for these important events at trotwoodspeaks.com.

FOCUS GROUP 1: Future ation Options er 30, 4:00 - 5:30pm	FOCUS GROUP 2: Existing Communication Methods Friday, December 1, 9:30 - 11:00am
UP 3: Building twood Brand 1, 12:00 - 1:30pm	FOCUS GROUP 4: Neighborhood Meetings Friday, December 1, 6:00 - 7:30pm
FOCUS GROUP 5: Direct Communication Involvement Opportunities Saturday, December 2, 10:00 - 11:30am	

CONTACT INFORMATION:
David Beaulieu
Chief Executive Officer
Future: 937-662-2010
dave@future-1q.com

trotwoodspeaks.com



TROTWOOD
GROWING TOGETHER

Trends We're Seeing

Strategy Framework



Key Overarching Objectives

The communications plan builds on the great work that has already been started, and adds an extra focus on:

- Building resident trust in City of Trotwood government
- Creating new ways for residents to engage and interact in person
- Improving the external perceptions of Trotwood – aka “Tell the Trotwood Story”



Building on the existing great work



TROTWOOD
GROWING TOGETHER

Recommended Action Areas

1. Revitalize and enhance the existing City newsletter
2. Create partnership programs (for businesses, organizations, residents, etc.)
3. Increase City involvement in local events
4. Write Trotwood's Story
5. Assess the possibility of hiring a Communications Specialist



Storyboards



Building on the existing great work

City of Trotwood Community Communications STORYBOARDS



TROTWOOD
GROWING TOGETHER



**The Storyboards are a sneak peek into the coming
Communications Strategy and Toolkit.**

Each Storyboard describes a potential action the City of Trotwood can take as part of its efforts to improve communications within the city, with tactics to support its implementation.

Action 4: Write Trotwood's Story



Tactic 1: "Build on the gifts of our people"

- Stated by a focus group attendee, this is a core aspect of the Trotwood identity; Trotwood residents feel strongly about their fellow community members
- Publicizing and celebrating individuals' successes will strengthen their relationship to the City of Trotwood as well as their sense of identity as a "Trotwoodian"
- Provide opportunities for the Trotwood community to nominate others

Tactic 2: Develop materials displaying Trotwood's business friendliness

- One of Trotwood's points of pride is being business-friendly; creating materials to highlight how Trotwood supports its existing businesses will bolster this sentiment
- Create a "Hometown Successes" feature to spotlight local businesses; track and celebrate milestones such as new businesses, expansions, anniversaries, etc.

Tactic 3: Build upon the foundation of pride in living in Trotwood

- Create educational materials about Trotwood's history, growth (especially in the last five years), and plans for the future
- Work with the schools to educate the youth about Trotwood's community and history, encouraging them to stay in Trotwood after graduation
- Improve first impressions through both education about and enforcement of City codes



Next Steps – Build-out final toolkit

- Email marketing tools for potential electronic newsletter distribution
- Spotlight feature templates
- Partnership and sponsorship program structures
- Testimonial nomination, interview, and design templates
- Communications Specialist job description
- Media kit & campaign templates

