

Marketing Plan

For

Utility Bill Assistance Program

Funded By

City of Fort Bragg

With

Community Development Block Grant

HCD Contract Period: August 13, 2025 – August 12, 2028

Contract Expenditure Period: August 13, 2025 – May 12, 2028

Program Operation: October 2025 – April 2028 or until all funds are expended, whichever happens first.

This Marketing Plan assumes funds will be available through the entire expenditure period. Timeline should be adjusted based on actual funds available.

Phase 1: Predevelopment (August – October 2025)

1. Update Program Guidelines, Application Forms, and Marketing Materials

Phase 2: Initial Program Roll-Out (October – December 2025)

1. Publicly Noticed Public Hearing held at City Council
2. Publish Informational Flyers
 - a. Press Release
 - b. City Website
 - c. City Facebook
 - d. City Manager Round Up
3. Send Insert in City Utility Bills
 - a. New Billing
 - b. Late Billing
 - c. Shut-off Notices
4. Local Radio Advertisement
5. Local Utility Provider / Community Organization Outreach
 - a. Inform of Program
 - b. Provide Applications / Flyers

Phase 3: Periodic Ongoing Outreach (January 2026 – April 2028)

Tasks will typically be completed semi-annually; frequency will be adjusted based on response rate.

1. Announcements and/or Items at Public Meetings
2. Publish Informational Flyers
 - a. Press Release
 - b. City Website
 - c. City Facebook
 - d. City Manager Round Up
3. Send Insert in City Utility Bills
 - a. New Billing (periodically)
 - b. Late Billing (all)
 - c. Shut-off Notices (all)
4. Local Radio Advertisement
5. Local Utility Provider / Community Organization Outreach
 - a. Provide Applications / Flyers

Phase 4: Targeted Outreach (October 2026 – April 2028)

Program staff will track the date assistance is provided to each recipient and may

conduct targeted outreach by sending flyers to prior recipients highlighting the opportunity to apply for assistance a second time if needed after twelve months. This step will be taken if the rate of first-time applicants has slowed.

1. Targeted Flyers Sent to Prior Recipients
 - a. Mail
 - b. Email
2. General Informational Flyers Updated to Highlight Reapplication Opportunity

Phase 6: Closeout (May – August 2028)

Closeout will begin May 2028 at the latest, sooner if funds are fully expended prior to May. Program achievements will be discussed at a publicly noticed public meeting.

1. Publicly Noticed Public Hearing held at City Council
2. Update Website