

Public Relations/Public Outreach Update

RFP #02-2019 Public Relations & Marketing Services

-Issue Date 2/6/2019 Due Date 3/6/2019

-Work Orders from successful RFP to include:

- *Public Relations & Marketing Research for short & long term communication plans
- *Work Sessions for Successful Branding & Communications strategies
- *Training sessions for effective internal & external communications
- *Identification of community concerns & controversial issues
- *Identification of possible cooperative promotional opportunities with other entities
- *Creating coordinated advertising campaigns
- *Website creation with clear branding message and is customer service oriented
- *Develop an integrated social media strategy utilizing the latest tools & platforms

Public Presentations throughout the community on updates with the large storage tanks and expected time frames for delivering new gas service for residential and commercial customers. These presentations have taken place at the Air Quality expo, Alliance meetings, Fairbanks Economic Development Corporation, Fairbanks Chamber of Commerce, and various Engineering associations. In addition, Storage Tank tours have been hosted for Mayors, Assembly Members, Fairbanks and North Pole Council Members and other community leaders and supporters.

Press releases such as the upcoming release with the Borough in regards to the Conditional Use Permit.