



Communications Plan (2025-2026)

Category Description

Submit a detailed copy of your local government’s strategic communication and marketing plan. This document should outline the goals, objectives, target audience, key message and strategies employed, metrics and outcomes. Submitted plans can focus on a single aspect, such as social media strategy.

Judges will assess criteria such as overall strategic planning, clear messaging, measurable impact, adaptability and innovation.

SUPPORTING DOCUMENTATION SUGGESTIONS: A compelling summary of your plan, including samples of the content generated from the plan, ways it’s been used for cross-departmental collaboration and citizen response, if any.

Name of Individual Submitting Entry

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Entry Title

Water Rate Education and Conservation Campaign

Social Media

<https://www.facebook.com/cityofdunedin>

Video Link (YouTube or Vimeo)**Supporting Documentation**

Water Conservation Plan Calendar.docx

DataWater.pdf

EYE on Water Metrics.png

Communications Plan for Water Rate Increase.docx

Water Campaign Entry Summary.docx

What are the goals and objectives of the communications plan (include target audience)?

The goal of the Water Rate Education and Conservation Campaign was to proactively inform residents about the upcoming utility rate adjustment while building understanding, trust, and transparency around why the increase was necessary. A key objective was to equip customers with practical water conservation strategies and measurable tools, such as the EyeOnWater app, to help manage and potentially reduce household utility costs. The primary target audience included Dunedin utility customers, particularly residential households, while also reaching business customers and community stakeholders through coordinated, multi-platform outreach. Ultimately, the plan aimed to transform a potentially challenging rate conversation into an opportunity for education, engagement, and long-term sustainability.

Describe the supporting documentation submitted with this entry.

The supporting documentation includes a comprehensive campaign summary, the full communications plan, and a detailed content calendar outlining messaging rollout from August through November 2025. Also included are performance metrics for social media posts and video reels, as well as measurable adoption data for the EyeOnWater app demonstrating campaign impact. The communications plan contains direct links to long-form articles, informational videos, and short-form reels related to the rate adjustment and conservation education, providing clear evidence of strategy, execution, and results.

What is new, innovative or creative about this communications plan?

What set this communications plan apart was its proactive, two-pronged approach that paired a rate increase announcement with immediate, solution-based education and measurable conservation tools. Rather than focusing solely on explaining higher costs, the campaign shifted the narrative toward empowerment by giving residents practical strategies and introducing the EyeOnWater app as a real-time monitoring resource. The structured content calendar, cross-department collaboration, and integration of outside water management experts ensured messaging was accurate, sustained, and strategic. By combining transparency with behavior-change tools and measurable outcomes, the City transformed a potentially negative issue into an opportunity for engagement, trust-building, and long-term sustainability.

Describe how the communications plan was successful (include your evaluation process and metrics).

The communications plan was successful in both reach and measurable behavior change. Success was evaluated through social media analytics, video views and engagement rates, website traffic, and direct

adoption data for the EyeOnWater app. Campaign reels generated strong performance, including one video reaching more than 8,600 views with 200 interactions, while additional conservation posts consistently reached thousands of residents. Most notably, EyeOnWater enrollment grew from just 19 users prior to the campaign to 187 within the first month and to approximately 900 active users by November. Operationally, Utility Billing staff had anticipated a significant increase in complaint and confusion-driven phone calls following the rate adjustment, but that surge did not materialize, indicating residents were informed in advance. Together, these results demonstrate the campaign not only informed the public, but reduced friction, supported internal operations, and drove meaningful customer action.

Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.

As a mid-sized coastal city with a lean communications team, Dunedin developed and executed this comprehensive campaign entirely in-house through strategic planning, cross-department collaboration, and disciplined content management. Without the budget of a large metropolitan agency, the team created a multi-month, multi-platform rollout supported by a detailed content calendar, coordinated messaging with Water, Utilities, and Billing, and partnerships with regional water management experts. Rather than simply announcing a rate increase, the City paired transparency with empowerment, introducing measurable conservation tools that drove real behavior change and helped prevent customer confusion and call surges. The campaign demonstrates how a focused, collaborative communications team can deliver measurable community impact and operational support, regardless of city size or budget.