



## Local Utility iNflation Assistance (LUNA) Program Communications Plan

**Friday, May 27** – Program flyers are mailed to 2,200 City post office boxes

### **Wednesday, June 1 – Program Begins**

- COV LUNA web page goes live
- COV FB post introducing program
- New Flash post on website

### **Week One: June 6 - 10**

**Monday, June 6** – KVAK 24-Spot Plan Campaign begins – e-Newsletter and 24 radio spots runs for 4 weeks

- KVAK radio spot on FM and AM
- KCHU PSA
- KVAK E-Newsletter
- Graphic and LUNA program information displayed on City's electronic signage
- Finance dept to email LUNA program information to all 1,300 recipients of the February energy assistance and will include W-9 form

### **Tuesday, June 7**

- FB post

### **Wednesday, June 8**

- KVAK radio spot on FM and AM
- KCHU PSA

### **Thursday, June 9** – Extended City Hall hours till 7pm

- phone calls to individuals who received the energy assistance but do not have email or who's email bounced back
- FB post extended City Hall hours reminder

### **Friday, June 10**

- phones call continued
- KVAK radio spot on FM and AM
- KCHU PSA

## **Week Two: June 13 - 17**

### **Monday, June 13**

- KVAK radio spot on FM and AM
- KVAK E-Newsletter
- KCHU PSA

### **Wednesday, June 15**

- KVAK radio spot on FM and AM
- KCHU PSA

### **Thursday, June 16**

- FB post

### **Friday, June 17**

- KVAK radio spot on FM and AM
- KCHU PSA

## **Week Three: June 20 - 24**

### **Monday, June 20**

- KVAK radio spot on FM and AM
- KVAK E-Newsletter
- KCHU PSA

### **Wednesday, June 22**

- KVAK radio spot on FM and AM
- KCHU PSA
- FB post

### **Friday, June 24**

- KVAK radio spot on FM and AM
- KCHU PSA
- News Flash posted on website

## **Week Four: June 27 - 30**

### **Monday, June 27**

- KVAK radio spot on FM and AM
- KVAK E-Newsletter
- KCHU PSA

**Tuesday, June 28**

- FB post – final week

**Wednesday, June 29**

- KVAK radio spot on FM and AM
- KCHU PSA

**Thursday, June 30** - last day - extended City Hall hours till 7pm

- KVAK radio spot on FM and AM
- KCHU PSA
- FB post – program deadline is 7pm
- New Flash post on website – program deadline at 7pm
- Drop box check at 7pm – signage on drop box informing public no forms will be accepted after 7pm

**Monday, July 25** – payments mailed end of July

- FB post
- News Flash post on website

Note: A few times within the month, the Facebook posts were also shared to the Valdez Online Bulletin Facebook page.

The Communications Director will meet with Finance Team in December 2022 to create a communications plan for 1099 mailings that will occur in early 2023.

**LUNA Program Data**

Data was provided by the Finance Team and refers to all approved program participants.

W-9's: 1,058

New applications: 113

Total program participants: 1,171

For reference, approximately 1,300 total recipients participated in the Energy Assistance program in February. Several people chose not to participate in LUNA due to income tax implications. In addition, a few EA program participants have since moved out of town. Also, of note, the Energy Assistance program ran for 2 months, whereas, LUNA was only 1 month long.