



Office of the Captiva Erosion Prevention District
11513 Andy Rosse Lane, Unit 4
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Daniel Munt, Executive Director

Communications Plan - Special Referendum May 21st, 2024

Purpose

To foster awareness of the upcoming referendum to the Captiva Erosion Prevention District's constituency. To properly inform the community by supplementing the information distributed by the Lee County Election's Office by promoting the details within the referendum sponsored by the district.

Goal

To reach all 260 registered voters of the island of Captiva through digital, physical, or indirect communications efforts. To inform the voters of the purpose of the referendum and the time and location for voting, to fully influence high voting participation and ownership of the referendum matter at hand.

S.W.O.T. Analysis

Strengths:

- Following Hurricane Ian, the importance of beach nourishment has never been more understood by a community. The people of Captiva are eager to see the beaches restored to pre-hurricane conditions and improved for better performance following future storms.
- Staff have obtained the voter registration rolls filled with contact information to disseminate information in conjunction with our already existing constant contact information.
- Historically the referendum votes have produced positive support passing by a large margin.

Weakness:

- The property owners of Captiva are still paying for the previous nourishment performed in 2021. There is high sensitivity to the prospect of the public paying a large portion of the cost via another special assessment.
- Many residents do not participate in CEPD meetings and rely on third party interpretations and may be uninformed/misinformed of the Special Election matters subject to referendum.

Opportunity:

- This referendum presents the opportunity to direct and distribute the full and correct information including the purpose of the total amount listed on the referendum, external funding sources, and expected range the district can expect to assess to the property owners.
- The district can increase the overall knowledge base and engagement of the voters of Captiva.

Threats:

- Voters may perceive the referendum vote with the misunderstanding that the District will be burdening the public with the full \$25 million bond loan for the project.
- Voters may vote to not accept the Special Assessment.



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Outreach Plan

30 Days Before Referendum

- Special Election signage placed at public facing locations on Captiva.
- Beach Brief sent to all email addresses in CEPD registration database and voter registration database.
- All correspondence is directed to information posted on CEPD website.
- Advertisement in local newspapers and online media resources*

15 Days Before Referendum

- Increase of signage placed at public facing locations on Captiva.
- Direct mail Newsletter to be received by all registered voters on Captiva.
- Additional Beach Brief reminder sent to all email addresses from constant contact and voter registration.
- Coordinated news reports in local and online media resources*

5 Days Before Referendum

- Additional Beach Brief reminder sent to all email addresses from constant contact and voter registration.
- Coordinated news reports on local TV news stations*

*Island Reporter, Island Sun, Santiva Chronicle, Captiva Facebook sites, Captiva Sanibel.com, Wink News, Fox 4 News