6
Instituting a Public Awareness Campaign

Objective and anticipated results

It is vital to set up a communications campaign to inform the public of the operation being undertaken, and to secure their cooperation.

The innovative aspect of addressing the streets of the town will certainly invoke questions and comments. In addition, this operation, which involves census taking and entryway numbering, can be seen as an invasion of privacy and as such does not always go smoothly. Before launching operations on the ground, therefore, the public should be informed of the anticipated benefits, in particular as regards increased facility of location, security, ease of access, and more efficient public services.

A public awareness campaign will result in a better understanding and in cooperation from inhabitants. Without such cooperation, the operation runs the risk of not being completely effective, in particular as regards compiling a database concerning the public, their habitat and their activities, or the installation by the inhabitants of street plaques.

Responsibility and development

Executors: This task should be carried out by the local authorities (Mayor's office, Administrator, neighborhood leaders).
Duration: Media campaigns should coincide with the following important steps of the operation: launch, pilot operation, and finalization.
TOWN OF DOLOBA
CAMATO

STREET ADDRESSING OPERATION

The municipality is carrying out modernization works that will facilitate access to urban services for all inhabitants. This modernization includes the launch of a “street addressing” operation.

What is street addressing?

It is an operation that allocates numbers to all the town’s streets (already-named streets will retain their names). This number will be indicated at street corners, on wall plaques, and on signposts. The numbers consist of four digits, the first of which is the number assigned to the sector.

As part of this operation, a number will be allocated to each entrance off the street.

What is the purpose of street addressing?

Street addressing will make it easy to find your way around the town. It will improve urban services by ensuring that ambulances, fire trucks, taxis and individuals will be able to find their way around without difficulty. Mail, messages, and emergency services will be delivered direct to your door.

From now on, and as in all cities, housing units will be assigned addresses such as the following:

Mr. John Brown
No.15, 3.510 Street
Doloba
Camato

Office of the Mayor

N.B. What will happen to the old numbering?
The old numbering system is inconvenient in several ways – it does not cover all neighborhoods, and does not facilitate getting around town. For the moment, there is no need to remove the old numbering. However, the Municipal Services will add the new numbers to the entryways of concessions.
Methodology

1st Task – Decide on a signing system
It is a good idea to launch regular communication campaigns, reaching out to the entire public. Several media can be used simultaneously:
- radio
- newspapers
- television
- posters
- official inauguration of the operation, etc.

At the same time, circulars should be distributed and townhall meetings held with the different associations (women’s groups, youth groups, professional associations, neighborhood associations), economics units such as the Chamber of Commerce, and so on.

Finally, an approach that has proven successful is to supply street addressing teams with t-shirts and caps carrying the municipality’s emblem and marked “Street Addressing Operation”. You could also add the acronym of the financial backer, or of a sponsor.

6.2 – Example of a logo for t-shirts, stickers, etc.

2nd Task – Set up the campaign
The campaign is carried out in several phases, coinciding with the important steps of the operation:
- the pilot operation (1 month)
- onset of the generalization phase (2 months)
- middle of the generalization phase (2 months)
- final stage of the operation (2 months).

During these four phases, leaflets will be distributed, media announcements will be made, and so on.
It is important to proceed in stages, since the street addressing operation lasts a long time. The publicity phases will be spaced out over several months.