



Connecting with Constituents

Practical Ideas for Educating the Public



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Texas county government delivers efficient, essential services to county residents, providing tremendous value for their tax dollars. Connect with constituents and help spread the word that *Texas Counties Deliver*.

By sharing your county's story, you'll help improve the public's and legislators' understanding about and trust in county government.

Reach out to the local news media, community leaders and legislators with your county's story. Share good news that illustrates the value your county delivers to residents. Don't miss opportunities to explain the difficult issues facing your county.

Ideas to Get You Started

1. Offer to write a regular column in your local paper that features current county issues.
2. Host a series of public meetings with Q&A sessions to explain a difficult issue facing your county.
3. Create an annual newsletter highlighting completed projects within your department.
4. Produce a brochure introducing yourself and explaining how your office and department serve the public. Include contact information.
5. Speak to community groups and students about how county government works using TAC's *Texas Counties Deliver* PowerPoint included on the flash drive in your toolkit.
6. Establish a Facebook page or Twitter account for your county, for individual county departments or for you as an official to share news,



publicize county meetings, and post links to county web pages and other resources for the public. See social media tips at www.county.org/socialmedia.

7. Produce an annual report that explains the county's tax rate(s), presents budget highlights, major county accomplishments and goals for the coming year. It can be brief. Post it on your county's website and publish it in a brochure. Provide contact details for more info.
8. Invite a community leader (or two) to lunch. Use the tools in this kit as launching points for a conversation to shed light on how county government functions efficiently and with transparency and accountability in your community.
9. Schedule time to meet regularly with your state legislators to review the issues that mean the most to your county.

Find Inspiration!

Many counties across Texas are already sharing their counties' stories. See the flash drive in this kit for excellent examples showing how.

How do *you* share your county's story? TAC wants to know. Please send your examples, ideas and other feedback to txcountiesdeliver@county.org.





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