2027 CITY GOVERNMENT MARKETING CALENDAR

One outreach theme. Four coordinated touchpoints. One useful promotional product.

JANUARY - JUNE

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	PUBLIC TAKEAWAY
JAN	**Know your city services**	**City contact magnet**	Email a city-services directory: permits, parks, utilities and resident assistance.	Post a quick how-to video on finding city services and reporting issues.	City Hall resource open house / new-resident orientation	Provide service-contact magnets with a QR link to city resources.
FEB	**Libraries & learning**	**Library QR-code bookmark**	Share library programs, digital resources and free community learning opportunities.	Feature librarians, reading challenges and library services.	Library open house / family literacy event	Offer bookmarks linking to library hours and programs.
MAR	**Clean streets & storm drains**	**Reusable litter bag**	Email spring clean-up dates and tips for keeping storm drains clear.	Show simple ways residents can prevent litter and clogged drains.	Neighborhood cleanup / stormwater education booth	Provide reusable litter bags with a disposal reminder.
APR	**Earth Month & sustainability**	**Reusable shopping tote**	Invite residents to Earth Month activities and share local recycling guidance.	Post water-wise landscaping and waste-reduction tips.	Earth Day cleanup / city sustainability fair	Distribute totes with a local recycling and reuse guide.
MAY	**Public Works Week**	**Branded mini tape measure**	Explain city street, water and infrastructure work; invite families to learn more.	Spotlight crews and a behind-the-scenes public works project.	National Public Works Week: May 16-22; Touch-a-Truck	Offer tape measures paired with a public works fact card.
JUN	**Summer programs & heat safety**	**Branded reusable water bottle**	Send summer recreation, cooling-resource and outdoor-safety information.	Feature recreation programs and tips for hot-weather safety.	Summer kickoff festival / recreation registration event	Offer water bottles with a link to city summer resources.

A SIMPLE MONTHLY OUTREACH PLAN

Week 1: resident email | Week 2: social post | Week 3: city event | Week 4: useful public handout

WE PUT YOUR BRAND TO WORK

APWA: Public Works Week May 16-22, 2027 | NRPA: Park & Recreation Month in July

Check city public-purpose, procurement, accessibility, ethics and nonpartisan outreach rules.

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JULY - DECEMBER

MONTH	CAMPAIGN THEME	FEATURED PRODUCT	EMAIL CAMPAIGN	SOCIAL MEDIA	EVENT / OUTREACH	PUBLIC TAKEAWAY
JUL	**Parks & recreation month**	**Branded cooling towel**	Highlight summer park programs, trail access and recreation activities.	Post park spotlights and staff-led recreation tips.	Park and Recreation Month: community park day	Share cooling towels with park rules and heat-safety tips.
AUG	**Back-to-school safety**	**Reflective zipper pull**	Email school-zone reminders, walking safety tips and city traffic resources.	Post crosswalk and bike-safety tips with city staff.	School resource fair / neighborhood safety event	Provide reflective zipper pulls with safety tip cards.
SEP	**Emergency preparedness**	**LED keychain flashlight**	Send a household readiness checklist and emergency alert sign-up instructions.	Share emergency kit tips, evacuation planning and alert reminders.	Emergency preparedness fair / community safety workshop	Offer flashlights with emergency-alert registration details.
OCT	**Fire prevention & home safety**	**Safety checklist magnet**	Share smoke-alarm, defensible-space and home safety resources.	Post a short fire-prevention checklist and department Q&A.	Fire station open house / fall safety outreach	Give checklist magnets with a city safety-resource QR code.
NOV	**Volunteers & civic life**	**Branded pocket notebook**	Invite residents to volunteer programs and public engagement opportunities.	Highlight volunteer contributions and ways to get involved.	Volunteer recognition / community involvement fair	Provide notebooks with a city volunteer resource card.
DEC	**Year in review & 2028 planning**	**2028 city services calendar**	Recap city programs and share upcoming service dates and local resources.	Post a city-service year-in-review and 2028 program preview.	Community holiday event / city information booth	Distribute service calendars with verified 2028 dates.

MAKE IT USEFUL AND BUDGET-CONSCIOUS

Choose 1-2 approved outreach products per quarter; reuse them at multiple city events and departments.

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