

# Managing Misinformation: Annexation Goes Awry

**Katherine Caffrey**

Assistant City Manager  
City of Cedar Park, Texas  
ICMA Conference Presenter





**Located just north of Austin**

**Population: 72,000**

**About 25 sq. mi.**

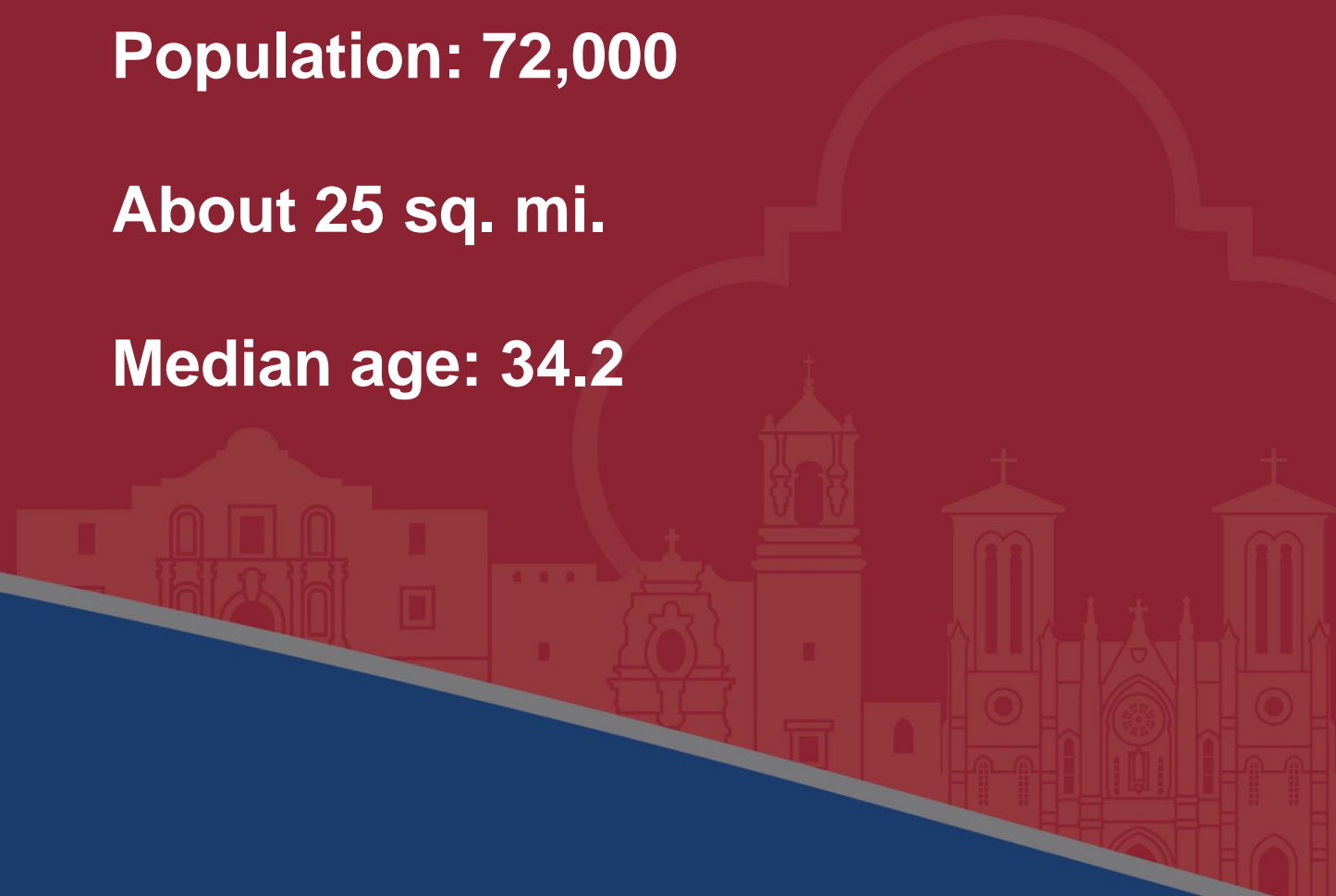
**Median age: 34.2**

**OCTOBER 22-25**

**ICMA 2017**

**SAN ANTONIO**

103RD ANNUAL CONFERENCE • BEXAR COUNTY



# An Annexation Story



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Scaled to account for  
social media.

**Our taxes will  
skyrocket!**

Thx but nay.



**#NIMBY!**

**This is  
confusing!**



# An Annexation Story



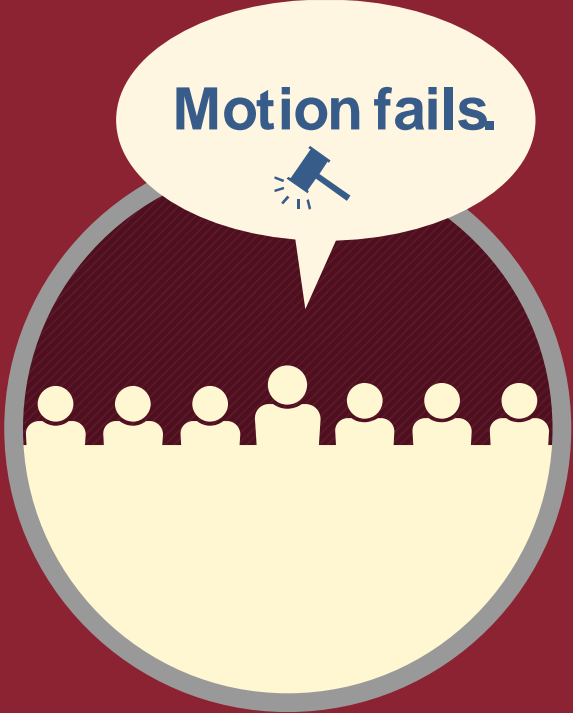
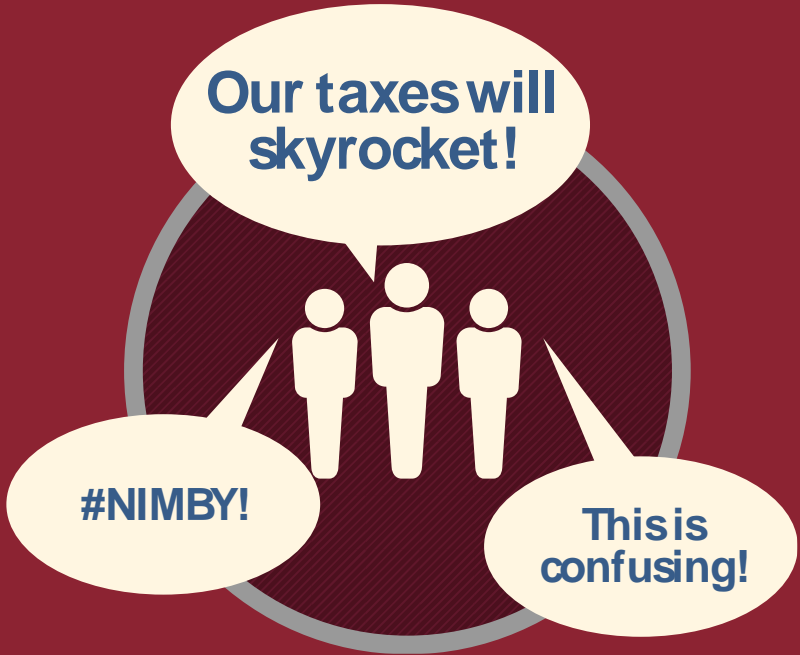
## In *Response*

Public meetings  
One-on-one meetings  
E-mails & calls





# An Annexation Story



# Lessons Learned

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**Communicate early /  
over communicate  
rather than  
under communicate**

# Lessons Learned



**Communicate early /  
over communicate  
rather than  
under communicate**



**Listen**

**Scaled to account for  
social media.**



**Communicate early /  
over communicate  
rather than  
under communicate**



**Listen**

# Lessons Learned



**Communicate early /  
over communicate  
rather than  
under communicate**



**Listen**



**Be the bearer of your  
own bad news**

## Lessons Learned

**Relationships matter!**

**... But with the lessons learned ...**



NETFLIX

ADAM SANDLER as  
THE CITY OF CEDAR PARK

DAVID SPADE as  
THE RESIDENTS WHO WANTED  
TO BE ANNEXED

# THE DO-OVER



... But with the lessons learned ...

The End.

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