

# Bridging Bastrop Board Work Plan



*Success for the Bridging Bastrop Board for the current year can be defined as:*

## **Board Goals:**

1. Engagement in activities forums, community gatherings, and events that promote mutual understanding, as well as encourage residents to connect with one another.
2. Create strategies to distribute information to people of different cultures in culturally appropriate ways.
3. Work collaboratively with our partners.

## **Action Plan:**

### **Goal 1 will be accomplished as follows:**

- Partner with BEDC & BISD to create a student training program in engineering as well as to connect students to City career opportunities.

### **Goal 2 will be accomplished as follows:**

#### **In Progress:**

- Create “Infomercials” about services that can be shown during Executive Session at Council meetings
- Utilize the City of Bastrop’s Facebook to routinely share employee testimonials with job highlights (including: benefits, training and advancement opportunities).
- Identify underserved areas in our community and their preferred method of communication – Word of Mouth and Paper, then Facebook – Community Impact//Utility Bill Inserts

**Needs Movement:**

- Create a magnet or other informational piece describing services
  - Create a location map of where services are located (Robert Barron - GIS) Create a printed list of locations for social services.
- Build a welcome packet for new residents and publicize it (Colin/3<sup>rd</sup> Party) PDF on the website. Track metrics to see how many people are downloading it.
  - Identify Council policies and budgetary choices that negatively impact marginalized areas of the community

**Goal 3 will be accomplished as follows:****In Progress:**

- Include the “Partners List” on the new Bridging Bastrop Board web page on the City’s website (LINK to Easy Access)
- Publish successes and analytics on the Bridging Bastrop Board web page (OpenGov)

**To succeed, the Bridging Bastrop Board needs the following resources:**

1. Staff: access to web page designer, a graphic designer, and access to a media content designer and the media site
2. Supplies: a budget to produce written materials
3. Other: