Strategic Communications Plan

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We Will:

- Review Strategic Communications Priorities, Projects, and Programs as they were last presented to council.

- Discuss changes to the plan.

- Discuss status of the projects and programs outlined within the plan.

5.2.1

Create, Coordinate, and Lead Strategic Communication Efforts

Projects

- Publish And Promote Vision, Mission, And Goals On Web Platforms
- Establish Guidelines Regarding City Events

Programs

- Establish Quarterly Meetings with Department Heads
- Establish Monthly Departmental Communications Meetings

5.2.1: Progress Update

5.2.1.2 Monthly Departmental meetings with largest City departments are established and ongoing.

5.2.1.3 Mission & Vision Statements are visible on City's website.

5.2.1.4 Guidelines for promoting City events have been drafted and currently under review.

5.2.2

Develop Brand Identity and Credibility

Projects

- Implement Website Redesign
- Develop and Implement a Gateway Signage Program
- Develop and Disseminate City Style Guide

Programs

- Highlight City Council Members, City Staff, and City Leadership

5.2.2: **Progress Update**

5.2.2.1 We are now moving into the design phase of the Website Redesign.

5.2.2.2 Implementation phase of City Style Guide is in progress.

5.2.2.3 We have made it a practice to consistently highlight City leadership and staff to increase their visibility.

5.2.2.4 Implementation of the Gateway features program is still in early planning stages.
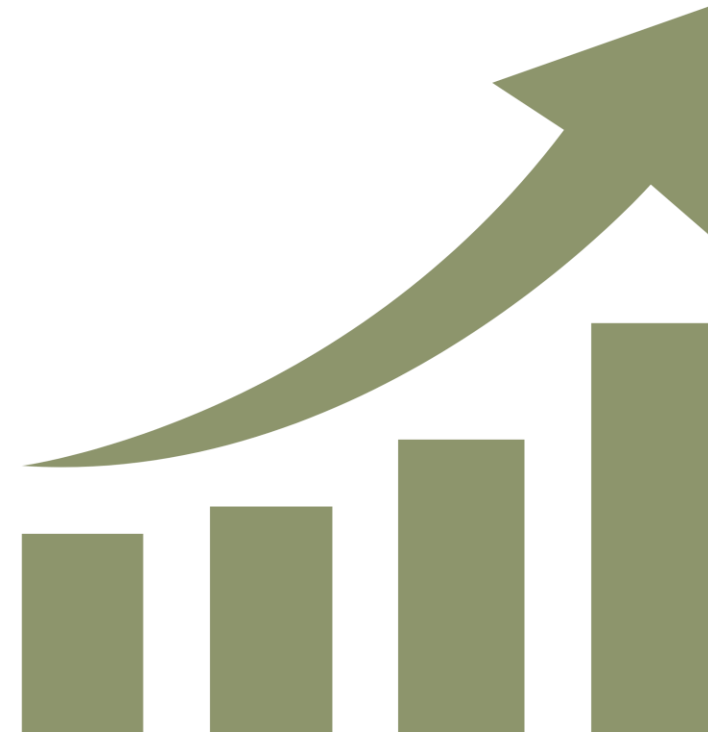
5.2.3

Create Opportunities for Resident Engagement and Participation

Projects

- Disseminate a Community Survey

Programs

- Develop and Analyze Digital Media Metrics
- Promote Town Hall Meetings
- Develop a Community Polls Program

5.2.3: Progress Update

Progress

5.2.3.1 KPIs for measuring performance of online communications were developed in 2022 and are compiled monthly in a report.

5.2.3.2 We have had two successful town hall meetings.

5.2.3.3 We are currently in the early planning stages of creating a community survey.

5.2.3.4 The platform for developing and sending community polls has been identified.

5.2.4

Provide Transparent and Timely Communication to Media and Public

Projects

- Develop a Process for Distributing Press Releases
- Designate or Establish a Public Information Officer

Programs

- Utilize a Consistently Updated Internal Editorial Calendar
- Create and Publish a Monthly Newsletter
- Promote Emergency Communications Platforms

5.2.4: Progress Update

5.2.4.1 Internal Editorial Calendar has been created using Asana.

5.2.4.2 We have identified a platform to begin drafting our monthly newsletter.

5.2.4.3 Regroup is actively being promoted in our weekly newsletter, on City social media, and offline at City events.

5.2.4.4 We have formalized a comprehensive list of our media contacts at various organizations.

5.2.4.5 We have established our process for distributing information. This includes not only press releases, but also media advisories and full articles.

5.2.4.6 Public Information Officer designees are being reviewed.

In Progress

5.2.5

Ensure a Well-Informed City Workforce

Projects

- Formalize Training of Staff Regarding City Services and Events
- Develop Campaigns on City Benefits, Training and Development, and Safety

Programs

- Develop Mechanism to Regularly Communicate City Initiatives, Council Policy, and Management Updates
- Conduct Bi-Annual Meetings to Reinforce Internal Style Utilization

5.2.5: **Progress Update**

5.2.5.1 We are working to develop consistent standards and training for communicating with stakeholders.

5.2.5.2 With the City Style Guide almost completed, the annual staff trainings are expected to begin in the new fiscal year.

5.2.5.3 HR and Communications regularly sends internal emails and holds workshops to inform employees of City benefits.

5.2.5.4 Communications utilizes an internal editorial calendar to schedule and communicate updates related to council initiatives.

Questions?