



## Communications Strategy Staff Report

Amanda King, Communications Director

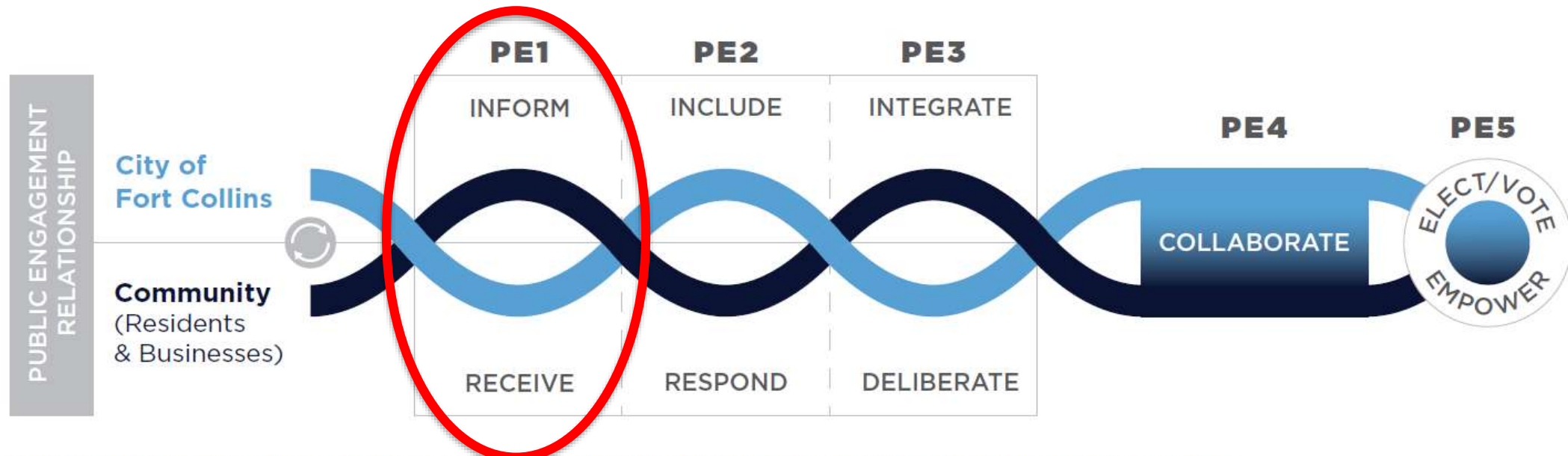
03/14/2023



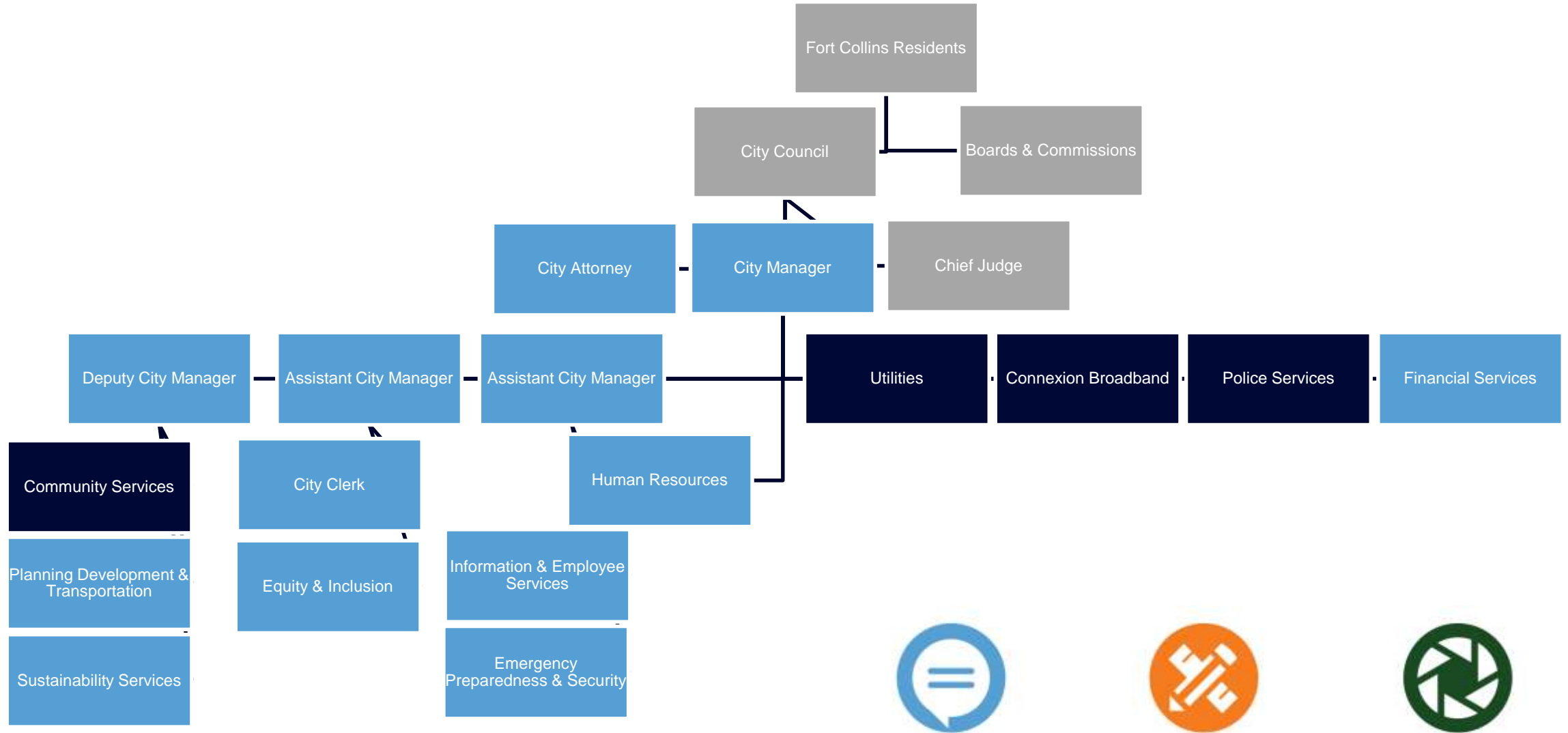
7.3 - Engage the community more effectively with enhanced inclusion of diverse identities, languages and needs.

# PUBLIC ENGAGEMENT SPECTRUM

INCREASING IMPACT OR PERCEPTION OF IMPACT ON PUBLIC



Public engagement is not always a linear process and communicators should feel empowered to move between levels as needed.





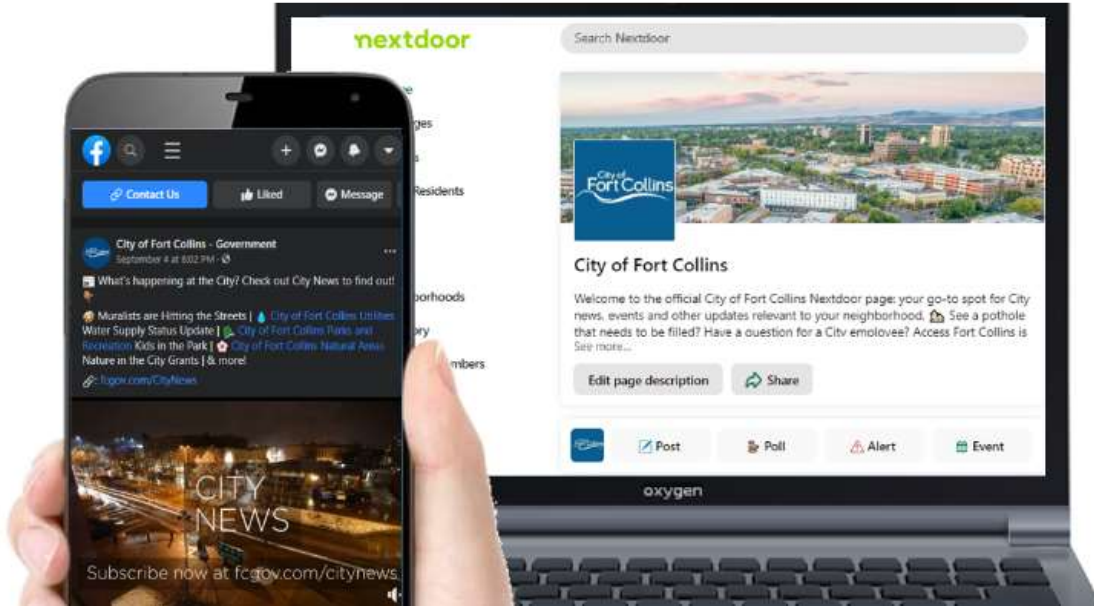


## Paid Media (Advertising)

- Print
- Digital
- Radio
- Direct Mail
- Out of Home
- Events & Sponsorships

## Earned Media (Public Relations)

- Press Releases
- Story Pitches
- Media Relations

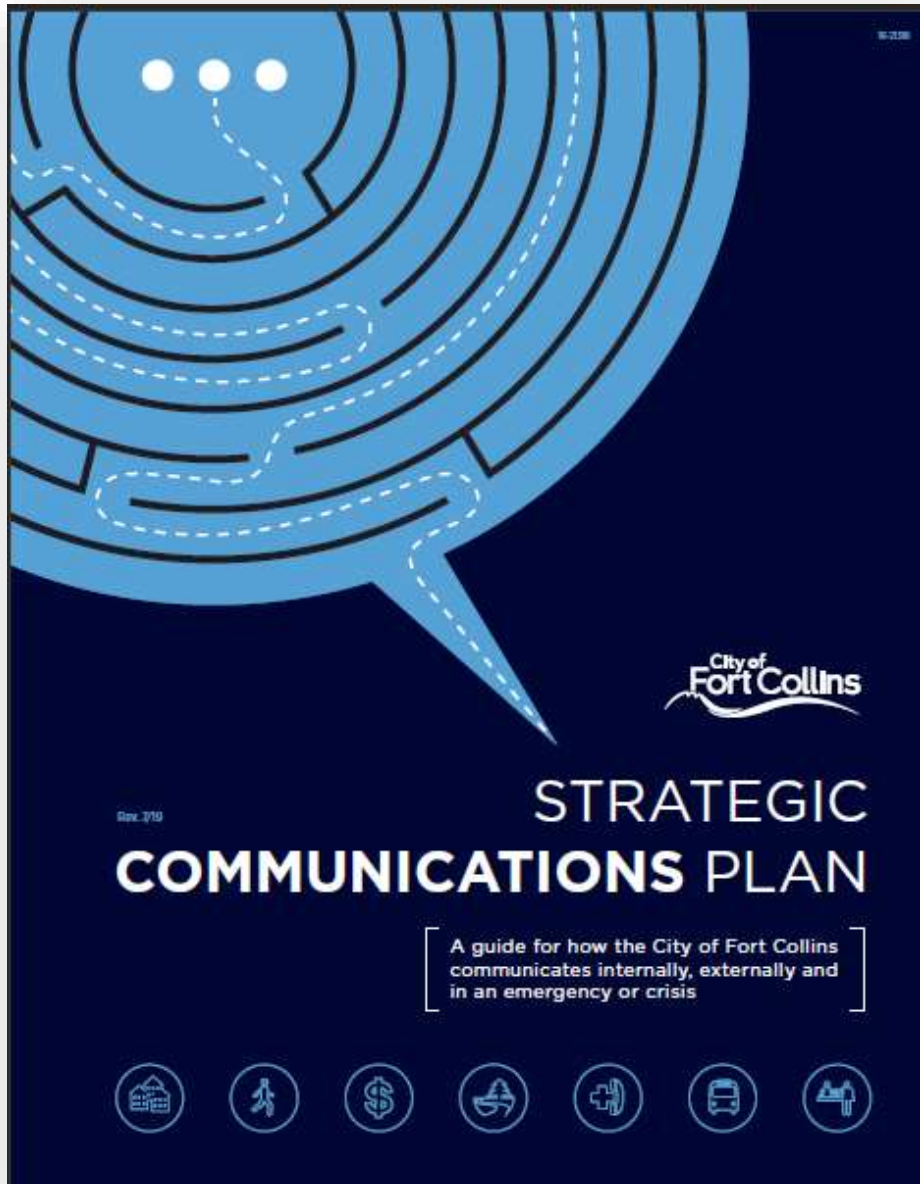


## Shared Media (Social)

- Facebook
- Twitter
- Instagram
- YouTube
- NextDoor
- Combined audience = +274,000

## Owned Media

- Website (3K-18K active users daily)
- City News (3,500 subscribers)
- OurCity (9,241 registered users)
- Access Fort Collins (800-2,000 cases per quarter – average response time < 2 days)
- Info sessions and forums



- Internal
  - Coordinate/Align
  - Tools/Tech
  - Support Info Up/Down
- External
  - Coordinate/Align
  - Enhance Storytelling
  - Reduce Barriers
- Crisis/Emergency
  - Scalable Plan
  - City & Community Education/Training





- Functional role & service delivery structure
- Digital media & communications
- Creative services
- Empowerment & accountability for Citywide engagement
- Overall communications & media strategy

- Information overload/engagement fatigue
- Changes in social/paid media & shifts to mobile
- Accessibility & DEI
- Diminished trust in government, science and media
- Shrinking news readership
- Data & analytics
- Artificial Intelligence






- Implementation of Strategic Plan & Operational Improvements
- Updated Crisis Communication Plan (ARPA funded)
- Inclusive Engagement Guide (ARPA funded)
- Accessibility, document management and website assessment (HB 21-110)

**QUESTIONS?**



 **City of Fort Collins - Government**  
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❄️ City crews have been clearing snow across the city day and night. Crews are now focused primarily on collector streets and responding to emergency situations. You can track the location of snow plows online at [fcgov.com/SnowPlows](http://fcgov.com/SnowPlows).

👤 The City will be plowing residential streets - but due to the volume and weight of snow, it will require bringing in extra, specialized equipment to ensure this does not also block driveways. We ask for your continued patience as we work to clear roads safely and as quickly as we can and as we address needs across all of Fort Collins.

🚲 Bike lanes and City-maintained sidewalks are impassable in many locations, and it may take some time to fully clear those areas.

🌲 Streets and Forestry teams are working on fallen and hanging tree branches blocking sidewalks and roadways, though it may take several days to remove all of them. If you have concerns about trees/limbs in the public right-of-way, please email [Forestry@fcgov.com](mailto:Forestry@fcgov.com) or call 970-221-6660.

👉 Residents must keep their sidewalks adjacent to the street "free and clear of snow and ice" within 24 hours of when snow has stopped falling. If you need assistance with shoveling, visit [fcgov.com/volunteer](http://fcgov.com/volunteer) for our Adopt-a-Neighbor Program. Neighbors are often eager to help!

❤️ Thank you for your patience and the ways you are helping others!

