

WORK SESSION AGENDA ITEM SUMMARY

City Council



STAFF

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SUBJECT FOR DISCUSSION

Council Priority: Connecting Community to Council Actions

EXECUTIVE SUMMARY

The purpose of this item is to review the work underway and the proposed strategy for this Council priority to ensure alignment on the approach.

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

1. Does the proposed workplan align with Council's goals and the feedback you have provided?
2. Are there any additional topics that Council would like to highlight?

BACKGROUND / DISCUSSION

During their planning retreat, Council identified a priority to better connect the community with Council actions. By leveraging a variety of communication strategies and channels, we create more proactive and accessible avenues for everyone in the community to stay informed, provide input and feel connected to their local government. This includes communication before, during and after Council policy development, allowing the community to have a clear and consistent understanding of Council discussions, decisions, and the data-driven policies that shape them.

Feedback from the previous priority Work Session is that Council wants to better communicate the "why" behind Council policy work ahead of policy decisions to bring people along, while also building more overall community connection and understanding of the work Council is doing.

NEXT STEPS

Next steps are to align on Council's outcome goals and implement a communications strategy with key messages and approaches.

ATTACHMENTS / LINKS

1. Presentation