

Objectives and Goals

The Town of Haymarket in Virginia is committed to serving our residents, businesses, and visitors by providing public services in a fiscally prudent and socially responsible manner. Our mission is guided by a vision of nurturing a historic past while embracing a positive future. The core values supporting this mission include transparency, innovation, integrity, respect, accountability, inclusiveness, loyalty, teamwork, and leadership. These principles are integral to the town's strategic initiatives, which focus on fostering community and economic well-being, practicing good governance, enhancing community engagement, and securing the financial future of the town.

This comprehensive Communication Plan has been created to support the core values and principles identified above. The objective of this plan is to:

- Foster community engagement from our residents, businesses, and visitors
- Ensure the rapid dissemination of emergency and non-emergency information through proper channels
- Increase awareness of town events
- Increase awareness of town opportunities (volunteer and community)
- Increase awareness of town businesses and their offerings

Our Audience

Internal Stakeholders:

Each has a role in supporting effective communication

- Town Mayor
- Town Vice Mayor
- Town Council Members
- Town Manager
- Town Police Chief
- Town Clerk
- Town Vice Clerk
- Town Treasurer
- Town Events Coordinator
- Town Planning Commission
- Town ARB
- Town BZA

Each of these members are responsible for various aspects of the communications plan. Training should be conducted for all on effective communication practices and use of communication tools.

External Stakeholders:

Key Demographics: Do we have this information?

- Residents (adult and youth)
 - Average Household Size
 - Age Groups of Residents
 - Languages Spoken
 - Communication Preferences (might need a survey)
- Businesses
 - List of businesses to be added as an appendix
 - Do we have their website, Facebook/Instagram/X profile?
- Non-profit Organizations
 - Appendix
 - Do we have their website, Facebook/Instagram/X profile?
- Houses of Worship
 - Appendix
 - Do we have their website, Facebook/Instagram/X profile?
- Residents and businesses within close proximity of town (Town Supporters)
 - Haymarket Day, Farmers Market, and Holiday vendors
 - Appendix
 - Do we have their website, Facebook/Instagram/X profile?

Key Messages

As a Town, we need to always develop key messages that align with the town's values, goals, and initiatives. At all times we must ensure these messages are consistent across all platforms.

We must also tailor the messages to adapt to different audiences while maintaining the core message. This may include changes to languages that we need to support.

Key messages we typically will need to inform residents of include:

- Public Safety
 - Emergencies and Alerts
 - Weather
 - Natural Disasters
 - Emergency Services that have an immediate impact on residents and businesses
 - Non-emergency information
 - Informational in nature
 - Health & Safety
 - Flu outbreaks

- COVID-19 precautions
 - Water or air quality issues
- Government Updates
 - Public Notices
 - Regular Meetings
 - Public Hearings
 - Election Information
 - Voter Registration
 - Polling Locations
 - How to apply to run for office
- Community Events
 - Haymarket Day
 - Holiday Event
 - Farmers Market
 - Summer Concerts
 - Others
- Community Programs
 - Recreational Programs
 - VSL, GHBL, etc.
 - Arts Programs
 - Crossroads Art Alliance
 - Volunteer Opportunities
 - Cultural Activities
 - Museum exhibits
 - Historical information
- Public Works
 - Upcoming road closures
 - Upcoming utility work
 - New construction impacts
 - Trash & recycling
- Financial and Taxes
 - Property Taxes
 - Business Registration
 - Meal Tax
 - Vehicle Registration & Decals
- Education
 - School updates and information
 - Adult education opportunities

Communication Channels

Below are the traditional communication channels we use.

Traditional Media

- Bull Run Observer?
- Printed newsletter

Digital Media

- Town Website
- Social Media
 - Facebook
- My Haymarket App
- Town Emergency Text Platform

Direct Engagement

- Town Meetings
- Walk With the Mayor
- Surveys
- Town Events

Content Strategy

We need to create an internal “Content Calendar” for regular updates and content dissemination. This should include town events, regular announcements, and relevant news. The calendar should include the responsible party for creating the content.

We should have a centralized area where content producers can access approved logos, infographics, videos, and images to make content more engaging.

We should create a platform to encourage residents to share their town stories, photos, and feedback to enhance our history.

Crisis Communication Plan

We need to create and publish the following a list of Emergency Contacts for key personnel involved in crisis management.

Pre-approved templates should be created for publishing information regarding different types of emergencies (natural disasters, public health emergencies, etc.).

We should establish Rapid Response Protocols for quickly disseminating information through all available channels in time of crisis.

Feedback Mechanisms

Surveys and Polls should be conducted to regularly solicit feedback from residents to gauge the effectiveness of communications and identify areas for improvement. Open forums can be used to discuss issues and gather input directly from residents. Online Feedback Forms on various channels can provide easy-to-use online forms for residents to submit comments, suggestions, and concerns.

Evaluation and Adjustment

We will conduct periodic reviews of the communications plan to assess its effectiveness using analytics tools where possible to track engagement, reach, and feedback.

From there we will make necessary adjustments based on the evaluation results to improve future communication efforts.

Legal and Ethical Considerations

At all times we MUST ensure all communications comply with all relevant laws and regulations, such as data protection and privacy laws.