



CITY AND BOROUGH OF JUNEAU

STRATEGIC COMMUNICATIONS & ENGAGEMENT

GOALS

-
- Improve communication and civic engagement efforts
 - Create a sustainable, ongoing strategy
 - Prioritize accessibility and inclusivity
 - Heighten transparency
 - Improve and strengthen broad-based community engagement and outreach

PROJECT PROCESS

- **Phase 1:** Discovery and Communications Audit
- **Phase 2:** Strategic Communication Framework
- **Phase 3:** Strategic Engagement Framework
- **Phase 4:** Policies and Procedures Development

DELIVERABLES

March 1, 2025: Initial Findings and Budget Recommendations

June 30, 2025: Final Comprehensive Civic Engagement and Communications Plan

FEEDBACK TOPICS

1

Describe Juneau to someone who has never been here before. Describe a “typical” local.

2

Does CBJ does a good job communicating with residents? Does CBJ effectively gather and use feedback from the community? Is CBJ well-connected to partner agencies?

3

What challenges does CBJ face when it comes to communicating with residents? Who do we reach successfully? Who are we missing?

4

What communication tools or processes have been effective in Juneau? Where have you seen communications success in the community?

5

How did you become involved and engaged with CBJ? How can we encourage others to do so too?

FEEDBACK TOPICS

6

What does improved transparency mean to you?

7

Do you view CBJ as an accountable organization? If no, what would influence that perspective?

8

Recent efforts show social media, events, and email/e-newsletters as preferred platforms. Do you agree?

9

Would you support the idea of additional CBJ resources and staff dedicated to improving communications and engagement.