

# STRATEGIC COMMUNICATIONS AND ENGAGEMENT PLAN

The Strategic Communications and Engagement Plan for the City and Borough of Juneau aims to strengthen community engagement by ensuring CBJ communications effectively reach a broad and diverse audience while facilitating meaningful public participation. Plan deliverables are broken into two phases:

- 1) **Plan Framework** - this includes the following pages and addresses high level findings, strategies, and funding needs.
- 2) **Strategic Implementation and Toolkit** - delivered in June, this document will include recommended tactics along with prioritized actions. It will also include toolkit items such as policies, templates, and guidelines for best practice implementation.



## KEY TAKEAWAYS

The Slate Communications Team conducted more than 30 interviews over the course of several weeks and launched a community-wide survey to better understand the needs, capabilities, and possibilities of improving communications and engagement between the City and Borough of Juneau and the Juneau community.

1	There is broad-based support for additional communication and engagement resources
2	CBJ residents want to be engaged and informed, but it's hard to do.
3	Shoring up existing tools and modernizing efforts would expand reach and audiences
4	Engagement processes are inconsistent and vary greatly; standardization would benefit the community, staff, and the Assembly
5	Better connections and collaboration with the underrepresented communities and organizations would strengthen engagement with a wider audience
6	There is a general lack of awareness of the scope and breadth of CBJ services
7	The website is not meeting the needs of CBJ residents or staff.
8	Juneau is still a word-of-mouth town and relationships are important.
9	CBJ is an entity is often blamed for community issues, but many are supportive of individual CBJ programs and people
10	Assembly members would benefit from support materials when engaging with residents



## STRATEGIES

Make information easier to find and easier to understand

Standardize public engagement processes and tools

Highlight breadth and quality of CBJ services

Shore up foundational communications tools with guidelines, policies, and best practices

Expand and modernize outlets to reach more diverse audiences

Develop issues-based communications and engagement plans to explain the why behind decisions

Capitalize on word-of-mouth culture through targeted engagement programs

Invest in basic internal communications tools to better segment audiences and information

Optimize digital and social media content to increase reach, engagement, and responsiveness

Reorganize communication and engagement services for leadership and efficiency



## RECOMMENDATIONS

The first step to improving communications and engagement within the Juneau community is to formalize the creation of a Communications and Engagement Division within the Administration Department. A centralized model ensures clear, consistent, and transparent messaging across all city departments, strengthening public trust and reducing misinformation. It improves efficiency by streamlining resources, coordinating crisis response, and leveraging relationships for better community outreach.

## DEPARTMENT POSITIONS AND STRUCTURE





## RECOMMENDATIONS: IMMEDIATE NEEDS

Understanding that the full development of a division might not be fiscally possible, the two following recommendations are considered a high priority.

**DIRECTOR OF COMMUNICATIONS AND ENGAGEMENT:** The highest priority recommendation is the hiring of a Communications and Engagement Director. Investing in a Communications & Engagement Director ensures transparent, effective, and inclusive communication with the Juneau community. This role is critical in strengthening relationships, centralizing efforts, and modernizing communication strategies to better serve all residents, staff, and elected officials.

**WEBSITE REDESIGN:** The most prevalent theme which emerged from the discovery process, is the clear need for a new website. It's difficult to navigate, unsearchable, and dense with text. A redesign and revamp of the CBJ website is an immediate priority. A new website will ultimately improve efficiencies as the centralized C&E Division will be able to empower key CBJ staff members with permission to access certain pages and content.



## 2026 BUDGET IMPACTS

### DIVISION BUDGET FOR FULL IMPLEMENTATION

	Estimate	Description
Salaries & Benefits	\$557,900	4 FTE
Travel	\$7,500	Includes 3CMA and in state conferences/events
Training	\$3,500	3CMA conference for one person
Telephone	\$800	Annual stipend for Director's phone
Printing	\$20,000	Postcards, flyers, etc.
Advertising	\$12,500	Social - \$1,000; Radio - \$8,000; Print/digital - \$3,500
Dues & Subscriptions	\$2,175	3CMA (\$1,200), IAP2 membership (\$975)
Contractual Services	\$25,000	
Office Supplies	\$1,750	
Postage	\$4,500	
Software	\$5,000	Adobe suite: \$60/month per license; Canva: \$12/month, email client, etc.
Furniture & Fixtures	\$3,000	
Special Projects		
Website Redesign	\$100,000	