

Ordinance 2024-01(b)(D)
Manager's Report

An Ordinance Appropriating \$50,000 to the Manager for a Civic Engagement and Communications Strategy; Funding Provided by General Funds.

This ordinance would appropriate \$50,000 of general funds for City and Borough of Juneau communication strategy planning. Upon appropriation of funds, an RFP will be issued seeking a qualified consultant to provide professional Strategic Civic Engagement and Communications planning services.

The Systemic Racism Review Committee (SRRC) reviewed this ordinance at its August 20, 2024 meeting and provided the following comments with respect to Ordinance 2024-04(b)(D): *As the city moves forward with the creation of a civic engagement/communications strategy, the SRRC strongly encourages staff and contractors to specifically and clearly include a strategy directed at traditionally marginalized communities in Juneau. The SRRC intends to do its own review of CBJ protocols surrounding outreach to the various marginalized communities about optimizing boards and commission vacancies/involvement.*