



Susan Montenegro

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COUNCIL COMMUNICATION:

TO: Mayor Garrett and City Council Members

FROM: Susan Montenegro, City Administrator

DATE: April 3, 2023

RE: Communications Plan

A Communications Plan defines the strategy used to disseminate information quickly and establish a clearly defined method that is easy to follow. Mayor Garret has asked to have this added to the agenda going forward until an effective communications plan is developed.

To start the discussion, I've attached an example of a communication strategy chart from the City of Hudsonville. The chart outlines various events, level of urgency, audience, and identifies who is responsible for forwarding those communications. While this is a starting point, it does offer some help in determining the flow of communication.

You'll also find an Excel spreadsheet that you can add information to, similar to Hudsonville, who initiates the communication, who the communication needs to go to, as well as the level of importance.