



Executive Summary

City Council Workshop

AGENDA ITEM:	Administrative Communication Policy
PREPARED BY:	Kevin Larson, Assistant City Administrator
RECOMMENDED ACTION:	Discussion

Executive Summary

The proposed City of Maple Plain Administrative Communication Policy establishes clear expectations and procedures for internal and external communications conducted by City staff. The policy is intended to improve transparency, professionalism, coordination, and consistency across all City communication platforms, including the website, social media, newsletters, public notices, and electronic sign.

Background

As City communications is a part of bi-annual strategic planning meetings the need for a formal administrative communication policy has increased. The policy creates standardized procedures for communication review, approval, coordination, timing, and publication expectations. It also clarifies the roles of the City Administrator, Assistant City Administrator, and City Council in the communication process.

Reasons for Creation of the Policy

The policy was developed to:

- Ensure accurate, timely, and consistent communication with residents and stakeholders
- Improve coordination between staff and administration prior to public release of information
- Establish clear communication standards and approval procedures for routine, operational, and high-impact communications
- Reduce the risk of miscommunication, conflicting messaging, or unexpected public concerns
- Provide a proactive and organized approach to City communications management

Key Policy Highlights

- Establishes communication categories, review procedures, and publication timelines for routine, operational, and sensitive communications.

- Identifies the City website as the primary source of record and establishes standards for consistency across communication platforms.
- Clarifies approval authority and coordination responsibilities between staff, the City Administrator, and the City Council.

Council Direction

Staff is looking for the Council to consider the policy and provide feedback for final approval. The discussion may include the balance between operational communication efficiency and administrative oversight, expectations regarding Council notification of sensitive topics, communication priorities and scheduling, and the overall role of the policy in supporting transparent and consistent public engagement.

Exhibits

- A. Administrative Communication Policy