

Draft Communication and Engagement Plan for the City of Sandpoint's Municipal Government's Sustainability Plan

Introduction

This Communication and Engagement Plan has been prepared to support the development of a Sustainability Plan for the municipal government of the City of Sandpoint (City.) The Sustainability Plan is being developed by the City's Sustainability Committee (Committee) in accordance with the Committee's duties as described in City Code 2-7-4 (Appendix A) and incorporated into the goals and objectives below.

The formal name and content of the City's Sustainability Plan will be developed in collaboration with the City and its residents.

Goals and Objectives

The goals and objectives of the sustainability planning process are derived in part from the Committee's duties (paraphrased and italicized below):

- Goal 1: Plan and facilitate meaningful and transparent engagement with the City in the sustainability planning process by:
 - *Holding open meetings at least four (4) times per year (normally monthly), governed by the Idaho Open Meetings Law and the City's adopted parliamentary procedure and Rules of Civility and Decorum and Public meetings.*
 - Informing and engaging the Mayor, Council, and City staff, in coordination with the Council Liaison, in Committee activities and progress on the Sustainability Plan.
 - *Evaluating proposed parks, public works, infrastructure, and development projects and initiatives for their potential environmental impact and sustainability benefits, providing recommendations for improvements or alternatives.*
- Goal 2: Collaborate with the City to:
 - *Collect and analyze data related to energy use, waste generation, transportation patterns, and other relevant metrics to assess the City's sustainability performance and identify areas of improvement.*
 - *Review existing policies related to sustainability and propose new policies that align with best practices and emerging trends in sustainability.*
 - *Facilitate community outreach through engagement efforts to raise awareness about sustainability issues and gather input from residents on potential solutions as directed by the Mayor or City Council.*

- *Goal 3: Make requests for funding for sustainability-focused studies or analysis to inform City policies and actions.* Potential opportunities for future funding include:
 - The City of Sandpoint
 - Other governmental agencies
 - Non-governmental organizations
 - Private individuals
- *Goal 4 Advocate for sustainable practices and educate residents, businesses, and other stakeholders about the importance of sustainability and ways they can contribute.*

Stakeholders

A preliminary list includes:

- Elected and appointed City officials, City staff, and citizen advisory commissions and committees.
- City of Sandpoint residents
- Other local, state, and federal government agencies with sustainability-related programs operating within or affecting the City of Sandpoint
- Local residents with sustainability expertise
- Prospective external funding entities

Core Messages

This Plan will focus on a set of core messages. The following core messages are proposed for 2026 plan development.

- **Message 1:** The City's municipal government sustainability planning process will be transparent, inclusive, data-driven, evidence-based, and will have measurable outcomes.
- **Message 2:** Sustainability means different things to different people; the Committee will work with the City and its residents to develop a Sustainability Plan that reflects the sustainability priorities for the municipal government.
- **Message 3:** Everyone in the City's municipal government has a role in shaping the Sandpoint's municipal government Sustainability Plan.
- **Message 4:** City residents will be consulted and apprised in the development of the plan for sustainability practices for Sandpoint's municipal government.

Communication Channels and Tools

This Plan will use a variety of channels to communicate with key audiences, including:

- City Council, Mayor, Staff:
 - City Council and Mayor emails
 - Bimonthly City Council meetings
 - Structured interviews with Councilors, Mayor, Planning and Community Development Director, and Department Heads
 - Surveys with City staff
 - Workshops for staff
- Digital:
 - Website
 - Social media
 - Email
 - Radio KRFY
- Special Events and Community Centers:
 - Farmers Market
 - Library
 - Earth Day
- Print Media: Newspaper articles, flyers, including:
 - Bonner County Daily Bee
 - Reader
 - Co-op Newspaper
 - Sandpoint Magazine

Engagement Phases and Activities

Implementation of this Plan will align with the development of the 2026 Sustainability Plan. Each stage of engagement during the first year of work will be supported by a different set of communications and activities (Table 1).

Table 1. Communication Phases and Activities, Sandpoint Sustainability Plan.

Stage	Focus	Activities	2026 Schedule
1	Engage with councilors Engage with dept heads Engage with advisory committees Develop staff survey Develop a City budget request Develop external funding	City Council interviews Dept head interviews Inform advisory committees Survey preparation Write a draft budget Draft grant proposals	Jan-Mar
2	Inform residents of effort	Media information to residents. City Council agenda item	Jan-Dec
3	Gather resident input	City resident survey Pop-up booths City workshop	Feb-Mar
4	Gather and analyze City data	Outreach results GHG analysis Other benchmark analyses	Jan-Jul
5	Draft 2026 Sustainability Plan	Gather findings Prepare first draft City review	Jul-Aug
6	Share with residents	Press release City workshop City resident survey	Sept-Oct
7	Prepare Final 2026 Plan	Revise draft City review	Oct-Nov
8	Adopt 2026 Plan	Present to Council Revise, as needed Plan for 2027	Dec
9	Implement 2026 Plan	As defined in plan	Jan-Dec 2027

Communication Process

The development of the Sustainability Plan will require close collaboration between the Committee and the City. Table 2 details the communication process with City government and non-City entities.

Table 2. Communication Process

Entity	Process	Timeframe	Comments
Committee Liaison			
Mayor			
Council			
Department Head			
City Staff			
Advisory Committees			
Local Media			
Other Governmental Agencies			
Non-governmental Organizations			
Sandpoint residents			

Feedback and Evaluation

City elected officials', appointed', and staff member's input and feedback will be gathered throughout the planning process, as will the Sandpoint residents. The process may be adjusted as needed. Engagement metrics, including attendance, and survey responses will be incorporated into the Sustainability Plan.

The Committee plans to provide monthly updates to and solicit feedback from the City throughout the planning process.

Budget and Resources

In 2026, the City has not allocated any budget to the Committee to develop the Sustainability Plan. Accordingly, the Committee is researching potential partnerships and alternative sources of funding. The Committee plans to develop a budget to present to the City to implement the Sustainability Plan in 2027.

Success Indicators

The final Communication Plan will define measurable indicators of communication success which may include participation rates, diversity of input, City of Sandpoint staff and community awareness, among other indicators.