

**TO:** Mayor and Council  
**FROM:** Kate Thunstrom, City Administrator  
**SUBJECT:** Communication Strategic Plan  
**DATE:** November 18, 2024

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**OVERVIEW:**

Staff completed a survey to collect local opinions regarding our communication efforts from May 15<sup>th</sup> to August 15<sup>th</sup>. We were looking to gauge our current outreach message and methods and identify other communication tools that should be considered. As it is disappointing that we only received 48 responses, those responses show that St. Francis is on point with national trends based on the demographics of the respondents.

The median age in St. Francis is 33 years of age. However, the current age group with the highest population at 12% is the age bracket from of 5- to 14-year-olds. As demographics continue to shift, it shows that our city outreach needs to target younger demographics to remain relevant. Although we did not hear from many in the 33-year age range, we are able use national assumptions for outreach efforts, so we are not only engaging with a single demographic group.

Out of the responses some beneficial information was received that provided a look at what respondents felt was working and missing. Other responses, although they identified frustration, did not provide valuable suggestions on how they felt issues could be addressed. Within the strategic plan, all comments received were included without staff editing spelling or grammar.

The Strategic Plan that has been created is a snapshot in time and should be repeated in the future. This would allow the city to continue to adjust our communication tools to ensure we are informing residents using the correct formats. Social media and print media continue to evolve to meet the needs of users and the City needs to stay on top of those trends or it will fall behind outreach efforts.

Within the Plan staff has summarized each section of the responses and with that we have been able to identify that there are tools not being utilized but additionally tools that we can make changes to.

Suggested changes include:

- Eliminating our X and Instagram accounts as they are under-utilized.
- Looking into improvements on our website navigation as we make required accessibility improvements.
- Newsletter suggestions including the desire to keep it quarterly. Information within the newsletter should be improved and increased.
- Of the information requested there is also a need to tie the digital information to print. This can be completed through QR codes, linking people to the print through social media

**ACTION TO BE CONSIDERED:**

Council to review and adopt the Communication Strategic Plan

Attachments:

- Communication Strategic Plan