



Memorandum

Date: 7/14/2026

Meeting of: Committee of the Whole - Finance, Administration, and Communications

File No. CM 26-429

Type: Committee Memo

TO: Committee of the Whole - Finance, Administration, and Communications

FROM: Mayor Angela Birney

DEPARTMENT DIRECTOR CONTACT(S):

Executive	Lisa Maher	425-556-2427
Executive	Zach Houvener	425-556-2306

DEPARTMENT STAFF:

Executive	Kelly Schutz	Communications Manager
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TITLE:

City Communications Strategy Update and Council Engagement Update

OVERVIEW STATEMENT:

Staff will present an update related to overall communications strategy for the City, including social media. Additionally, staff will check in regarding remaining Council engagement opportunities and activities for 2026, which currently include:

- Meet Me at Marymoor - July 19
- Derby Days - July 25
- Downtown Redmond Art Walk (DRAW) - September 17
- Council Conversations - Fall TBD

☒ **Additional Background Information/Description of Proposal Attached**

REQUESTED ACTION:

☒ **Receive Information** ☐ **Provide Direction** ☐ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
Redmond 2050, Community Strategic Plan
- **Required:**
N/A
- **Council Request:**
An update on both communications strategy and engagement was requested by City Council.
- **Other Key Facts:**

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N/A

OUTCOMES:

Councilmembers will:

- Be informed on the City's Communications Plan and overall communications strategy.
- Be informed on currently scheduled Council engagement opportunities and provide feedback to staff.
- Provide staff with any necessary direction on currently scheduled or desired engagement activities in 2026.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**

July 19, 2026 - Meet Me at Marymoor

July 25, 2026 - Derby Days

September 17, 2026 - Downtown Redmond Art Walk (DRAW)

Fall date TBD - Council Conversations

- **Outreach Methods and Results:**

All listed events will be robustly promoted via the City's various communication channels, guided by individual communications plans. Councilmembers are also encouraged to publicize events via personal networks.

- **Feedback Summary:**

N/A

BUDGET IMPACT:

Total Cost:

N/A

Approved in current biennial budget:

☐ Yes

☐ No

☒ N/A

Budget Offer Number:

0000293

Budget Priority:

Strategic and Responsive

Other budget impacts or additional costs:

☐ Yes

☒ No

☐ N/A

If yes, explain:

N/A

Funding source(s):

General Fund

Budget/Funding Constraints:

N/A

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☐ **Additional budget details attached**

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
N/A	Item has not been presented to Council	N/A

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	None proposed at this time	N/A

Time Constraints:

As some of the engagement events are approaching quickly, staff is requesting confirmation of Council participation, location, and timing prior to booking events and executing communications plans.

ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

Attachment A: 2027-2028 Comprehensive Communications Plan