



# CITY OF REDMOND Communications Plan

2021 - 2022

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# COMMUNICATIONS

**PROGRAM VISION:** The City of Redmond effectively informs and meaningfully engages the community via timely and transparent communication efforts. We:

- Communicate effectively and inclusively
- Are timely, accurate, and concise
- Standardize by the city brand
- Utilize a variety of means and platforms

## Objective

Redmond is an informed and involved community

## Budget Priority

Strategic and Responsive

## Performance Measures

- Percentage of community members responding that they feel informed regarding city programs, initiatives, projects, and issues (measured by the annual citizen survey)
- Percentage of internal stakeholders satisfied with the quality of creative services, products, timeliness, and collaboration (measured by an annual internal survey)

## Strategy #1

- Share timely, transparent, and concise information with the community and organization

## Actions

- Increase digital contact database, utilize analytics for targeted messaging
- Improve accessibility and inclusion in digital/print design, marketing, and communications
- Increase emphasis on storytelling across all platforms including reimplementing Focus, social media, video wall, RCTV, etc.

## Strategy #2

- Utilize modern and efficient communication processes and tools

## Actions

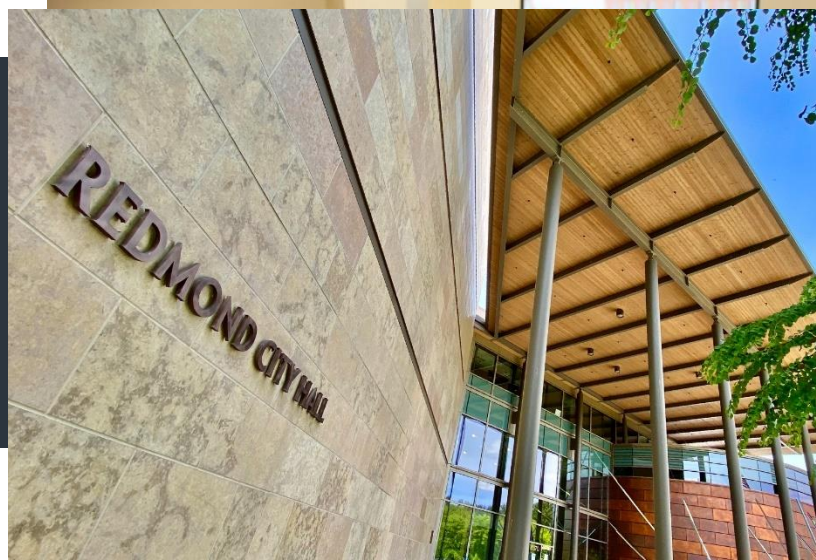
- Increase text message database
- Increase internal do-it-yourself (DIY) templates and how-to resources for city staff
- Upgrade Redmond City Television (RCTV) to HD and retro fit Council Chambers

## Strategy #3

- Be prepared and inclusive with updated emergency communication plans

## Actions

- Create and implement an Inclusive Emergency Communication Plan (IECP)
- Update Joint Information Center (JIC) manual hardcopy and create digital cloud-based versions
- FEMA train a minimum of three communications staff as Public Information Officers (PIOs)



# COMMUNITY INVOLVEMENT

## Objective

Decision-making is informed by measurable results from community participation and input

## Budget Priority

- Vibrant and Connected

## Performance Measures

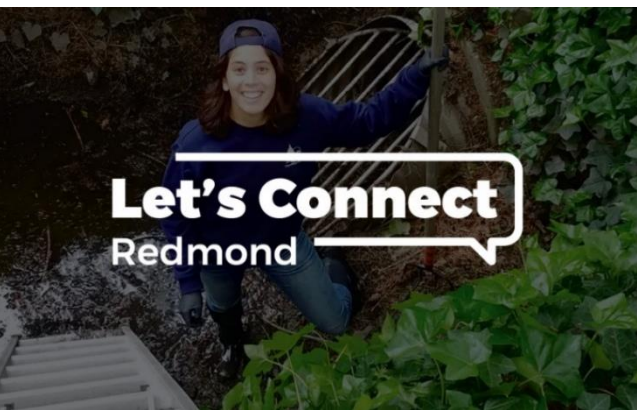
- Percentage of community members engaged with the City through face to face meetings, online platforms, social media, website, and email (measured by analytics and meeting/event attendance)
- Percentage of community members responding that they feel the City is listening and responding positively to their feedback (measured by the annual citizen survey)
- Balanced representation of the community within the participation and involvement (measured by online and meeting analytics)

## Strategy

- Provide opportunities for an involved community to inform city decision-making.

## Key Actions

- Create opportunities for Council to interact and receive feedback from community
- Expand emphasis on accessibility and diversity, equity, and inclusion (DEI)
- Create process for benchmarking, defining results, analyzation, and sharing out results



## Opportunities for Involvement:

- [Email or call the Mayor and Council](#)
- [Watch live coverage and OnDemand on RCTV or Facebook Live or attend Council meetings](#)
- [Provide comments via items from the audience](#)
- [Sign up to receive city eNewsletters](#)
- [Volunteer with boards and commissions](#)
- [Submit feedback through LetsConnectRedmond.com](#)
- [Participate in the city's budget process](#)
- [Volunteer with city events](#)
- [Join stakeholder groups](#)
- [Follow the City on social media](#)

# CITY MESSAGING SERVICES, TOOLS, AND PLATFORMS

## Communication Services in Support of City Messaging

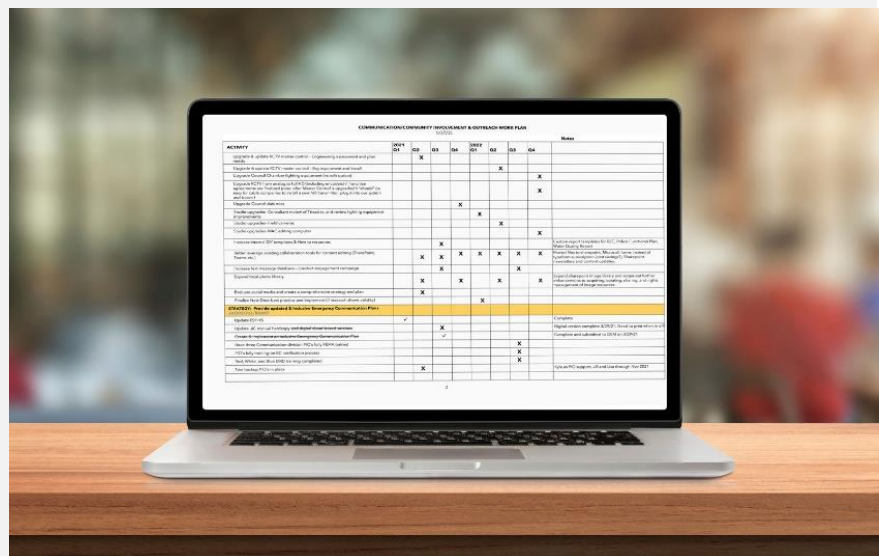
- Community involvement
- Graphic design
- Web/digital design
- Videography
- Photography
- Media relations
- Marketing/promotion
- Writing/editing
- Translation/interpreters
- Emergency communications
- Stakeholder facilitation
- Training/consulting
- Emergency messaging

## Communication Tools and Platforms

- Website (Redmond.gov)
- Questionnaires/polls/community outreach (LetsConnectRedmond.com)
- Social Media (FB, TW, IG, YouTube)
- Print newsletter (Focus)
- Digital newsletters, emails (GovDelivery)
- Press releases (GovDelivery)
- Templates and best practices (Communications Toolbox)
- Presentations
- Printed collateral
- Signage
- Direct mail
- Community meetings
- Annual reports
- Video
- Digital video wall
- RCTV
- Live and recorded meetings (Council, etc.)

## WORKPLAN

The Communications Division maintains a bi-annual work plan that provides more detail to each strategy in this Communications Plan.





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