



Memorandum

Date: 10/11/2022

File No. CM 22-647

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

Type: Committee Memo

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

FROM: Mayor Angela Birney

DEPARTMENT DIRECTOR CONTACT(S):

Executive	Malisa Files	425-556-2166
Executive	Lisa Maher	425-556-2427

DEPARTMENT STAFF:

Executive	Jill Smith	425-556-2448
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TITLE:

Communications Plan Update

OVERVIEW STATEMENT:

The City's [Communication Plan <https://www.redmond.gov/DocumentCenter/View/20247/Communications-Plan_Redmondgov_2021-2022>](https://www.redmond.gov/DocumentCenter/View/20247/Communications-Plan_Redmondgov_2021-2022) guides staff work to provide the community timely and transparent communication, as well as opportunities to provide feedback so that decision-making is informed by measurable results from community participation and input. Staff will provide Councilmembers with a brief plan update and introduce future areas of focus.

The Communications Plan outlines areas of work in four strategies. Accomplishments to be highlighted include:

Strategy 1: Share timely, transparent, and concise information with the community and organization

- 1.1: Enhanced Focus print newsletter and expanded to digital version
- 1.2: Improved the website including data dashboards, police recruitment webpages, annual plans, etc.
- 1.3: Updated the brand guidelines and tools with an emphasis on diversity, equity, and inclusion

Strategy 2: Utilize modern and efficient communication processes and tools

- 2.1: Improved accessibility, inclusion, and user experience with transition of PDFs to digital formats and a focus on content design
- 2.2: Created internal efficiencies with training, software, DIY templates, and how-to resources
- 2.3: Invested in audio/video system including Comcast transition to HD

Strategy 3: Be prepared and inclusive with updated emergency communication plans

- 3.1: Updated the City's Emergency Communications Plan, Emergency Support Function 15 (ESF-15), and Joint information Center (JIC) Manual
- 3.2: Expanded redmond.gov/Weather webpage and translated emergency messaging
- 3.3: Completed FEMA Public Information Officer (PIO) staff training

Strategy 4: Provide opportunities for an involved community to inform city decision-making

- 4.1: Increased email and text contact databases and social media followers
- 4.2: Coordinated opportunities for Councilmembers to visit with community through Community Conversations

and Derby Days

- 4.3: Recruited community input through LetsConnectRedmond.com questionnaires and annual community survey

What's next?

- Diversify and expand community input by increasing opportunities for listening sessions and pop-up events
- Launch new online storytelling platform at redmond.gov/Stories creating connections through sharing longer-form stories about people in Redmond
- Build robust, local, diverse photography inventory
- Increase translation of print and digital messaging
- Continue to expand digital communications by increasing data dashboards and converting PDFs to web-based content

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

Receive Information

Provide Direction

Approve

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
Communications Plan
Emergency Communications Plan
- **Required:**
N/A
- **Council Request:**
2021-2022 FAC schedule
- **Other Key Facts:**
N/A

OUTCOMES:

Councilmembers will be informed about the City's communications accomplishments in 2021-2022 and briefed on areas of focus moving forward.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
N/A
- **Outreach Methods and Results:**
N/A
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Date: 10/11/2022

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

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Total Cost:

N/A

Approved in current biennial budget:

Yes

No

N/A

Budget Offer Number:

N/A

Budget Priority:

N/A

Other budget impacts or additional costs:

Yes

No

N/A

If yes, explain:

N/A

Funding source(s):

N/A

Budget/Funding Constraints:

N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
4/27/2021	Committee of the Whole - Finance, Administration, and Communications	N/A

Proposed Upcoming Contact(s)

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

Time Constraints:

N/A

ANTICIPATED RESULT IF NOT APPROVED:

N/A

ATTACHMENTS:

Attachment A: City of Redmond Communications Plan