



COMMUNICATION PLAN

Name of Project: Council Vacancy

Date: 10.30.25 DRAFT



Redmond
WASHINGTON

Framing and Goals

With this plan, we intend to:

- Raise awareness of the Council position vacancy
- Encourage applying
- Educate interested individuals on process, position, and benefits

Team Members: Roles and Responsibilities

Name	Dept./Agency	Role	Phone	Email
Kelly Schutz	Executive	Comms Manager	x2453	kschutz@redmond.gov
Christina Wilner	Executive	Comms Liaison	x2457	cwilner@redmond.gov
Lisa Maher	Executive	Deputy Director	x2427	lmaher@redmond.gov

Target Audience

Internal

- ☒ City leadership
- ☒ City staff
- ☒ City Council

External

- ☒ Redmond community members
- ☒ Redmond businesses
- ☒ Community partners
- ☒ OneRedmond
- ☒ Boards/Commissions
- ☐ Tourists
- ☐ Visitors, shoppers, commuters
- ☐ Other government entities/tribes
- ☐ King County
- ☐ Lake Washington School District
- ☐ Neighboring communities and businesses
- ☒ Media
- ☐ Other:

Key Messages

1. Redmond City Council Position #1 vacancy 
 - a. Process for filling vacancy
2. Get involved! Please apply – link to how-to/application page
3. Timetable/Due date for applications
4. Councilmember duties and benefits
5. For more information

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

Strengths	Weaknesses
✓ Good pool of board, commission, and advisory board members to solicit ✓ Well-established city communications channels for messaging	✓ Getting the message out to and in front of all community members ✓ Possible budget constraints when considering costs related to comms (printing, signage, mailing, ads, etc)
Opportunities	Threats
✓ Utilize some non-traditional messaging avenues for awareness ✓ Give existing Councilmembers opportunity to share their own service stories to promote applications – fulfills a dual purpose	✓ Lack of applications ✓ Keeping messaging fresh – getting the word out in different formats so it's less likely to be scrolled past

Communication Tools

Digital	Print/Graphics	Interactive
✓ redmond.gov webpage(s) ✓ redmond.gov pop-up ✓ eNews or designed email ✓ City News Now ✓ Our Stories Mayor's email ✓ Social media (including less commonly used city options like NextDoor, etc.) ✓ Video/Photography ("Why I Serve" video vignettes with active Council to encourage applications) ✓ News Release	✓ Flyer ✓ Fact sheet, Brochure ✓ Ads ✓ Signage	✓ Established Meetings ✓ Board/Commissions ✓ Interest Groups ✓ Form Stakeholders ✓ Candidate Information Session

Inclusive Outreach

Limited English proficiency - translation needed

Timeline and Key Milestones

Date	Milestone
11/4 (AM)	City press release - thanking Councilmember Salahuddin, sharing vacancy process soon
11/10	eNews and social media - acknowledging resignation and sharing vacancy process soon (following week)
11/19	City press release - announcing vacancy process
11/20	Email from Mayor to Commissions, Boards, Advisory, Stakeholders - sharing vacancy process
11/24	Enews and social media - sharing vacancy process, advertising Candidate Information Session
12/1	Social media - upcoming Council Information Session
12/2	Council Information Session
12/3	CNN and social media
12/8	eNews and social media - recruitment reminder
12/17	CNN and social media
12/22	eNews and social media
12/29	eNews and social media - final reminder for Jan. 2 deadline
1/5	Final applicant packets distributed, ranking spreadsheet and instructions distributed
1/7	Council rankings due to HR
1/8	Final rankings shared with Council Leadership
1/13	Study Session - Full Council interviews top 15 (max)
1/20	Business Meeting - Council interviews top 4, Executive Session to choose top candidate, Council approves top candidate, top candidate sworn in
1/21	City press release - new Councilmember sworn in