

# **COMMUNICATION PLAN**

Name of Project: Council Vacancy

Date: 10.30.25 DRAFT



#### 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

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□ City staff

#### External

$\boxtimes$	Redmond community members
$\boxtimes$	Redmond businesses
$\boxtimes$	Community partners
$\boxtimes$	OneRedmond
$\boxtimes$	Boards/Commissions
	Tourists
	Visitors, shoppers, commuters
	Other government entities/tribes
	King County
	Lake Washington School District
	Neighboring communities and businesses
$\boxtimes$	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
<ul> <li>✓ Good pool of board, commission, and advisory board members to solicit</li> <li>✓ Well-established city communications channels for messaging</li> </ul>	<ul> <li>✓ Getting the message out to and in front of all community members</li> <li>✓ Possible budget constraints when considering costs related to comms (printing, signage, mailing, ads, etc)</li> </ul>
Opportunities	Threats
<ul> <li>✓ Utilize some non-traditional messaging avenues for awareness</li> <li>✓ Give existing Councilmembers opportunity to share their own service stories to promote applications – fulfills a dual purpose</li> </ul>	<ul> <li>✓ Lack of applications</li> <li>✓ Keeping messaging fresh - getting the word out in different formats so it's less likely to be scrolled past</li> </ul>

#### **Communication Tools**

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

#### 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