



COMMUNICATION AND COMMUNITY INVOLVEMENT PLAN

Name of Project: Council Conversations at Idylwood Park

Date: May 21, 2026

Framing and Goals

With this plan, we intend to:

- Increase community awareness and understanding of Council Conversations as an overall engagement event.
- Encourage diverse and representative community participation in upcoming event.
- Create a meaningful dialogue between Council and the community.
- Build community trust by showing a culture of transparency and availability with Council.

Team Members: Roles and Responsibilities

Name	Dept./Agency	Role	Phone	Email
Kelly Schutz	Executive / Communications	Communications Manager	425-553-7011	kschutz@redmond.gov
Christina Wilner	Executive / Communications	Communications	425-556-2457	cwilner@redmond.gov

Target Audience

- **Internal**
 - City leadership
 - City staff
 - City Council
- **External**
 - Redmond residents
 - Neighborhoods
 - 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

Council Conversations provide an open, inviting space for safe two-way dialogue between the community and Council.

Council Conversations are an opportunity for community members to directly inform Council priorities.

The City is actively working to make participation accessible, inclusive, and welcoming for all people.

Council Conversations are part of the City and Council's commitment to working together with community members to address concerns and create solutions.

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

Strengths	Weaknesses
<ul style="list-style-type: none"> • An established program • Flexible and adaptable format • Aligns with City values around engagement, transparency, responsiveness • Informal structure tends to increase comfort for community members 	<ul style="list-style-type: none"> • Participation skews toward already-engaged community members • Perception of time commitment or inconvenience – difficult to capture those who feel “too busy” • Unclear impact of participation – what results can attendees see
Opportunities	Threats
<ul style="list-style-type: none"> • Expand outreach to underrepresented groups – work with community partners • Individual Councilmember promotion to constituents • Strengthen feedback loops – Council can communicate how what was heard translates to action when possible 	<ul style="list-style-type: none"> • Low interest in civic participation • Skepticism about value of giving feedback • Competing demands on time and attention

Communication Tools

Digital	Print/Graphics	Interactive
<ul style="list-style-type: none"> • redmond.gov webpage(s) • eNews or designed email • Our Stories Mayor’s email • Parks eNews • Social Media 	<ul style="list-style-type: none"> • Flyer • Yard signs • Focus Newsletter when possible • Utility bill insert when possible 	<ul style="list-style-type: none"> • Councilmember community interaction

Inclusive Outreach

In addition to the communication tools listed above, take proactive steps to address barriers that may limit your target audience. Consider common barriers to participation and how you might address them:

- Limited English proficiency – offer translation / interpreter services
- Low literacy – utilize clear graphics
- Limited mobility – ensure event space is accessible
- Disabilities – ensure communications meet WCAG accessibility guidelines
- Culture – work with community cultural organizations to spread communications material
- Age – explore Peachjar communications for Lake Washington School District families

Consider the following strategies to overcome participation barriers:

- Build personal relationships with target population(s)
- Use translation and interpreter services
- Create a welcoming atmosphere
- Increase accessibility
- Develop alternate and creative methods for engagement
- Maintain a presence within the community
- Partner with diverse organizations, faith-based groups, and nonprofits

Performance Measures

- Track event attendance including coding first-time vs. repeat attendees
- When possible, measure rough demographics such as age groups, neighborhoods
- From Council, measure comments, questions, themes, or ideas shared to gather a sense of quality of community input
- Consider a follow-up survey for post-event feedback

Timeline and Key Milestones

Milestone	Applicable Date(s)
Eventbrite event live for community member RSVPs	April 17
redmond.gov/CouncilConversations page updated	April 17
Digital postcard to Council for use in event promotion	Week of April 20
City eNews promotion	April 20 April 27 May 4 May 11 May 18
Parks eNews promotion	April 22 May 6 May 20
Our Stories promotion	April 22 May 6 May 20
Social media promotion	April 20 April 27 May 4 May 11 May 14 May 18 May 20 May 21
Printed flyers	Placed week of May 4
Yard signs	Placed week of May 4