



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

FROM: Lisa Maher, Communications & Marketing Manager
Jill Smith, Community Involvement and Outreach Supervisor

DATE: June 25, 2019

SUBJECT: Communications Update - June 2019

I. PURPOSE ☒ For Info Only ☐ Potential Agenda Item ☐ Scheduled for Council Action

II. RECOMMENDATION

Not applicable

III. DEPARTMENT CONTACTS

Maxine Whattam, Chief Operating Officer, 425-556-2310
Lisa Maher, Communications & Marketing Manager, 425-556-2427
Jill Smith, Community Involvement and Outreach Supervisor, 425-556-2448

IV. DESCRIPTION/BACKGROUND

Communication staff will present and discuss two new tools to support the enhancement of Redmond's community involvement program and provide Council with an update to Phase 2 of the new website.

The two new tools will assist in educating staff on the importance of community involvement and provide resources to implement quality involvement that assist the City in decision-making; while giving community members more options for providing feedback and awareness of the opportunities.

- **Community Involvement Guidebook (Guidebook)**
The new Guidebook walks City staff through the process of planning and implementing project-level community involvement and provides guidance on best practices.
- **Online Open House**

The new online open house will be home to a range of topics in one common portal, providing the community a place to visit often regarding a variety of topics. Paired with traditional engagement methods, online opportunities will enable more people to provide input, at their convenience, and will provide Council with more data and input when making decisions.

The City is dedicated to decision making that is informed by robust community involvement that goes beyond communications that simply inform the community about City activities. Important outcomes of well-designed community involvement include: informed data-driven decisions, diversified voices at the table, and elevated community awareness and involvement on City and regional issues.

- **Website Phase 2 Update**

The City received feedback from the community and staff for the past ten weeks since the website went live. Less than 25 requests were received, and most were related the one of the following:

- Broken links
- Pictures coming up in searches
- Drone video on the home screen

All requests and issues have been resolved. We continue to work with our application partners to rebrand all Iframes and are currently seeking assistance from TIS on search engine optimization. Phase 2 is on schedule to be completed by the end of June.

V. TIME CONSTRAINTS

None

VI. LIST OF ATTACHMENTS

None