Memorandum

Date: 4/27/2021
Meeting of: Committee of the Whole - Finance, Administration, and Communications

File No. CM 21-090
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	Communications and Marketing Manager

TITLE:

Provide City Council with an Overview of the 2021-2022 Communications and Community Involvement Plan

OVERVIEW STATEMENT:

The City's Communications Division provides a variety of services towards our vision to, "effectively inform and meaningfully engage the community via timely and transparent communication efforts."

The principles that drive our work include to (1) communicate effectively and inclusively, (2) be timely, accurate, and concise, (3) standardize by the City brand, and (4) utilize a variety of means and platforms.

Below is a list of the services the Communications Division provides, and the tools and platforms used to deliver these services to the community.

Communication Services • Community involvement • Graphic design • Web/digital design • Videography • Photography • Media relations • Marketing/promotion • Writing/editing • Translation/interpreters • Emergency communications • Stakeholder facilitation • Training/consulting
Mayoral Communications • Staff messaging/presentations • Council messaging • Community presentations • Event remarks/speeches • Media quotes • Emergency messaging • Editorials

Communication Tools & Platforms • Website (Redmond.gov) • Questionnaires/polls/community outreach (LetsConnectRedmond.com) • Social Media (Facebook, Twitter, Instagram, YouTube) • Print newsletter (Focus) • Digital newsletters, emails (GovDelivery) • Press releases (GovDelivery) • Templates and best practices (Communications Toolbox) • Presentations • Printed collateral • Signage • Direct mail • Community meetings • Annual reports • Video • Digital video wall • RCTV • Live and recorded meetings (Council, etc.)

The City's refreshed brand, introduced in late 2020, is first about people and the stories that connect and inspire us in

relation to a **Sustainable Environment, Enhanced Livability, and a Connected Community**. We use bold graphics, headlines, and storytelling with an emphasis on accessibility. The brand goal is to celebrate our individuality and uniqueness and help us discover the common threads we share in our community and across the world. See attachment A: Brand Style Guide.

The 2021-2022 Communications plan guides our work and provides a road map of organized tasks within the following four strategies:

1.   **Provide opportunities for an involved community**

Examples:

- Create opportunities for Council to interact and receive feedback from community

- Expand emphasis on accessibility and diversity, equity, and inclusion (DEI)

- Create process for benchmarking, defining results, analyzation, and sharing out results

2.   **Share timely, transparent, and concise information with the community and organization**

Examples:

- Increase GovDelivery database, utilize analytics for targeted messaging

- Improve accessibility and inclusion in digital/print design, marketing, and communications

- Update and reimplement FOCUS with emphasis on storytelling

3.   **Utilize modern and efficient communication processes and tools**

Examples:

- Increase text message database

- Increase internal do it yourself (DIY) templates and how-to resources for City staff

- Upgrade RCTV and Council Chambers equipment such as mics, lighting, master control, etc.

4.   **Provide updated and inclusive emergency communication plans**

Examples:

- Create and implement an Inclusive Emergency Communication Plan (IECP)

- Update Joint Information Center (JIC) manual hardcopy and create digital cloud-based versions

- FEMA train a minimum of three communications staff as Public Information Officers (PIOs)

☐ **Additional Background Information/Description of Proposal Attached**

REQUESTED ACTION:

☐ **Receive Information**   ☒ **Provide Direction**   ☐ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
  N/A
- **Required:**
  N/A
- **Council Request:**
  N/A
- **Other Key Facts:**
  N/A

OUTCOMES:

Three desired outcomes from this biennium include:

1. An informed and involved community
   - Measured by website, email, and social media analytics, as well as meeting and event attendance.
   - Measured by community members reporting they feel informed via citizen survey.

2. Measurable results and informed decision-making
   - Measured by percentage of community members engaged through stakeholder involvement opportunities, meetings, and online questionnaires that inform City programs and policies.

3. Robust emergency and inclusive communication plans
   - Measured by the completion of emergency communications plans and expanded translation services and products to effectively inform and engage our diverse community.

Staff would welcome Council's input on effective and successful measures to the City's communication and community involvement.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

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

BUDGET IMPACT:

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
N/A	Item has not been presented to Council	N/A

Proposed Upcoming Contact(s)

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

Time Constraints:
N/A

ANTICIPATED RESULT IF NOT APPROVED:
N/A

ATTACHMENTS:
Attachment A: Brand Style Guide