



Legislation Details (With Text)

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Title: FY21 Strategic Communications Report

Sponsors: City Administrator

Indexes: Presentation, Report

Code sections:

Attachments: 1. FY 2021 Communications Presentation to Council_FINAL

Date	Ver.	Action By	Action	Result
11/16/2020	1	City Council	Read into the Record	

Submitted by: Cindy Zork
Submitting Department: Communications
Agenda Section: Presentation

Item Title:
FY21 Strategic Communications Report

Suggested Action:
Presentation

Summary Background:

In Q1 of Fiscal Year 2021 the Communications team began work on a Strategic Communications Plan. Phase 1 of the plan analyzed the City's existing communications methods, current audience, and available data to set goals and metrics going forward. The information gathered is being compiled into a comprehensive communications plan to institutionalize and improve City communication practices.

The presentation covers data collected from January - June 2020, used as a baseline for setting goals for the rest of FY21.

Next Steps:

- A Community Communications survey has just been released and data collection will continue until December 15, 2020.
- A final strategic communications report will be completed in winter 2021, including an updated review of data from July - December.
- Data will continue to be analyzed and goals adjusted annually during the 2nd and 4th quarters of the fiscal year.

Fiscal Impact:
N/A

City Administrator Comments:
For presentation.

Community Engagement:

The Strategic Communications Plan will be posted on the City's website when complete.

Strategic Goals:

Goal 5 - Strengthen the City's Identity as a Diverse, Creative, and Welcoming Community

Legal Review Required?

N/A