



## Legislation Details (With Text)

**File #:** HCC-134-FY21 **Version:** 1 **Name:**

**Type:** Presentation **Status:** Filed

**File created:** 11/6/2020 **In control:** City Council

**On agenda:** 11/16/2020 **Final action:** 11/16/2020

**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