



MEMORANDUM

To: Mayor and City Council

From: April Reiling, PIO

Date: September 26, 2017

Reference: Communication Plan Update

2030: Sense of Community
Special Place to Live
Community Wellness and Enrichment
Business Prosperity
Sustainable City Government

Introduction

The City of Coppel implemented the first Communication Plan in July of 2014. The City's plan for communication and marketing provides a framework for city-wide communication efforts, as well as a tool for managing the trends in evolving technology and changes in the way people consume information. As Staff works through the plan each year, it is important to note that some elements within the Communication Plan must remain fluid and dynamic to accommodate social, economic, environmental and technological changes.

After three years of implementation, the Communication Plan was added as a FY16-17 City Council Work Plan item to provide an update on goals and objectives moving forward.

The Communication Plan serves as the roadmap for getting the City's messages across to various audiences. The plan has been updated from the 2014-2017 version and includes goals and objectives that tie back to our overall strategy. Vision 2030 principles and City Council priorities are key elements considered within the Communication Plan. The Public Information Office will review the plan annually and make updates as needed.

Analysis

The updated Communication Plan | 2018-2020 includes five goals:

- A more informed citizenry
- Message and brand consistency across the organization
- Tell the Coppel story

- Enhance community information sharing by becoming a conduit for news and information
- Promote business and Buy in Coppell campaign

The Communication Plan identifies key strategies and tactics regarding how the City plans to accomplish these goals, and provides measurable objectives to track progress.

Fiscal Impact

The updated Communication Plan does not present significant fiscal changes from the previous version. Minor adjustments have been made to accommodate the shift in technology, for example, the preference for some audiences to consume information in brief, concise and entertaining video formats.