



MEMORANDUM

To: Mayor and City Council

From: Hannah Cook, Chief Communications Strategist

Date: January 23, 2024

Reference: Update regarding communications strategy and community engagement.

2040: Sustainable Government

Introduction:

City Council has expressed a desire for increased community engagement. In 2023, City Council provided the Community Information Office with feedback and direction that was used to refine communication processes and enhance community engagement efforts. The purpose of this update is to provide City Council with an overview of the Fiscal Year 2023-2024 Strategic Communications Plan, including division goals, tools used and proposed, examples of information to be communicated throughout the year, and measurement techniques.

Community Benefit:

By refining marketing efforts based on City Council feedback, the Community Information Office aims to more effectively communicate City Council objectives, programs and events, and other important City news to residents while also encouraging community participation and engagement.

Legal Review:

Not applicable

Fiscal Impact:

Not applicable

Recommendation:

Not applicable