Comms WG Ideas
8/19/19

Goals/Objectives
- Reduce administrative burden related to communications for alders
  - Outbound
    - Several alders are spending time compiling meeting highlights
    - Needing to pull in info from various departments/news/updates
  - Inbound
    - Email 'noise' to all.alders
- Reduce duplicative efforts to create content (multiple alders preparing similar content)
- Make sure content delivery is timely (not too late, not too early)
- Make sure content is relevant to its audience
- Make sure content is accessible to non-English speakers/VI audience
- Make sure content has the appropriate level of detail

Strategies/Solutions
- Create standard/base citywide content that allows alders to add/modify based on their district needs
- Have multiples channels available for distribution of content (fb, twitter, email, etc.) and automate pushing of content
  - Official alder accounts for fb/twitter/etc.
- Shift blog tools to something that is more user-friendly and feature-rich
- Review alder home page layout as well as CC page
- Look to reduce duplicative/irrelevant emails to all.alders from staff
  - What about a weekly summary that goes out on Friday?
- Change formatting of communications sent to all.alders to make it obvious in the beginning
- Develop process to handle all.alders communications
- Get city meetings into iCal format for ease of use by alders, staff, and public
- Look at city meeting schedule/linking
- Improve staff/department access to blog tools for publishing content
- Review/update social media policy
- Review/improve content sign-up (city email subscription lists)

Parking Lot/Long-term ideas
- 311 system
- Ability to check in on status of requests (traffic related, building inspection, etc.)
- Legistar update/replacement