

1/23/19

### Priority Areas

1. Possible short-term improvements
  - a. Better subscription management for residents
    - i. Formats
    - ii. Frequency
    - iii. Opt out vs in for new content types?
    - iv. Connection with alder blog
2. PIO/Council Coordination/Process/Standards
  - a. Recommendation for strategic communications plan at agency level and shared with alders
  - b. PIO should be a team rather than embedded in agencies? (Donna)
  - c. Inefficiencies of current structure
3. Create requirements for Legistar upgrade/replacement
  - a. Legistar update/replacement
    - i. Put all meetings (workgroups/subcommittees) in legistar in a generic form
    - ii. Legistar meetings for associated bodies (MPO, MMSD, CARPC, City-Village Association)
    - iii. Calendar subscription for legistar
4. Resident engagement/survey/RESJI
5. Social Media Policy Review/Update
6. Standard, 'base' weekly summary for all alders to share out
7. Complete Final Report
  - a. Background
  - b. Accomplishments
    - i. Content spreadsheet
    - ii. Blog tool update (planned)
  - c. Recommendations
    - i. 311 system
    - ii. Ability to check in on status of requests (traffic related, building inspection, etc.)
    - iii. Create standards for posting of BCC agendas/attachments
    - iv. Input into city comms structure/ lead PIO/Engagement position
    - v. Alder training for communication/use of tools
    - vi. CC Staff point person for communications?
      1. Relationship to city PIO staff?
    - vii. Meeting calendar improvements
    - viii. Social Media
      1. Have multiples channels available for distribution of content (fb, twitter, email, etc.) and automate pushing of content
      2. Official alder accounts for fb/twitter/etc.

### Goals/Objectives

1. Reduce administrative burden related to communications for alders
  - a. Outbound
  - b. Inbound
2. Help connect residents with content that:
  - a. is relevant
  - b. is timely
  - c. has the appropriate level of detail
  - d. is accessible via preferred format (email, fb, ig, twitter, mail, etc.)
  - e. is accessible for LEP/VI audience

3. Provide better access for alders without high IT background
  - a. Make the tools/processes easier to use
  - b. Have good training/support available