

## Goals/Objectives

- Reduce administrative burden related to communications for alders
  - Outbound
    - Several alders are spending time compiling meeting highlights (multiple alders preparing similar content)
    - Needing to pull in info from various departments/news/updates
- 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 via preferred format (email, fb, ig, twitter, mail, etc.)
- Make sure content is accessible to non-English speakers/VI audience
- Make sure content has the appropriate level of detail
- Provide better access for alders without high IT background

## 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
- Improve staff/department access to blog tools for publishing content
- Review alder home page layout as well as CC page
  - What's the source for the legistar meeting calendars? How can we make this available for subscription?
  - Include link to agenda in calendar events
  - Integrate with main city calendar and maybe other calendars like the libraries or parks
- Get city meetings into iCal format for ease of use by alders, staff, and public
- Look at city meeting schedule/linking
- Review/update social media policy
- Review/improve content sign-up (city email subscription lists)

- Formats
- Frequency
- Easier way to 'republish' content to district subscription list (rather than creating blog posts)?
- Alder training for communication/use of tools

### **Parking Lot/Long-term ideas**

- 311 system
- Ability to check in on status of requests (traffic related, building inspection, etc.)
- Create standards for posting of BCC agendas/attachments
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- Legistar update/replacement
  - Put all meetings (workgroups/subcommittees) in legistar in a generic form
  - Legistar meetings for associated bodies (MPO, MMSD, CARPC, City-Village Association)
- Inbound
  - Email 'noise' to all.alder
  - Look to reduce duplicative/irrelevant emails to all.alder from staff
    - What about a weekly summary that goes out on Friday?
  - Change formatting of communications sent to all.alder to make it obvious in the beginning
  - Develop process to handle all.alder communications
  - From residents
  - From staff
    - Any communications that come to us that are meant for us to help distribute to our constituents should be able to be shared with links. If it is for events they should include the ability to add the event to electronic calendars. (This should really apply to all of our public communications/invitations as well).
    - Consider timing/load within and across agencies (Could we pull together non-urgent updates in a weekly summary?)
  - For website form, can we put the To: address at the top prominently (to help us know immediately if it is meant for us personally or us collectively). Also consider developing standard expectations around who takes accountability for these communications