

1/23/20

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