CITY OF REDMOND
Communications Plan
2021 - 2022
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COMMUNICATIONS

PROGRAM VISION: The City of Redmond effectively informs and meaningfully engages the community via timely and transparent communication efforts. We:

- Communicate effectively and inclusively
- Are timely, accurate, and concise
- Standardize by the city brand
- Utilize a variety of means and platforms

Objective
Redmond is an informed and involved community

Budget Priority
Strategic and Responsive

Performance Measures

- Percentage of community members responding that they feel informed regarding city programs, initiatives, projects, and issues (measured by the annual citizen survey)
- Percentage of internal stakeholders satisfied with the quality of creative services, products, timeliness, and collaboration (measured by an annual internal survey)

Strategy #1
Share timely, transparent, and concise information with the community and organization

Actions
- Increase digital contact database, utilize analytics for targeted messaging
- Improve accessibility and inclusion in digital/print design, marketing, and communications
- Increased emphasis on storytelling across all platforms including reimplementing Focus, social media, video wall, RCTV, etc.

Strategy #2
Utilize modern and efficient communication processes and tools

Actions
- Increase text message database
- Increase internal do-it-yourself (DIY) templates and how-to resources for city staff
- Upgrade Redmond City Television (RCTV) to HD and retro fit Council Chambers

Strategy #3
Be prepared and inclusive with updated emergency communication plans

Actions
- Create and implement an Inclusive Emergency Communication Plan (IECP)
- Update Joint Information Center (JIC) manual hardcopy and create digital cloud-based versions
- FEMA train a minimum of three communications staff as Public Information Officers (PIOs)
COMMUNITY INVOLVEMENT

PROGRAM VISION: Redmond’s decision-making is informed by robust community involvement that meaningfully and effectively engages the community early and often, focusing on key topics of interest in a manner that is equitable, barrier-free, and recognizes the needs and interests of both the community and the City.

Objective
Decision-making is informed by measurable results from community participation and input

Budget Priority
- Vibrant and Connected

Performance Measures
- Percentage of community members engaged with the City through face to face meetings, online platforms, social media, website, and email (measured by analytics and meeting/event attendance)
- Percentage of community members responding that they feel the City is listening and responding positively to their feedback (measured by the annual citizen survey)
- Balanced representation of the community within the participation and involvement (measured by online and meeting analytics)

Strategy
- Provide opportunities for an involved community to inform city decision-making.

Key Actions
- Create opportunities for Council to interact and receive feedback from community
- Expand emphasis on accessibility and diversity, equity, and inclusion (DEI)
- Create process for benchmarking, defining results, analyzation, and sharing out results

Opportunities for Involvement:
- Email or call the Mayor and Council
- Watch live coverage and OnDemand on RCTV or Facebook Live or attend Council meetings
- Provide comments via items from the audience
- Sign up to receive city eNewsletters
- Volunteer with boards and commissions
- Submit feedback through LetsConnectRedmond.com
- Participate in the city’s budget process
- Volunteer with city events
- Join stakeholder groups
- Follow the City on social media
CITY MESSAGING
SERVICES, TOOLS, AND PLATFORMS

Communication Services in Support of City Messaging
- Community involvement
- Graphic design
- Web/digital design
- Videography
- Photography
- Media relations
- Marketing/promotion
- Writing/editing
- Translation/interpreters
- Emergency communications
- Stakeholder facilitation
- Training/consulting
- Emergency messaging

Communication Tools and Platforms
- Website (Redmond.gov)
- Questionnaires/polls/community outreach (LetsConnectRedmond.com)
- Social Media (FB, TW, IG, YouTube)
- Print newsletter (Focus)
- Digital newsletters, emails (GovDelivery)
- Press releases (GovDelivery)
- Templates and best practices (Communications Toolbox)
- Presentations
- Printed collateral
- Signage
- Direct mail
- Community meetings
- Annual reports
- Video
- Digital video wall
- RCTV
- Live and recorded meetings (Council, etc.)

WORKPLAN

The Communications Division maintains a bi-annual work plan that provides more detail to each strategy in this Communications Plan.
The City of Redmond assures that no person shall, on the grounds of race, color, national origin, or gender, as provided by Title VI of the Civil Rights Act of 1964 and the Civil Rights Restoration Act of 1987, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. For more information about Title VI, please visit redmond.gov/TitleVI.

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