

COMMUNICATIONS DEPARTMENT

November 2023 Monthly Report



Executive Summary

Council goals for 2023

1. Assist Council and city departments with communicating different initiatives and programs to the community.
2. Maintain frequent interaction with senior leadership.
3. Continue outreach programs.
4. Position city public information as a trusted resource and community asset with predictable and expedient communications.

Fourth quarter areas of focus

1. Draft 2023 strategic communications plan
 - a. Support 2024 budget themes
 - b. Follow council goals
 - c. Spotlight each city department
2. Review scope of 2024 website redesign
 - a. Complete discovery phase
 - b. Establish timeline through Q2 2024
3. Develop supporting communications for upcoming projects
4. Finalize budget and larger departmental project planning
 - a. Increase communication touchpoints to residents
 - b. Invest in diversified media outreach

Department updates

- Completed project kick-off for 2024 website redesign and move to Granicus. We are working through the discovery phase of design, as well as, initiation for our included tools and modules.
- Provided PPD with PIO support for the duration of the 11/13 incident and subsequent investigation, including dozens of media requests.
- Continuing promotion for Holidays in Powell.
- Engaging CDAC to establish a list of Federal and religious holidays observed by the Powell community.
- Working with Clerk of Council to determine 2024 community presentation schedule and coordinating awareness and/or heritage months.