

# COMMUNICATIONS DEPARTMENT

## January 2024 Monthly Report



### Executive Summary

#### Council goals for 2024

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.

#### First quarter areas of focus

1. Finalize 2024 strategic communications plan
  - a. Support 2024 budget themes
  - b. Follow council goals
  - c. Spotlight each city department
2. Continue 2024 website redesign project
  - a. Approve wireframe
  - b. Establish timeline through Q2 2024, including estimated launch date
3. Develop supporting communications for upcoming projects
4. Execute print publication plan
  - a. Quarterly mailed newsletters to residents
  - b. Invest in diversified media outreach

#### Department updates

- Completed discovery phase of website redesign, as well as, initial training for our included tools and modules. We are now moving toward design and development.
- Drafted 2024 strategic communication plan. Circulating to departments for feedback.
- Published 2024 events schedule; beginning planning and promotion for Q1 events.
- Finalizing 2024 public information content calendar.