

COMMUNITY OUTREACH
Enhance public transparency and accessibility.



Community Outreach

CREATE GREATER PUBLIC ACCESS TO COUNCIL MEETINGS

Point of Contact: Jessica Drum

<p>POLICY IMPLICATION</p>	<p>Organizational Values</p> <ul style="list-style-type: none">• Communication and transparency <p>Regional Plan</p> <ul style="list-style-type: none">• ED.7. Continue to promote and enhance Flagstaff’s unique sense of place as an economic development driver.• ED.7.1. Support planning, design, and development that positively, creatively and flexibly contribute to the community image. <p>Strategic Plan</p> <ul style="list-style-type: none">• Strategic Priority #1: Provide exceptional customer service<ul style="list-style-type: none">○ 1.1. Serve as ambassadors for the Flagstaff Community.○ 1.2. Serve the public through quality internal and external customer services.○ 1.3. Foster clear and consistent communication.• Strategic Priority #3: Foster a resilient and economically prosperous City.<ul style="list-style-type: none">○ 3.5. Continue to enhance community outreach and engagement.• Strategic Priority #4: Work in partnership to enhance a safe and livable community.<ul style="list-style-type: none">○ 4.2. Cultivate community partnerships through civic engagement and participation. <p>City Public Participation Strategies (posted in council chambers)</p> <ul style="list-style-type: none">• Inform – Consult – Involve – Collaborate - Empower
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<p align="center">BUDGET IMPLICATION</p>	<p>The communications manager manages, directs, and implements communication and outreach efforts, as well as cultivates opportunities for increased engagement. The communications manager actively supports and pursues this goal on a regular basis through existing public relations communication channels such as the city website, social media, Cityscape, interviews, press releases, and community calendars. In order to build on the existing efforts and create greater public access to council meetings:</p> <ul style="list-style-type: none"> • Budget Team approved \$3000 for social media advertising in FY18
<p>S.M.A.R.T Y <input checked="" type="checkbox"/> N <input type="checkbox"/> if no, explain</p>	
<p align="center">EXTERNAL PARTNERS</p>	<p>Media and Community</p>
<p align="center">TIMELINE</p>	<p>Short-term, Long-term</p>
<p align="center">MEASUREMENT</p>	<ul style="list-style-type: none"> • Increase social media advertising • Complete a City of Flagstaff website re-design, which includes enhanced ADA features. <ul style="list-style-type: none"> ○ Re-design completion date: end of FY17 – early FY18. ○ Enhance website access for those with disabilities, for example, a closed caption option for the hearing impaired (budget unknown - IT) • Implement creative strategies to make council meetings more approachable, for example, quarterly meet and greets with council, contests, giveaways, recognitions, proclamations, music, food, and beverages. Expenses may apply depending on the nature of the activity. • Research civic engagement success stories developed in other communities. • Utilize the CVB creative team to develop city council marketing materials for distribution as well as online as electronic downloadable documents. • Conduct at least two off-site council meetings per year in the community to increase community engagement and create more accessibility and approachability.
<p align="center">UPDATE</p>	<ul style="list-style-type: none"> • Offsite Council Meetings were held on 4/4/17; 4/11/17; 4/17/17; 4/18/17 • April 2017 Council Budget Retreat flier created with CVB Creative Team • Community Chat Meet & Greet scheduled June 1, 2017 • Ongoing City Council Meeting Facebook Posts

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DEFINE THE CITY'S PUBLIC COMMUNICATION PROGRAM	
Point of Contact: Jessica Drum	
POLICY IMPLICATION	<p>Organizational Values</p> <ul style="list-style-type: none"> • Communication and transparency <p>Regional Plan</p> <ul style="list-style-type: none"> • ED.7. Continue to promote and enhance Flagstaff's unique sense of place as an economic development driver. • ED.7.1. Support planning, design, and development that positively, creatively and flexibly contribute to the community image. <p>Strategic Plan</p> <ul style="list-style-type: none"> • Strategic Priority #1: Provide exceptional customer service. <ul style="list-style-type: none"> ○ 1.3. Foster clear and consistent communication. • Strategic Priority #3: Foster a resilient and economically prosperous City. <ul style="list-style-type: none"> ○ 3.5. Continue to enhance community outreach and engagement. <p>City Public Participation Strategies (posted in council chambers)</p> <ul style="list-style-type: none"> • Inform – Consult – Involve – Collaborate - Empower
BUDGET IMPLICATION	None. Goal achievable in the current communications manager work program.
S.M.A.R.T Y <input checked="" type="checkbox"/> N <input type="checkbox"/> if no, explain	
EXTERNAL PARTNERS	Not Applicable
TIMELINE	Mid-term, Long-term
MEASUREMENT UPDATE	Develop Communications Plan/Program/Manual or similar document

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TAKE A MORE PROACTIVE ROLE IN COMMUNICATING ISSUES AND PROGRESS ON COUNCIL GOALS AND OBJECTIVES	
Point of Contact: Jessica Drum	
POLICY IMPLICATION	<p>Organizational Values</p> <ul style="list-style-type: none"> • Communication and transparency <p>Regional Plan</p> <ul style="list-style-type: none"> • ED.7. Continue to promote and enhance Flagstaff’s unique sense of place as an economic development driver. • ED.7.1. Support planning, design, and development that positively, creatively and flexibly contribute to the community image. <p>Strategic Plan</p> <ul style="list-style-type: none"> • Strategic Priority #1: Provide exceptional customer service. <ul style="list-style-type: none"> ○ 1.3 Foster clear and consistent communication. • Strategic Priority #3: Foster a resilient and economically prosperous City. <ul style="list-style-type: none"> ○ 3.5 Continue to enhance community outreach and engagement. • Strategic Priority #4: Work in partnership to enhance a safe and livable community. 4.2 Cultivate community partnerships through civic engagement and participation. <p>City Public Participation Strategies (posted in council chambers)</p> <ul style="list-style-type: none"> • Inform – Consult – Involve – Collaborate - Empower
BUDGET IMPLICATION	<p>The Communications Manager provides information to citizens, businesses, and community groups. The Communications Manager actively supports and pursues this goal on a regular basis through existing public relations communication channels such as the City website, social media, Cityscape, interviews, and press releases. In order to build on the existing efforts and create a more proactive role in communicating issues and progress of council goals and objectives:</p> <ul style="list-style-type: none"> • Budget Team approved \$3000 for social media advertising in FY18
S.M.A.R.T Y <input checked="" type="checkbox"/> N <input type="checkbox"/> if no, explain	
EXTERNAL PARTNERS	Media and Community
TIMELINE	Short-term, Long-term

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MEASUREMENT	<ul style="list-style-type: none">• Increase Social Media Engagement (number of likes and followers)• Distribute press releases on Council goals and objectives regarding issues and progress• Post updates to Council goals and objectives regarding issues and progress on City website
UPDATE	<ul style="list-style-type: none">• Weekly city council updates provided on NAZ Today• More than 100 city press releases distributed to date in FY17• More than 250 social media posts to date in FY17• City Council Goals, Mission, Vision and Values posted on City website

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DEVELOP A SOCIAL MEDIA MANAGEMENT PLAN	
Point of Contact: Jessica Drum	
POLICY IMPLICATION	<p>Organizational Values</p> <ul style="list-style-type: none"> • Communication and transparency <p>Regional Plan Goal</p> <ul style="list-style-type: none"> • ED.7. Continue to promote and enhance Flagstaff’s unique sense of place as an economic development driver. • ED.7.1. Support planning, design, and development that positively, creatively and flexibly contribute to the community image. <p>Strategic Plan</p> <ul style="list-style-type: none"> • Strategic Priority #1: Provide exceptional customer service <ul style="list-style-type: none"> ○ 1.1. Serve as ambassadors for the Flagstaff Community. ○ 2.1. Serve the public through quality internal and external customer services. ○ 3.1. Foster clear and consistent communication. • Strategic Priority #3: Foster a resilient and economically prosperous City. <ul style="list-style-type: none"> ○ 3.5. Continue to enhance community outreach and engagement. • Strategic Priority #4: Work in partnership to enhance a safe and livable community. <ul style="list-style-type: none"> ○ 4.2. Cultivate community partnerships through civic engagement and participation. <p>City Public Participation Plan (posted in council chambers)</p> <ul style="list-style-type: none"> • Inform – Consult – Involve – Collaborate - Empower
BUDGET IMPLICATION	<p>The Communications Manager oversees all social media efforts for the City of Flagstaff by creating and sharing posts on Facebook and Twitter, and coordinates with City staff that maintain social media sites regarding legal or policy issues such as A.R.S. 9-499.15.</p> <p>Budget Team approved \$2000 for social media monitoring and management in FY18 .</p>
S.M.A.R.T Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	
if no, explain	
EXTERNAL PARTNERS	Not Applicable
TIMELINE	Short-term, Long-term
MEASUREMENT	<ul style="list-style-type: none"> • Develop Social Media Policy for City of Flagstaff employees

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	<ul style="list-style-type: none">• Identify social media users• Transfer personal accounts to City account• Improve social media reporting and tracking
UPDATE	<ul style="list-style-type: none">• Social Media Policy Draft in progress• Social Media users identified through Archive Social• FY17 Social media posts identified

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BUILD AND ENHANCE NEIGHBORHOOD SERVICES FROM THE CITY	
Point of Contact:	
POLICY IMPLICATION	Organizational Values <ul style="list-style-type: none"> • Regional Plan Goal <ul style="list-style-type: none"> • Strategic Plan <ul style="list-style-type: none"> • <ul style="list-style-type: none"> ○ City Public Participation Plan <ul style="list-style-type: none"> •
BUDGET IMPLICATION	
S.M.A.R.T Y <input type="checkbox"/> N <input type="checkbox"/> if no, explain	
EXTERNAL PARTNERS	
TIMELINE	
MEASUREMENT	<ul style="list-style-type: none"> •
UPDATE	<ul style="list-style-type: none"> •

