AGENDA

COMMUNICATION COMMITTEE

Thursday, January 11, 2018
5:30 p.m.
Chamber B

Item 1. Call to Order.

Item 2. Roll Call.

Item 3. Approval of the October 16, 2017, meeting.

Item 4. Discussion of Strategic Communications Action Plan.

Item 5. Discussion on Citizen Centric reports.

Item 6. Adjournment.

203.0.e.: Members to the Communications Committee: The members of the Communications Committee will provide direction, policy oversight and business decision support for all communication efforts of the Town Council. The Committee will from time to time review and offer feedback on the Town's current mechanisms for promoting Town Council and community engagement. The Committee may identify new strategies and resources that will foster and promote a positive and productive dialogue with community members; help facilitate improvements to existing and new communications 12 mediums; and they will provide the Council with an annual report summarizing the committee's activities from the previous year and recommendation for the year to come. [adopted 05/17/17]

Thoughts -

Scarborough Town Council

Strategic Communications Action Plan

The following is an outline and recommendation for the Scarborough Town Council to adopt and execute as part of a strategic communications plan. The suggested goals were taken from guiding principles, objectives, and action steps discussed at the Council goal setting workshop as well as ongoing work and discussions of the newly formed Communications Committee.

While the committee feels this represents a start on developing a comprehensive communication plan and approach that will benefit the community as a whole it is recognized that this is and shall remain a constant work in progress. As the world changes so do the ways in which we give and receive information and any thoughtful communication plan shall be flexible enough to those changing dynamics and community needs.

Strategic Direction: Improved communication that encourages increased citizen participation and engagement which will promote a culture of trust and productive relationships across the Council, town staff, and constituents.

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External Communication

Objectives and Action Steps:

- Suggested Goal: Develop clear, consistent communication protocols and messages that are delivered in a timely manner
    - Action: FB posts that outline upcoming agendas and supporting documentations, this is to include all council committees prior to the meetings.

    - Action: Events and Projects on FB
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  Action Host quarterly roundtable format meetings where citizens meet to discuss matters of concern
- Suggested Goal: Increase opportunity for citizen participation and engagement
    - Schedule and host quarterly roundtable format meetings to be held in the months of January, April, July and October. This should be the first task for the Communications Chair
    - Additional roundtables can be added if needed

- Suggested Goal: Celebrate Successes
    - Action: Quarterly recognition written by Councilors summarizing their committee work or specific projects they are working on; this might also be used to celebrate successes or highlight work that may not be readily visible or acknowledged I.E. “Councilors in the Community”

- Suggested Goal: Expand Council presence on local access channel
    - Action: Create scripts for quarterly PSA’s ; could be any Councilor who wants to participate and can be pre-recorded
    - Action: Mini - interviews sessions with Counselors and Community or Committee leaders to create awareness for their work

- Suggested Goal- Continue to develop public engagement/ outreach stragegies
  Action be proactive on potentially hot button issues by identifying key stakeholders and influencers..get them involved early and often

- Suggested Goal: Create individual communication plans for major initiatives or changes in town projects and processes that includes development of ongoing public engagement / outreach strategies (i.e. Pine Point paving, Pleasant Hill compost pilot program) Support the Assistant Town Manager in identifying these projects
    - Action: Be proactive and get out ahead of issues; identify and utilize appropriate town staff to coordinate and support this effort (Asstnt. Town Manager and Dept. Heads etc.)

- Suggested Goal: Conduct regular research and evaluation components to capture data on communication efforts, the town councils performance and to inform our decision making.
    - Action: Use election day tables as a place to capture voter voice and attitude through survey work

- Action: Opportunity for survey work at Town events as well such as Summerfest, Winterfest etc…
- Action increase loops such as survey monkey

Internal Communication

Objectives and Action Steps:

- Suggested Goal: Establish a culture of mutual respect and civil dialogue
  - Action: Individual quarterly check-ins amongst Councilors and with Town Manager
  - Action: Councilors will take it upon themselves to be accountable for connecting with Councilors and Town Managers
- Suggested Goal: Develop guidelines for media outreach, requests and notification
  - Action: In the event of crisis or breaking news the Town Manager notifies Chair and Vice Chair and they notify the rest of the Council in an expedient manner
  - Action: All press releases and responses to media requests will be filtered through the Communications Committee.
- Suggested Goal: Develop guidelines for Council member comments:
  - Action: Comments should be civil and respectful to be consistent with our policies for public input
  - Emails that are sent to the entire council should be addressed by the Chair of the appropriate committee, and or the chair of the council or staff. All responses should be cc'd to the council for confirmation
- Suggested Goal: Implement a 360 review of the town council's performance as a whole
  - Action: Use annual surveys and focus groups to get feedback
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