

AGENDA
CARBONDALE BOARD OF TRUSTEES
WORK SESSION
CARBONDALE TOWN HALL
AUGUST 21, 2018
6:00 P.M.

<u>TIME*</u>		<u>ITEM</u>	<u>DESIRED OUTCOME</u>
6:00	1.	Water Augmentation Discussion	
8:00	2.	Discussion on Communication Plan	ATTACHMENT A
8:30	4.	Adjourn	

* Please Note Times Are Approximate



TOWN OF CARBONDALE

511 Colorado Avenue
Carbondale, CO 81623
www.carbondalegov.org
(970) 963-2733 Fax: (970) 963-9140

BOARD OF TRUSTEES MEMORANDUM

Meeting Date: August 21, 2018
Item: _____

TITLE: Communications Toolkit

SUBMITTING DEPARTMENT: Administration

ATTACHMENTS: Communications Protocols & Toolkit 2018

BACKGROUND

Communications planning has been identified as a Board of Trustee's priority. At the July 2018 Trustee work session staff was asked to create a toolkit, which includes communications protocols. The Trustee's asked staff to include all forms of communication under each protocol, so that the Trustees could discuss what communications channels should be utilized under each protocol. The Trustee's also asked staff to add responsible parties and deadline dates to the communications toolkit (attached).

The Town's Communications Mission was identified as: "Town communications are geared toward informing the public with transparency and accuracy; while, encouraging citizen civic engagement, and promoting an open participatory form of government."

Communications Protocols & Toolkit (working document)

Attached you'll find a working document designed to provide a framework for Trustee discussion around creating Communications Protocols and a Toolkit for communications planning.

RECOMMENDATIONS

Provide input to Town Staff.

Prepared by: P. Angie Sprang

Town Manager

1 **Town of Carbondale Communications Mission:** Town communications are geared toward informing the public with transparency and accuracy; while, encouraging citizen civic engagement, and promoting an open form of government.

2 **Goal:** Keeping in mind the mission (above) create your communication goal.

3 Choose a communications protocol below.

Communications Protocol

Communication Channels

Policy Creation & Changes	Website: <ul style="list-style-type: none"> • Open Public Comment • Opinion Survey or Poll • Press Releases & PSA's • Boards & Commissions Public Notices, Meeting Packets & Minutes • General Information Re Policy & Policy Related Initiatives
	News Media: <ul style="list-style-type: none"> • KDNK • Sopris Sun • Post Independent • Aspen Times • Aspen Public Radio • El Montanés and/or Radio Tricolor • Local & State Media Email Lists
	Social Media: <ul style="list-style-type: none"> • Town of Carbondale Public Works Facebook • Town of Carbondale Recreation Department Facebook • Town of Carbondale Police Department Facebook • Town of Carbondale Public Arts Commission Facebook • Town of Carbondale Police Department Twitter
	TV10 - Public Service Television Station
	Community Organizations/Partners (e.g. School District, Rotary Club, Chamber of Commerce, Carbondale Arts, CLEER, CORE, local non-profits, local business owners, etc.)

Service Offerings	Website: <ul style="list-style-type: none"> • Open Public Comment • Opinion Survey or Poll • Press Releases & PSA's • Boards & Commissions Public Notices, Meeting Packets & Minutes • General Information Re Policy & Policy Related Initiatives
	News Media: <ul style="list-style-type: none"> • KDNK • Sopris Sun • Post Independent • Aspen Times • Aspen Public Radio • El Montanés • Local & State Media Email Lists
	Social Media: <ul style="list-style-type: none"> • Town of Carbondale Public Works Facebook • Town of Carbondale Recreation Department Facebook • Town of Carbondale Police Department Facebook • Town of Carbondale Public Arts Commission Facebook • Town of Carbondale Police Department Twitter
	TV10 - Public Service Television Station
	Mailers & Flyers (i.e. postcards, flyers, brochures, letters) Signage (i.e. pool marquee, banners)
Community Organizations/Partners (e.g. School District, Rotary Club, Chamber of Commerce, Carbondale Arts, CLEER, CORE, local non-profits, local business owners, etc.)	

<p>Public Opinion Survey's</p>	<p>Website:</p> <ul style="list-style-type: none"> • Open Public Comment • Opinion Survey or Poll • Press Releases & PSA's • Boards & Commissions Public Notices, Meeting Packets & Minutes • General Information Re Policy & Policy Related Initiatives <p>News Media:</p> <ul style="list-style-type: none"> • KDNK • Sopris Sun • Post Independent • Aspen Times • Aspen Public Radio • El Montañés • Local & State Media Email Lists <p>Social Media:</p> <ul style="list-style-type: none"> • Town of Carbondale Public Works Facebook • Town of Carbondale Recreation Department Facebook • Town of Carbondale Police Department Facebook • Town of Carbondale Public Arts Commission Facebook • Town of Carbondale Police Department Twitter <p>TV10 - Public Service Television Station</p> <p>Mailers & Flyers (i.e. postcards, flyers, brochures, letters)</p> <p>Signage (i.e. pool marquee, banners)</p> <p>Community Organizations/Partners (e.g. School District, Rotary Club, Chamber of Commerce, Carbondale Arts, CLEER, CORE, local non-profits, local business owners, etc.)</p>
<p>Behavioral Change Communications</p>	<p>Website:</p> <ul style="list-style-type: none"> • Open Public Comment • Opinion Survey or Poll • Press Releases & PSA's • Boards & Commissions Public Notices, Meeting Packets & Minutes • General Information Re Policy & Policy Related Initiatives <p>News Media:</p> <ul style="list-style-type: none"> • KDNK • Sopris Sun • Post Independent • Aspen Times • Aspen Public Radio • El Montañés • Local & State Media Email Lists <p>Social Media:</p> <ul style="list-style-type: none"> • Town of Carbondale Public Works Facebook • Town of Carbondale Recreation Department Facebook • Town of Carbondale Police Department Facebook • Town of Carbondale Public Arts Commission Facebook • Town of Carbondale Police Department Twitter <p>TV10 - Public Service Television Station</p> <p>Mailers & Flyers (i.e. postcards, flyers, brochures, letters)</p> <p>Signage (i.e. pool marquee, banners)</p> <p>Direct communications with Business Owners/Managers (i.e. in person conversations, emails, letters)</p> <p>Community Organizations/Partners (e.g. School District, Rotary Club, Chamber of Commerce, Carbondale Arts, CLEER, CORE, local non-profits, local business owners, etc.)</p>
<p>Emergency Communication</p>	<p>Refer to the Police Department or Garfield County Emergency Preparedness Plan</p>

Sample 1

Communications Mission: Town communications are geared toward informing the public with transparency and accuracy; while, encouraging citizen civic engagement, and promoting an open form of government.

Sample Goal: To change citizen and resident behaviors by raising awareness about single use plastic bags (*Behavioral Change Communication Protocol*).

Target Audience (both internal & external stakeholders)	Communications Protocol	Communication Channels	Measurable Outcome(s)	Responsible Party	Deadline Date
Residents and citizens, business owners, community organizations, schools, regional influencers, news media, the environment. Town employees, trustees, Environmental Board members.	Behavioral Change Communications Protocol	Town Website	Monthly/annual reduction in bag fund taxes collected.	Environmental Board Member(s) Name	Deadline Date
		Social Media Outlets	Monthly/annual reduction in bag fund taxes collected.	Environmental Board Member(s) Name	Deadline Date
		Public Service Announcement on TV10	Monthly/annual reduction in bag fund taxes collected.	Environmental Board Member(s) Name	Deadline Date
		PSA's 4x per year (once each quarter) in English & Spanish	Monthly/annual reduction in bag fund taxes collected.	Environmental Board Member(s) Name	Quarterly in: March, June, September, & December 2018
		Letters and in-person communication with XYZ vendor(s) that provide single use bags for patrons	Monthly/annual reduction in bag fund taxes collected.	Environmental Board Member(s) Name	Deadline Date

Sample 2

Communications Mission: Town communications are geared toward informing the public with transparency and accuracy, while, encouraging citizen civic engagement, and promoting an open form of government.

Goal: To communicate policy more effectively with the Spanish speaking citizens of Carbondale (*Policy Changes & Creation Protocol*).

<i>Target Audience (both Internal & external stakeholders)</i>	<i>Communications Protocol</i>	<i>Communication Channels</i>	<i>Measurable Outcome(s)</i>	<i>Responsible Party</i>	<i>Deadline Date</i>
Latino residents and citizens, business leaders, community organizations, schools, regional influencers, news media. Town employees, trustees, advisory boards & commissions.	Policy Changes & Creation Protocol	Town Website	Work with website vendor to maintain reliable public website	Town Webmaster	Ongoing
		Social Media Outlets	Ask el Montanes to post policy related information and press releases for the Spanish speaking community on their Facebook page	Town Social Media Administrator	Ongoing when Press Releases Re Policy are published
		News Outlets	Utilize el Montanes newspaper	Town Public Relations Administrator	Ongoing when Press Releases Re Policy are published
		TV10	Translate TV10 into both English & Spanish	Town Public Relations Administrator	Ongoing

Questions you may ask yourself when building your communication plan

Communications Mission: Town communications are geared toward informing the public with transparency and accuracy; while, encouraging citizen civic engagement, and promoting an open form of government.

Goal Setting Questions: What issue is most important to the Town of Carbondale right now? What is the overall goal you want to achieve? What observable change do you wish to see? Who is your target audience? What is at the core of the message you want to deliver? What modes of communication are available to you? What current modes of communication are being under/over utilized? What behavioral change would we like to see?

Stakeholders/Target Audience	Communications Protocol	Communication Channels	Measurable Outcome(s)	Responsible Party	Deadline Date
Who is most affected by the issue stated above?	What pre-determined Town communications protocol should I choose?	What would you like to see, hear, or have in hand that would clearly communicate the message?	How will you know you are achieving your goal?	Who is responsible for the measurable outcomes?	What is the timeline for each communication?
Who makes decisions about the issue?	What is at the core of the message that needs to be delivered?		What will let you know you are making progress toward your goal?		What is the deadline for task completion?
Who else is affected (secondary impacts)?	What communications protocol (above) applies to the core message you want to deliver?				
Are there other influencers that you can partner with?					
What are the demographics of your audience?					
How do they spend their time?					
How have they been educated?					
Who/what motivates them to change/take action?					
What are the barriers to audience support?					
What are the benefits of audience support?					

Template

Communications Mission: Town communications are geared toward informing the public with transparency and accuracy; while, encouraging citizen civic engagement, and promoting an open form of government.

Goal:

<i>Target Audience (both internal & external stakeholders)</i>	<i>Communications Protocol</i>	<i>Communication Channels</i>	<i>Measurable Outcome(s)</i>	<i>Responsible Party</i>	<i>Deadline Date</i>