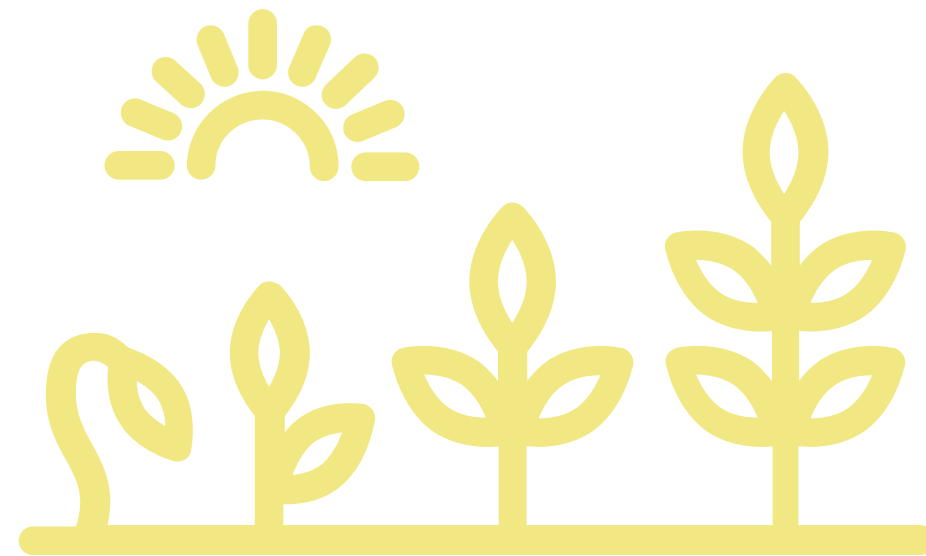# Communication & Engagement

City Council Work Session 10.25

"The single biggest problem with communication is the illusion that it has taken place."

GEORGE BERNARD SHAW

# The path we've been on.

**3. Strategy & Planning**

Focus on MacTown 2032 goals and creating space for action planning.

**1. Addition of a Communications & Engagement professional to the administrative team**

Yes, I'm referencing myself. Good job!

**5. Consolidation of Social Media + addition of a weekly email blast**

We're following metrics and working towards a focused message.

1,600 subscribers with a steady 39% open rate. (National Average is 21%)

**2. Adoption & Implementaton of a new City Brand!**

12 month project in collaboration with Visit McMinnville.

**4. Consistent approach to our Employee Newsletter + Internal communications.**

Master Comms calendar, photo bank for City photos, engaging with employees to earn their trust (so I can tell our story).

# What you can expect from my role.

Lead City staff on training, design, or develop outreach materials

Interact with community partners to ensure messaging is on target

Stay up to date with current trends

A focus on learning the message to communicate

Ensure public engagement practices are equitable
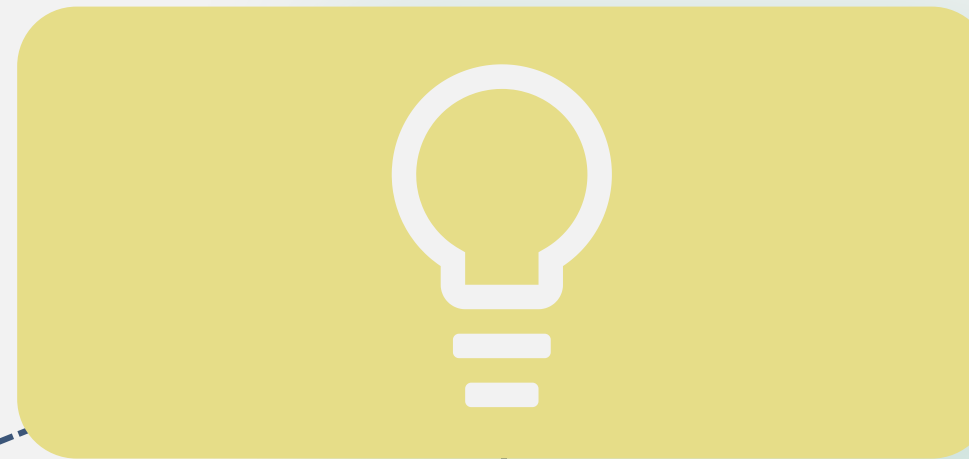
# Projects to be aware of.

**Website Refresh**

Refreshing colors, fonts, logos. +Modern and friendly look and feel.

**ARPA**

Working closely with our Grant Admin. to facilitate the public engagement piece.

**CitizenLab**

Live on November 1st. Push to text capability, translation into Spanish and Russian.

**City Services Charge**

City webpage is up. Next up: City wide mailer + Bill stuffer

**Public Engagement Charter + Equity Lens**

Standardizing the approach: building community NOT bureaucracy

# SORC ANALYSIS

### Strengths, Opportunities, Resources, Challenges

**You created space.**

Each department has put staff resources towards improving communication. We've got internal teams focused on staying abreast of current trends.

**We've built a great following.**

Awareness of our platforms and programs continue to grow.

**Versatile Programming**

DEI is at the focal point for many of us, and we're regularly making steps towards improvement.

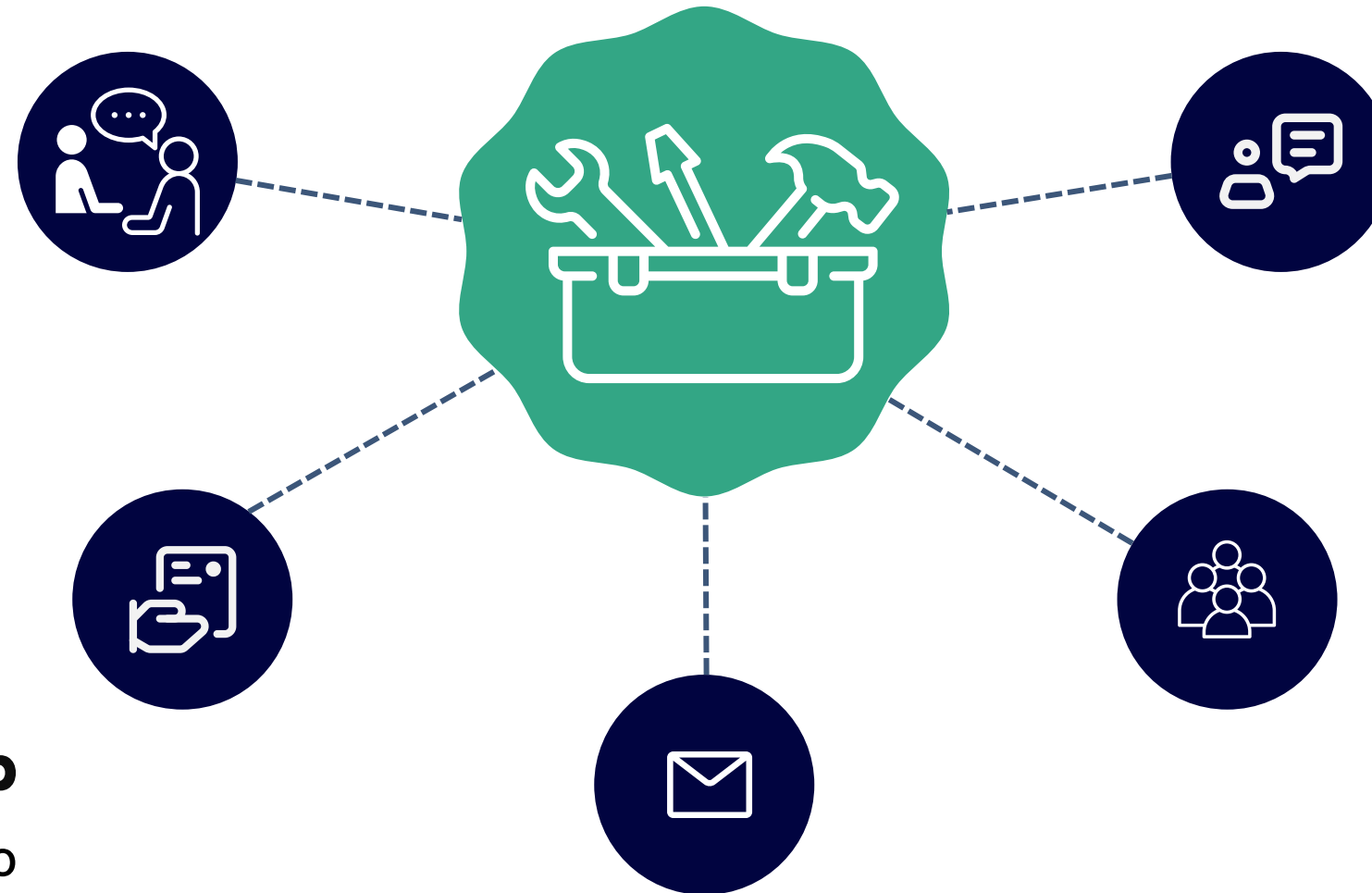**Prioritize low-barrier ways to participate.**

Library & Parks/Rec are champions at this work.

**Provide consistent funding.**

All of our programs could use consistent funding sources that prioritize engagement.

# Resources

the tools in our toolbox

## Partnerships & Committees

Make yourself available within your partnerships, messaging with purpose on purpose.

## Webpage + CitizenLab

Easy to access, easy to navigate.

## Media + Snail Mail

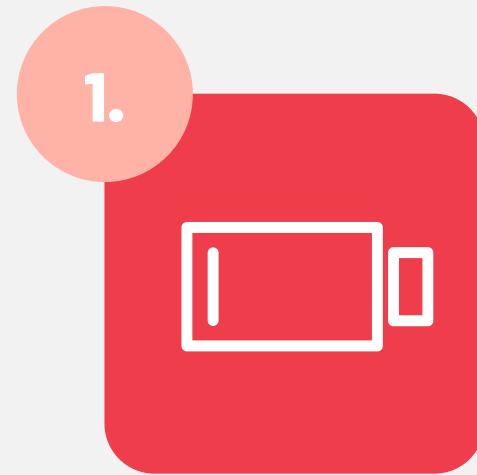Mail has made a comeback. Let's leverage that.

## Social Networking

72-82% Females
24-44 Age
47-52% from McMinnville
+Reels/videos
300% growth in past 36 months.

## Community Spaces

Focus on spaces or events where community members gather. Bring the messaging to them.
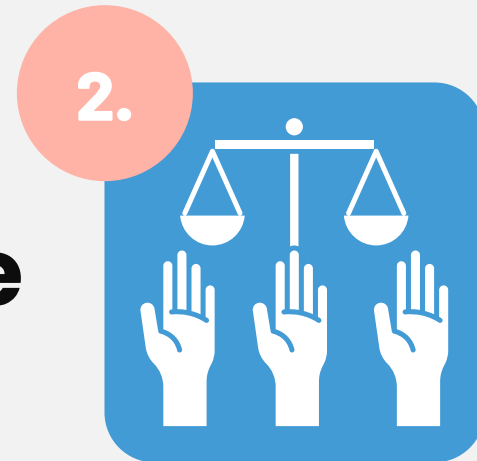
# Challenges

1. Low engagement from Latinx community

2. Ideas on equity vs. justice

3. Sense of safety and place

4. Technical resources

5. Staff resources

# Questions?