

City of Shelton Communications Strategy

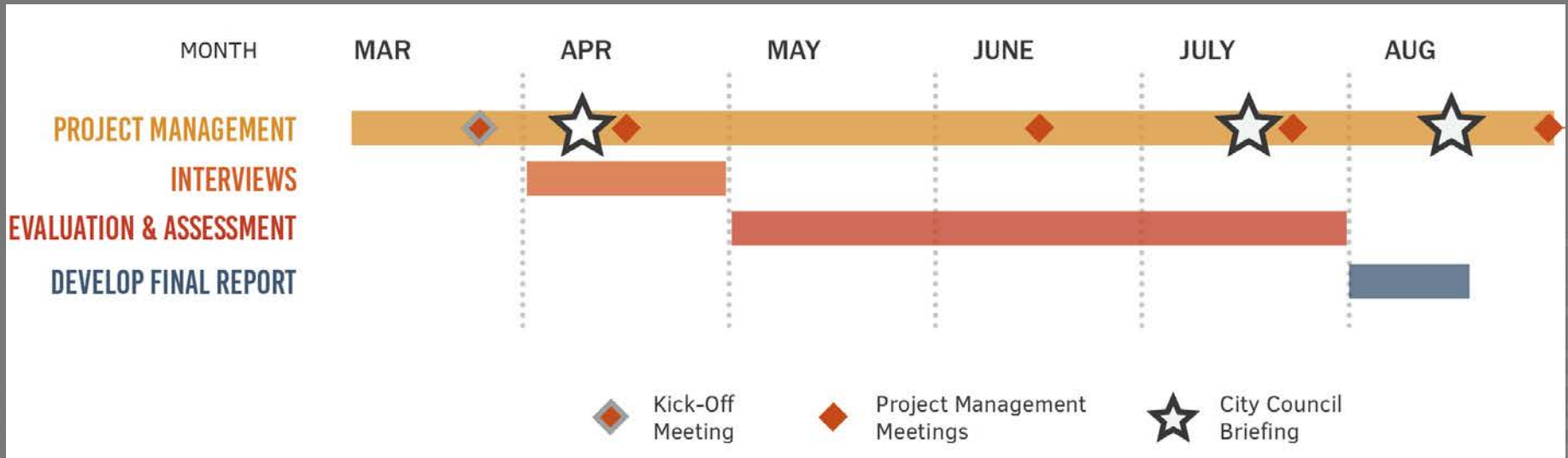
City Council Briefing #3
September 3, 2019



MAUL FOSTER ALONGI

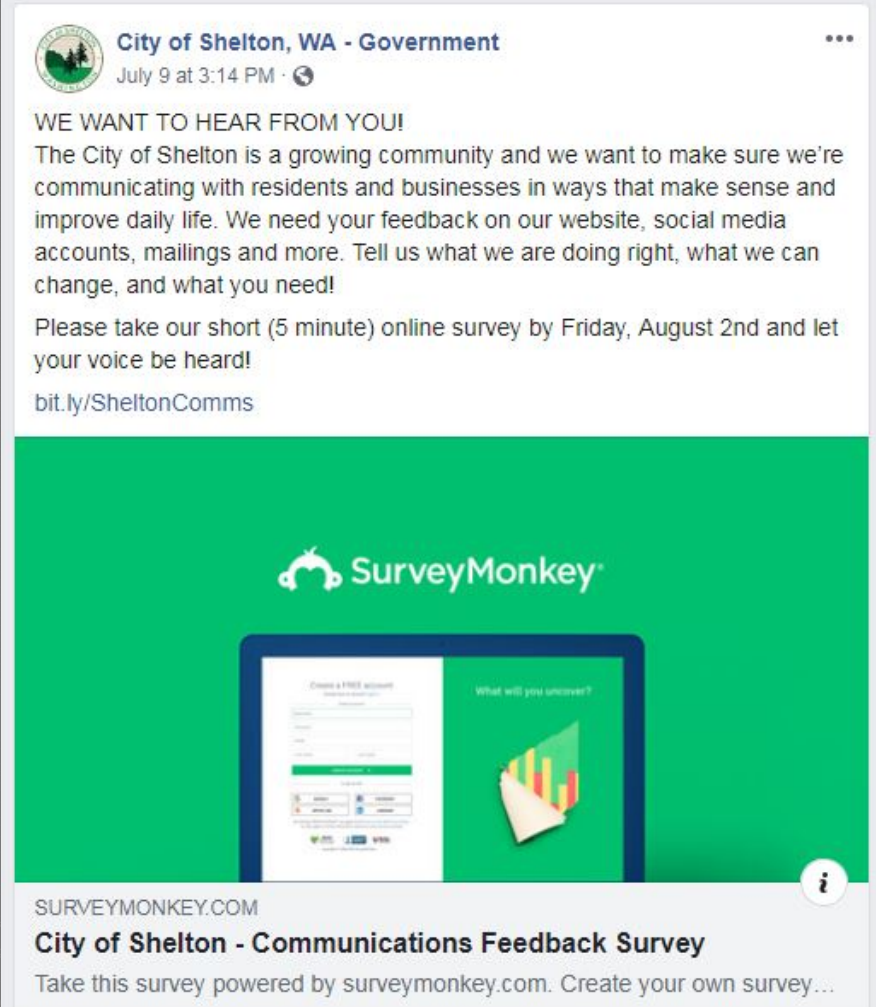
PROJECT SCOPE AND TIMELINE

- Review and evaluate our existing communications tools and practices
- Assess compliance
- Assess organizational capacity
- Develop a written report outlining recommendations



COMMUNICATIONS SURVEY


- bit.ly/SheltonComms
- Fielded July 9 – August 2
- 156 responses



City of Shelton, WA - Government
July 9 at 3:14 PM · 🌐

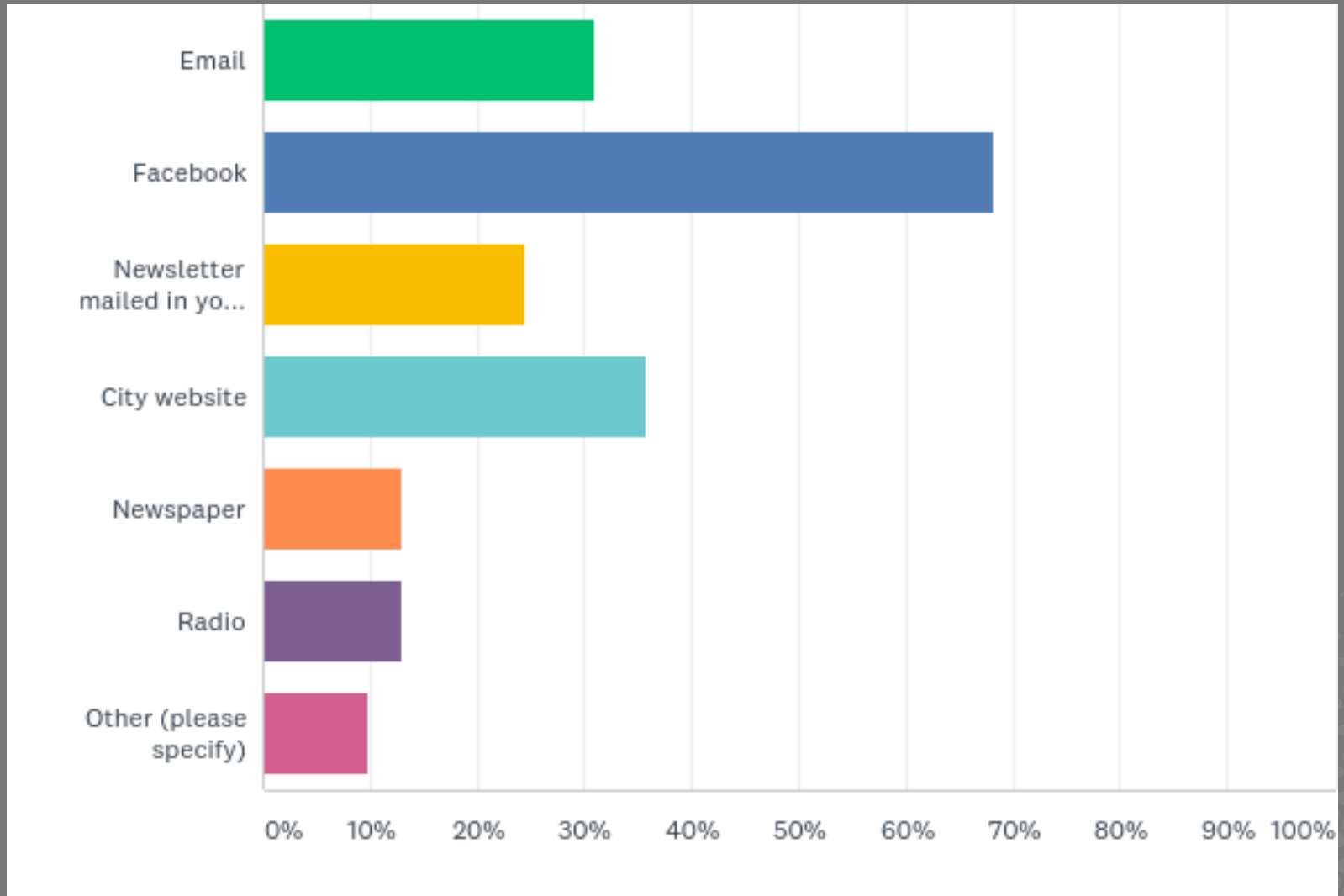
WE WANT TO HEAR FROM YOU!
The City of Shelton is a growing community and we want to make sure we're communicating with residents and businesses in ways that make sense and improve daily life. We need your feedback on our website, social media accounts, mailings and more. Tell us what we are doing right, what we can change, and what you need!

Please take our short (5 minute) online survey by Friday, August 2nd and let your voice be heard!
bit.ly/SheltonComms

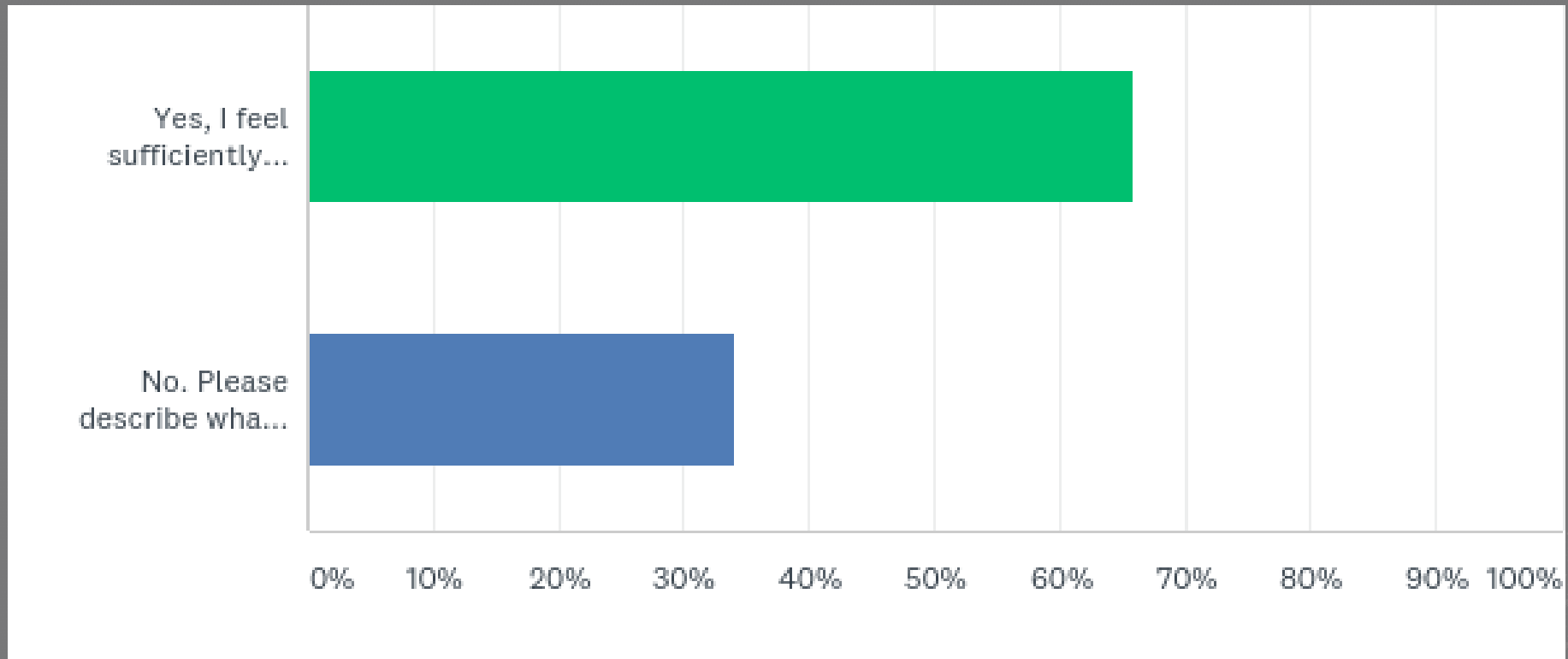


SURVEYMONKEY.COM
City of Shelton - Communications Feedback Survey
Take this survey powered by surveymonkey.com. Create your own survey...

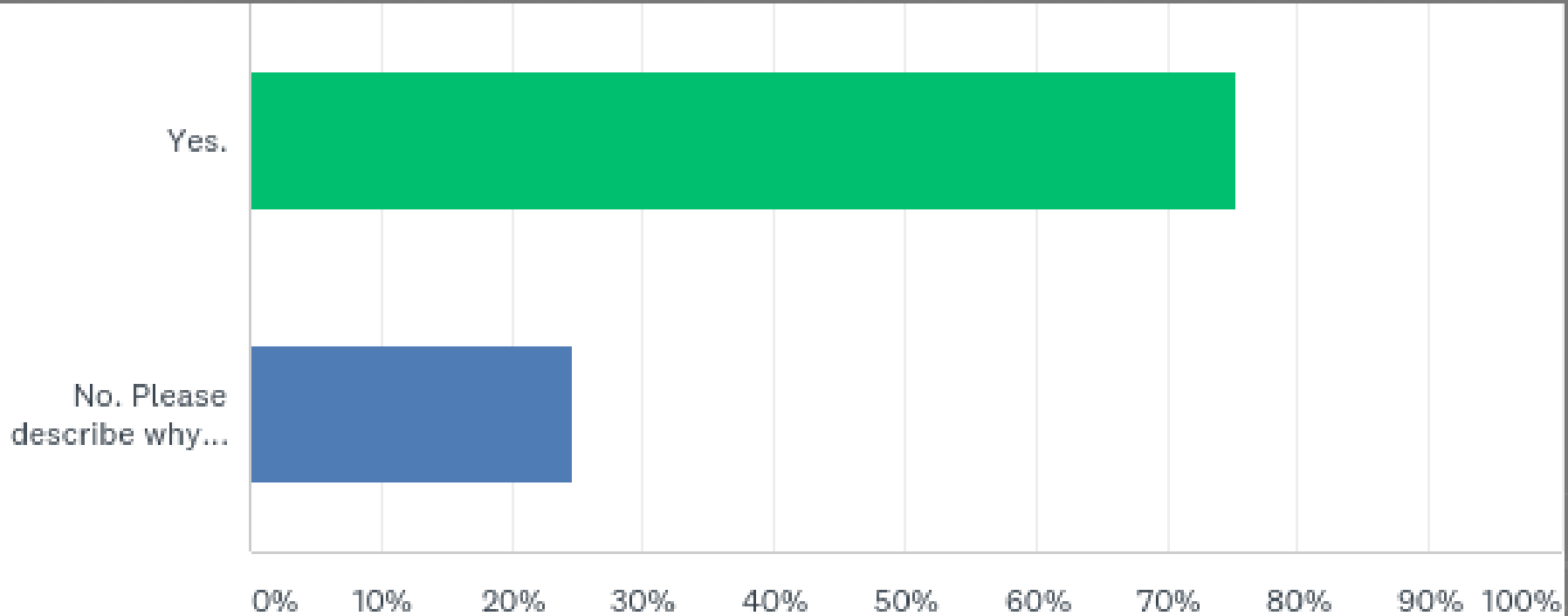
Q1: HOW DO YOU PREFER TO RECEIVE NEWS AND INFORMATION FROM THE CITY OF SHELTON?



Q2: DO YOU FEEL LIKE YOU KNOW WHAT IS HAPPENING AT THE CITY?



Q3: HAVE YOU USED THE CITY'S WEBSITE IN THE PAST SEVERAL MONTHS?



Q4: WAS THE CITY'S WEBSITE EASY TO NAVIGATE AND FIND WHAT YOU WERE LOOKING FOR?

- 46 percent “Yes”
- Remaining responses varied
 - Would like more updates
 - Place road construction impacts/updates on the home page
 - Would like a staff directory with contact information

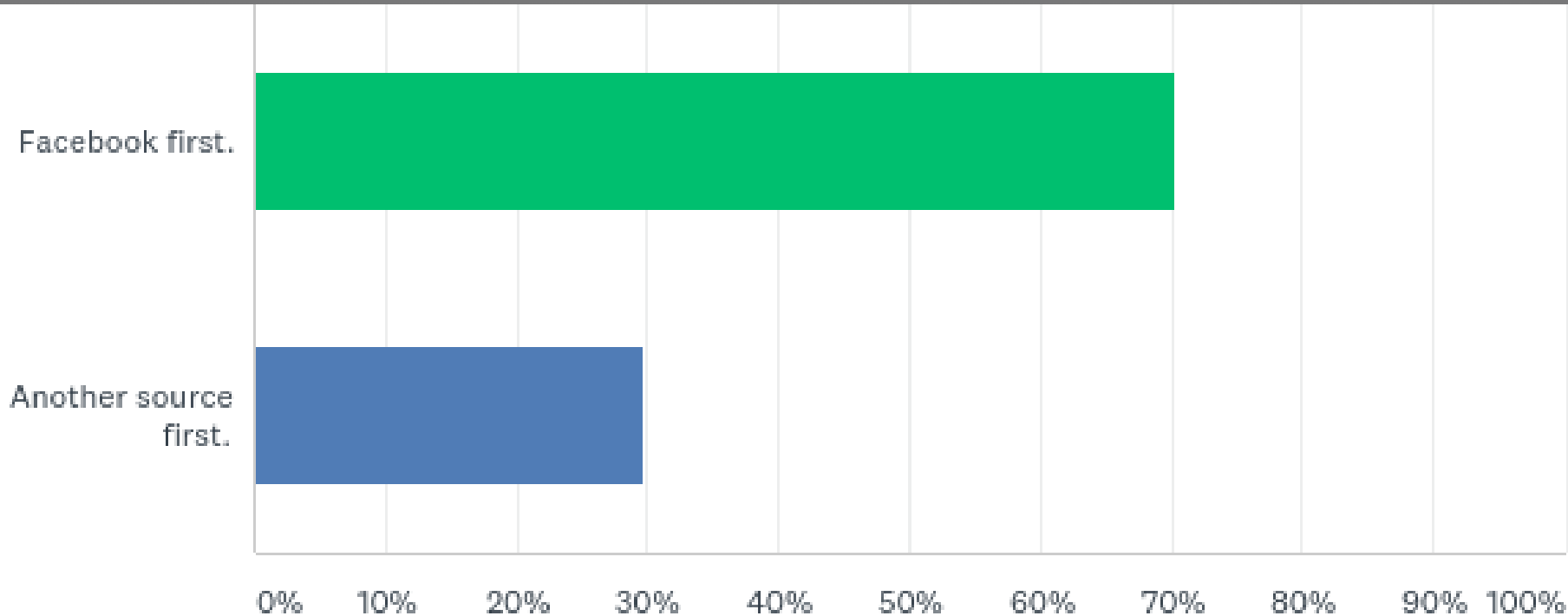


Q5: DO YOU HAVE ANY THOUGHTS ON HOW TO IMPROVE THE CITY'S WEBSITE?

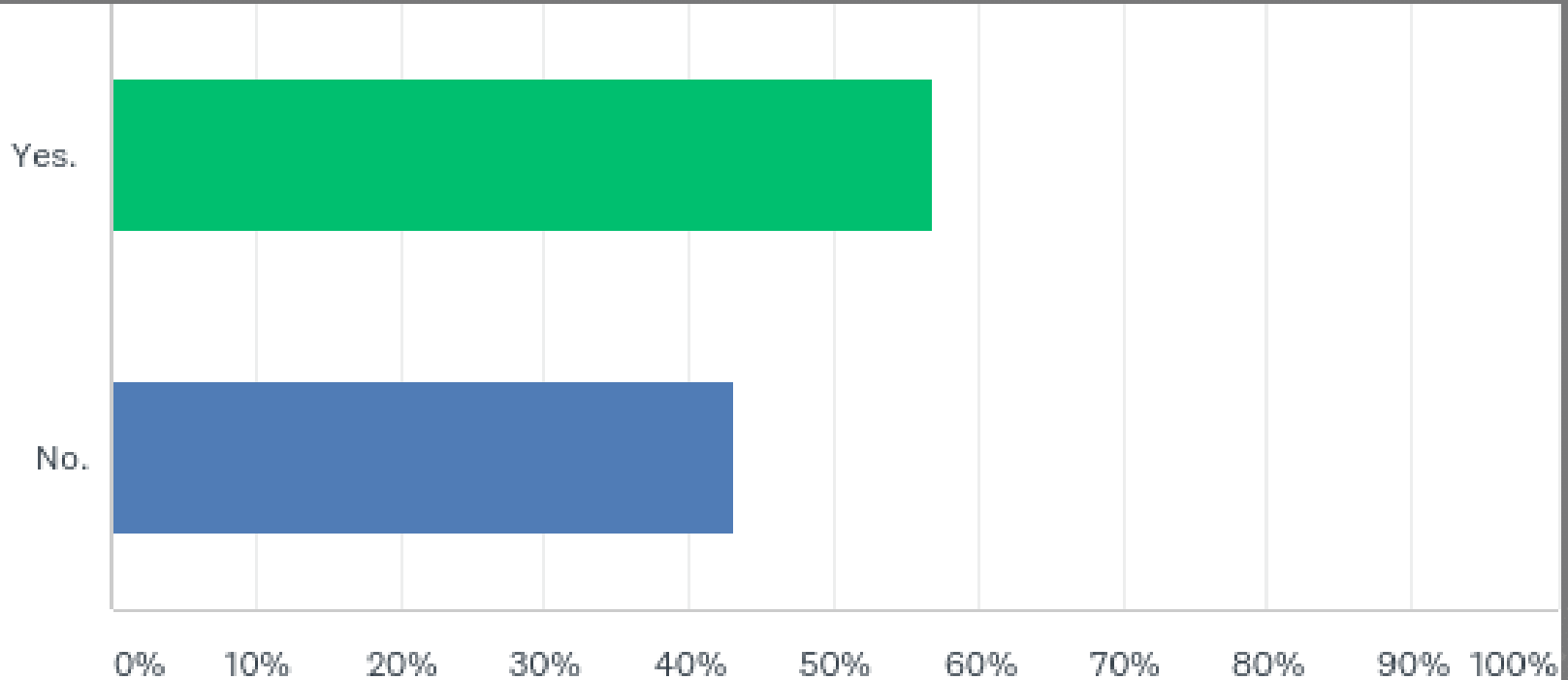
- More photos
- Make it more fun, friendly, and inclusive
- Include partner links on city and partner websites – hospitals, PUD, county websites
- Include a 'what's new' section to highlight good news and upcoming events
- Update pages regularly
- Option to sign up for notifications
- Lots of positive feedback – “Looks great!”



Q6: DO YOU GO TO FACEBOOK FIRST FOR NEWS AND INFO?



Q7: DO YOU BELIEVE THAT THE CITY SHOULD FOCUS MORE RESOURCES ON MANAGING ITS FACEBOOK PAGE?



Q8: THE POLICE DEPARTMENT IS CONSIDERING SETTING UP ITS OWN FACEBOOK PAGE – WHAT INFO WOULD BE HELPFUL TO INCLUDE ON THIS PAGE?

- Majority of respondents indicated that a separate Police Facebook page would be welcomed
- The page could include the following:
 - Traffic problems, accidents, police intervention
 - Police personnel bios
 - New K-9 unit information and photos
 - Investigation updates, incident reports, crime reports/stats
 - Good Samaritan stories



Q9: SPECIFICALLY, IN WHAT WAYS DO YOU BELIEVE THE CITY CAN IMPROVE THEIR COMMUNICATION WITH THE PUBLIC?

- Timelier, more accurate, and current information across all platforms of communication
- More social media communication
- More transparency
- More public and face-to-face meetings
- Improve website
- Videos and livestreams of public meetings, events, and projects



RECOMMENDATIONS



RECOMMENDATIONS

- Clarify roles and responsibilities
 - Update Communications Officer position description
 - Create guidelines for interdepartmental communication
- Continue to leverage the team to get out into the community



RECOMMENDATIONS

- Develop and implement a general communications plan



RECOMMENDATIONS

- Organize and update the communications procedures
 - Create templates
 - Compliance updates
 - Identify in house skills and needed skills, partner with local schools to provide internships for services



RECOMMENDATIONS

- Long-Term
 - Update the City of Shelton Strategic Plan
 - Complete the re-branding
 - Update the website



QUESTIONS?

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