City of Lake Forest Park
City Council Communications Committee
<u>**Monday, February 27, 2017**</u>
<u>**4:30 p.m.**</u>
Lake Forest Park City Hall
Lake Forest Room
17425 Ballinger Way NE
SPECIAL MEETING AGENDA

Committee Members: **Phillippa Kassover, Chair; Mark Phillips, Tom French**

4:30 p.m.   **Call to Order**
               Adoption of Agenda
               Approval of Meeting Notes – November 21, 2016

               Committee Discussion Topics

1. Consider standardized email signature for City Council email

2. Review staff-recommended updates to Social Media Policy for referral to whole Council

3. Status report on website redesign project, including

   a. Plans for inclusion of a council page

   b. Improved public access to city resolutions

4. Strategy for presenting Communications Plan to whole Council at March retreat

5. Review upcoming meeting schedule

   a. March 20, 2017
   b. April 24, 2017
   c. May 22, 2017
   d. June 19, 2017

6:00 p.m.   **Adjourn**

1 **Council Communications Committee Notes**
2 **Lake Forest Room**
3 **November 21, 2016**
4
5 **Councilmembers Present:** Phillippa Kassover, Chair; Mark Phillips
6
7 **Councilmembers Absent:** Tom French
8
9 **Staff Present:** JoAnne Trudel, Deputy City Clerk
10
11 **Visitors:** 1
12
13 Chair Kassover called the meeting to order at 4:32 p.m.
14
15 **Approval of Agenda**
16
17 *Kassover moved, Phillips seconded, to adopt the agenda as presented. The motion carried unanimously.*
18
19 **Adoption of Draft Meeting Notes – October 24, 2016**
20
21 *Kassover moved, Phillips seconded, to approve the meeting notes of October 24, 2016 as presented. The*
22 *motion carried unanimously.*
23
24 **Discuss Public Comment Procedures in Governance Manual**
25
26 Members present reviewed the following sections of the Governance Manual: 4.11.2, Public Comment;
27 4.11.3(A), Public Hearings; and 7.1, Public Comment Period at Business Meetings.
28
29 Discussion topics included:
30 • Clarification regarding time limits when official spokespersons wish to speak at a public hearing
31 or public meeting
32 • Chair's discretion to allow 3-5 minutes for public comments at public hearings and public
33 meetings and clarification of "depending on the subject"
34 • Ceding of speaker time currently silent in Governance Manual; potential limit to number of
35 audience members who can cede their time to a given speaker; stating of position before ceding
36 time
37
38 There was consensus to request these items be flagged for discussion by the Committee of the Whole
39 when the Governance Manual is reviewed next year.
40
41 **Chair's Report**
42
43 Chair Kassover reported on:
44 • At last Committee of the Whole (CoW) meeting, the topic of the Citywide Communications Plan
45 was added to the list of CoW topics for 2017
46 • Finishing draft of Appendix section – Deputy City Clerk to work on this
47
48

1   **Review Calendar for Town Hall Opportunities and Topics**

2

3   Discussion included:

4   •   Timing of an open house to support the Safe Streets Study outreach plan (January-February

5   2017)

6   •   Timing of an open house to support the Safe Highways Study, later in 2017

7   •   Possible topic of opioid epidemic

8   •   Possible topic of State of the City idea (January or February 2017)

9   o   Keeping the presentation materials simple and easy on staff, i.e., small trifold or single

10   easel pad

11   o   List of 2016 accomplishments with sentence for each

12   o   List of 2017 planned projects with sentence for each

13   o   Information for the Town Hall could be extracted from the 2017-2018 Budget

14   document

15

16   Cmbr. Phillips excused himself from the meeting to go speak with City Engineer Jensen regarding the

17   Safe Streets project kick-off and possible Town Hall meeting. Upon his return, he indicated the project

18   kick-off will be in December 2016, and a Town Hall in January or February 2017 could be helpful.

19

20   At this time, discussion turned to developing content for the cable channel, and included the suggestion

21   of publishing a schedule; adding the meeting date to the screen so viewers can tell which Council

22   meeting they join the meeting in process; possible use of the video club at Shorecrest High School to

23   produce a few 4-5 minute videos for use on the cable channel and website.

24

25   Cmbr. Phillips offered to call Suzanne Monson at the high school to have an introductory conversation

26   about the video club.

27

28   **Upcoming Meeting Schedule – December 2016 and Regular Meeting Schedule for 2017**

29

30   •   No meeting in December

31   •   Will keep same regular meeting schedule for 2017

32   o   The same Mondays as the Committee of the Whole meetings, 4:30 – 6:00 p.m.

33

34   **Public Comment**

35

36   Chair Kassover invited comments from the audience:

37   •   Mike Dee (likes Governance Manual Section 4.11.3(B) where it is indicated the Council may

38   request the Administration to respond to any question raised and not answered during the

39   hearing; doesn't receive a "Notify Me" email for Council committee meetings)

40

41   **Adjournment**

42

43   There being no further business, the meeting was adjourned at 5:32 p.m.

44

45   Respectfully submitted:

46

47

48   JoAnne Trudel

49   Deputy City Clerk

JoAnne Trudel

JoAnne Trudel, CMC
Deputy City Clerk
Municipal Services Department

17425 Ballinger Way NE
City of Lake Forest Park, WA
206-368-5440 ext. 110
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Lake Forest Park City Council
Communications Committee

Agenda Cover Sheet

Meeting Date 2/27/2017

Title   Social Media Policy – Proposed Updates

Originating Department Municipal Services

Contact Person   Jennifer Martin, Records Management Specialist
                               Rhonda Siner, I.T. Programs Manager

Attachments:
1. Resolution 1409 – Social Media Policy, adopted 3/27/2014
2. Proposed Updates to Social Media Policy

Summary
The internal Lake Forest Park Communications Team has reviewed the social media policy adopted by the City Council in 2014. (Resolution 1409 – Attachment 1.) The purpose in reviewing the policy was to ensure that it was still relevant and accurate for the City's social media communications. The team drafted updates, which were provided to the City Attorney for review. Comments from the City Attorney's office were incorporated in the proposed update, Attachment 2.

Most of the proposed updates are minor or clerical in nature. For consistency, all references to social media "pages" have been changed to reference "sites."

Section 3.2.1.5 has the most substantial proposed update, based on discussions within the Communications Team and feedback from the City Attorney's office. In an abundance of caution it would be wise for Councilmembers to avoid any social media "likes" even using personal accounts if the subject matter concerns official City business. "Discussions" (and similarly consideration, review and evaluation) fall squarely within the parameters of the Open Public Meetings Act (OPMA), so discussions on social media by Councilmembers regarding City business should be avoided.

The internal Communications Team has committed to review the social media policy on an annual basis, to ensure it is kept relevant and accurate.

RESOLUTION NO. 1409

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LAKE FOREST PARK, WASHINGTON ADOPTING A CITY SOCIAL MEDIA POLICY

WHEREAS, the City of Lake Forest Park desires to improve openness and opportunities for community involvement; and

WHEREAS, the City is interested in sharing information about emergencies, special events, human services opportunities, emergent event notices and block watch information; and

WHEREAS, the City recognizes the value of social media to share information quickly and in near real-time; and

WHEREAS, the City Attorney has reviewed and approved social media policy; and

WHEREAS, the City will report back to the City Council regarding the activities, benefits, costs, and labor hours in implementing the social media policy by January, 2015.
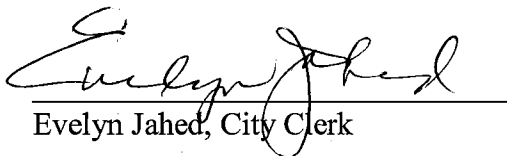
NOW, THEREFORE, the City Council of the City of Lake Forest Park, Washington approves the City Social Media Policy.

ADOPTED BY A MAJORITY VOTE of the members of the City of Lake Forest Park City Council this 27th day of March, 2014.

APPROVED

_____
Mary Jane Goss, Mayor

ATTEST:

_____
Evelyn Jahed, City Clerk

City of Lake Forest Park's Social Media Policy

1.0 PURPOSE

Social media (defined here as the use of third party hosted online technologies that facilitate social interaction and dialogue) provides alternative ways for the City of Lake Forest Park to share information with a broader audience. Social Media includes social networking sites like Facebook, Twitter, YouTube, and Instagram,. The City of Lake Forest Park's Social Media sites are intended specifically to share information about City programs, events and services. The City of Lake Forest Park assumes no liability for any inaccuracies these social media sites may contain and does not guarantee that the Social Media sites will be uninterrupted, permanent or error-free.

This policy establishes guidelines for the City of Lake Forest Park's use of social media.

2.0 DEPARTMENTS AFFECTED

All departments that use social media.

3.0 PROCEDURES

3.1 Creating Department Social Media Accounts

3.1.1   Prior to creating a social media account, departments should consider the need and value of a department- or program-dedicated account.   Since social media accounts are not an effective communication tool when not updated regularly, department staff should calculate the time and effort it will take to maintain a account so that visitors continue to find value over time. As a rule of thumb, social media accounts should be updated at least once per week.

3.1.2   Departments must obtain approval from the City Administrator prior to creating a social media account.

3.1.3   Once approval is received from the City Administrator, the department must use the common social media account format and guidelines developed by the social Media Team to develop the social media account in order to ensure appropriate information is posted and to maintain consistency with other City social media accounts.

3.1.4   The IT Programs Manager shall maintain a list of all City social media accounts that are operating. Departments must inform the IT Programs Mgr. if they intend to stop operating their social media account.

3.1.5   The Department director must appoint a specific staff member(s) to maintain and monitor the social media account.   Directors are responsible for ensuring their staff follows the procedures set forth in this Social Media Policy.

3.1.6   In compliance with sections 3.2 and 3.3, department staff are responsible for regularly posting information, monitoring comments, removing any prohibited content as set forth in section 3.2.2, and saving content required under the Public Records Act as described in Section 3.3.

3.1.7   A Comment Policy Notice must be displayed on all Social Media accounts that allow it, indicating the discussion is moderated and inappropriate content will be removed. If the

social media site does not allow the City's Comment Policy Notice to be posted a link to the City's website that provides the notice must be posted on the social media account on a regular basis.

3.2 Information Posted on Social Media Sites

3.2.1 City-Posted Information

3.2.1.1 The most appropriate uses of City Social Media accounts are: (1) for time-sensitive and emergency information; and (2) as a communications/promotional/marketing tool which increases the City's ability to broadcast its message to the widest possible audience, and (3) to share information efficiently by taking advantage of popular technologies that deliver information to the public.

3.2.1.2 City staff must maintain accurate City information on Social Media accounts by frequently reviewing and updating it as necessary and appropriate.

3.2.1.3 In order to ensure appropriate retention of public records, most content posted by the City departments on City Social Media accounts should not be original source content (content that has not been created anywhere else; only exists on the Social Media account), but rather a secondary copy of information that is posted either on the City website or contained in a hard copy. The City's social media accounts will be tracked by the City's archiving consultant for retention and searching.

3.2.1.4 A link to the City's website, www.cityoflfp.com, must be included on all Social Media accounts, directing users back to the City of Lake Forest Park website for in-depth information on the posted content.

3.2.1.5 Councilmembers, Commissioners, the Mayor and other officials and appointed volunteers (i.e., members of the Planning Commission, PRCS Board, Library Board, Economic Development Advisory Committee and ad hoc appointed citizen advisory committees) should not comment or otherwise communicate on the City's Social Media accounts; participating in online discussions may constitute a meeting under the Open Public Meetings Act.

3.2.1.5 The City of Lake Forest Park may share links to other social media sites and outside websites that offer helpful resources for users. Once an individual links to another page or site, the City's Policies no longer apply and users become subject to the policies of that page or site. Users should be aware that these external pages and sites and the information found on those pages and sites are not controlled by, provided by or endorsed by the City of Lake Forest Park

3.2.2 Information Posted by Outside Individuals

3.2.2.1 For all City Social Media accounts that allow posts, those accounts are limited public forums, moderated by City of Lake Forest Park staff to ensure content posted by outsides users is appropriate. Posted content (including comments, photos and links) must be related to City programs, services, projects, issues, events and activities, or the particular post being commented upon.

3.2.2.2 The following are prohibited on City of Lake Forest Park social media sites and are subject to immediate removal without notice:

- Comments not topically related to City programs, services, projects, issues, events and activities, or the particular post being commented upon.

- Posts and comments that promote or advertise commercial services, entities or products except as stipulated in City marketing plans and determined by the City to be essential to economic development

- Political statements, including comments that endorse or oppose political candidates or ballot propositions, are prohibited under state law (RCW 42.52.180)

- Religious statements, including comments that endorse or oppose any type of religious opinions or activities

- Posts and comments that promote, foster or perpetuate discrimination on the basis of creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation

- Posts and comments that include vulgar, offensive, threatening or harassing language, personal attacks or unsupported accusations

- Obscene or sexual content or links to obscene or sexual content Illegal activity or encouragement of illegal activity

- Information that may tend to compromise the safety or security of the public or public systems

- Content that violates a legal ownership interest of any other party

3.2.2.3 Inappropriate content must be removed immediately and retained as required under   the Public Records Act and described in section 3.3 by the site moderator.

3.2.2.4 The City reserves the right to block accounts of users at its discretion that have posted inappropriate content from posting content to City social media accounts.

3.2.2.5 Communications made through City of Lake Forest Park social media sites in no way constitute a legal or official notice or comment to the City of Lake Forest Park. (For example, a post or comment that asks for public records will not be considered a public records request under RCW 42.56.).

3.2.2.6 It is not necessary to get advance permission to link to City of Lake Forest Park social media sites; however, entities and individuals linking to or embedding content to the City of Lake Forest Park social media sites should not in any way suggest that the City of Lake Forest Park has any relationship or affiliation with that organization or that the City endorses, sponsors or recommends the information, products or services of that site. Individuals may not present City of Lake Forest Park content as their own or otherwise misrepresent any of the City's social media site content. Furthermore, individuals shall

not misinform users about the origin or ownership of City of Lake Forest Park Social Media site content.

3.2.2.7 All users of a City of Lake Forest Park social media site are also subject to the site's own Privacy Policy. The City of Lake Forest Park has no control over a third party site's privacy policy or their modifications to it. The City of Lake Forest Park also has no control over content, commercial advertisements or other postings produced by the Social Media site that appear on the City of Lake Forest Park Social Media site as part of the site's environment.

3.3 Retention of Posted Information

3.3.1 Information posted on the City's Social Media accounts is subject to the Public Records Act and associated retention schedule. Original source content posted on Social Media accounts must be retained for two years from the date of posting.

3.3.2 Department staff is responsible for ensuring retention of the original source content in organized, searchable electronic file folders. The records should be retained in such a manner that entire folders can be deleted after hitting the two year mark.

3.3.2.1 All City-posted content must be retained for a minimum of two years.

3.3.2.2 Comments Posted by Outside Users

3.3.2.2.1 All comments posted by outside users on City Social Media accounts, including those that are inappropriate and removed by staff, must be retained.

4.0 QUESTIONS

All questions relating to this policy should be directed to the IT Programs Manager.

5.0 Modifications

The City of Lake Forest Park maintains the right to modify these Policies without notice. Any modification is effective immediately upon posting the modification on the Social Media Policy page unless otherwise stated. Continued use of a City of Lake Forest Park Social Media site following the posting of any modification signifies acceptance of such modification.

6.0 Copyright Policy

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should not comment or otherwise communicate on the City's Social Media accounts; participating in online discussions may constitute a meeting under the Open Public Meetings Act.

3.2.1.5 Councilmembers, Commissioners, Board Members, and members of any other City bodies governed by the Open Public Meetings Act, Chapter 42.30 RCW, should not comment, "like," "thumbs up," or otherwise communicate on the City's social media accounts from their personal accounts; participating in online discussions may constitute a meeting under the Open Public Meetings Act, Chapter 42.30 RCW.

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3.3.2.1 ~~All City-posted must be retained for a minimum of two years.~~

3.3.3 ~~2.2~~ Comments Posted by Outside Users

3.3.3.1~~2.2.1~~ All comments posted by outside users on City Social Media accounts, including those that are inappropriate and removed by staff, must be retained.

4.0 QUESTIONS

All questions relating to this policy should be directed to the IT Programs Manager.

5.0 Modifications

The City of Lake Forest Park maintains the right to modify these Policies without notice. This policy will be reviewed by staff on a yearly basis to determine if any updates are needed. Any modification is effective immediately upon posting the modification on the Social Media Policy site ~~page~~ unless otherwise stated. Continued use of a City of Lake Forest Park Social Media site following the posting of any modification signifies acceptance of such modification.

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D R A F T

City Council of Lake Forest Park ~~Draft~~ Communications Plan

~~August 2016~~

Introduction

Updated 12/1/2016

The City Council values citizen involvement and the expertise and good information possessed by the citizens of Lake Forest Park. The council acknowledges the importance of including citizen concerns, ideas and values to help the council and City make better decisions. To effectively engage citizens, the council needs to identify and budget adequate resources to enable citizens and citizen groups to become an effective part of the City's decision making process.

Much of the City's overall success is shaped by the quality of its communication efforts. This Communications Plan is intended to document and provide a framework for the principles, policies and budget decisions that guide and fund the City's communications efforts.

Guiding Principles

Open, Two-Way Communication – Ensure that information is shared throughout the community and the city council and administration, emphasizing two-way information flow.

Community Problem Solving – Provide citizens with complete, accurate and timely information enabling them to arrive at informed conclusions. This will help the City to make the best decisions.

Proactive – The Plan gives the City the opportunity to tell its story rather than rely exclusively on others to interpret the City's actions, issues and decisions.

Decentralized – Strengthen direct communication between elected officials, City departments, and citizens. ~~Siloes~~ Silos within organizations can impede progress, hinder appropriate actions on key decisions, and create misunderstandings when responding to citizens' concerns. Enhancing direct communication opportunities provides for more knowledgeable discourse, strengthens accountability, and makes it easier to access or provide information on City activities.

Inclusive – Including everyone in the process builds teamwork and a feeling of belonging. The goal is to include every resident who cares to participate and to motivate to participate those who are not currently engaged.

Strong and Consistent Messages – A successful communications plan is built on strong themes. The communications plan should support, reinforce and reflect the goals of the City government as established by the City Council, with the collaboration of the Mayor and the City administration. This underscores the idea of an organization with one common purpose: the health and well-being of our community and its citizens.

Target Audiences

Identifying and prioritizing target audiences are key components of a communications plan. An understanding of city priorities and issues by both the primary and secondary target audiences is crucial to the success of our city.

Primary Target Audiences

1. Citizens of Lake Forest Park

Citizens of Lake Forest Park are the highest priority target audience. Strengthening the relationship between City government and more than 13,000 residents is the starting point of a sound communications plan.

2. Members of City boards, task forces, commissions, and committees

While these people are covered under the broad umbrella of item 1, above, Citizens of Lake Forest Park, the volunteer work they do on behalf of the community and government makes them a distinct and valued target audience.

3. City Employees

People employed by the City of Lake Forest Park are an integral part of the success of the communications with citizens. Each individual reflects the organization in his/her daily work.

4. Local News Media

While it is rare for regional broadcast or print media to cover news from our city, the media is important because its coverage of LFP City government can have significant influence on the image of government by the public. The most readily available media outlet is the hyper-local online *Shoreline Area News*, which does not have an active reporting staff, but ~~will~~ does post news releases, photographs, and stories submitted by the City.

Secondary Audiences

- Neighboring communities, including area residents who drive through, shop or work in~~, work~~ or visit ~~in~~ Lake Forest Park
- Other local governments in King and Snohomish ~~Counties~~ counties and beyond

- Elected state and federal officials
- City government associations and organizations
- Specialty online blogs and discussion forums, e.g., Seattle Transit Blog

Goals of the City Council Communications Plan

- Provide a framework for budget priorities and decisions for city communications
- Ensure the Mayor and City Council are an active and integral part of the overall city communications efforts.
- Identify procedures and policy for the City's effective and coordinated response to media inquiries and regular distribution of public information.
- Improve City communication to and from Lake Forest Park citizens, businesses and organizations.
- Improve two-way communication within the City organization.
- Enhance and improve community and media relations.
- Increase awareness, interest and participation of the citizens of Lake Forest Park in government policy formulation, goal setting, and operations.
- Cultivate positive relationships between the City government and the residents of Lake Forest Park.
- Increase organizational pride and participation of all City employees in the goals and activities of the City.

Strategies and Actions

Strategies

- Ensure that the most appropriate and effective technology tools are included in city budgets and regular updates are planned and funded to support a multimedia and multilevel communications approach.
- Utilize consultants, interns, volunteers or other community resources to help finalize policies and procedures for city communications, and evaluate the effectiveness of city communications, as well as gathering attitudes and opinions of the citizens of Lake Forest Park.
- Use interactive communications tools and techniques wherever and whenever possible to involve target audiences in the communications process and increase their commitment to community problem-solving.

Actions

- Communications Audit

Periodically review our communications policies and procedures, tools and strategies to determine weaknesses and gaps. Consider using an outside firm, an appropriate graduate intern, or identifying local expertise to conduct a communications audit.

- Communications Training

Identify resources to provide ongoing communications ~~counseling and~~ training for City officials and staff. Include the Mayor, Council Members, City Administrator and Department Heads, as well as staff members fulfilling communications roles in the course of their job duties, and members of ongoing City commissions, committees, ~~and~~ boards, and task forces. Training shall include procedures and policy for the City's effective and coordinated response to media inquiries and distribution of public information.

- Market Research

Identify resources to conduct periodic attitudinal surveys and focus groups. The implementation must reach a broad spectrum of Lake Forest Park citizens so that the results accurately reflect the demographic profile of the community.

- Council Communications

Review and improve the governance manual to identify and implement appropriate strategies for council responses to individual citizen inquiries and concerns.

Appendix I

Current Communications Tools

External

City Newsletter

Description: Quarterly publication, four pages, direct mailed.

Objective: To provide general City information to the community.

Strengths: Reaches every household, easy to read, attractive format.

Weaknesses:

   a) Lacks timeliness and is reactive rather than proactive in scope.
   b) ~~ ~~Lacks specific city council communication.

Audience: All Lake Forest Park households.

Website

Description: Comprehensive website designed to enable designated staff to post information ~~from a desktop computer~~. The site contains news items, department listings, calendar of City meetings and events, agendas and minutes for <u>City Council meetings,</u> ~~all~~ <u>c</u>Commissions, <u>c</u>Committees<u>, task forces,</u> and ~~Council~~<u>boards</u>. It offers a search function and access to City programs, services, documents and more. Viewers can request automatic email or text notification of news items, agendas, calendar postings etc., when posted.

Recordings of City Council meetings are available on the website as follows:

   • Regular business meetings are video streamed live and available to replay "on demand"
   • Work Session meetings are audio streamed live and available to replay "on demand"

Objective: To provide "one-stop" access to City information via the internet.

Strengths: Flexible and relatively easy to read. Easy to keep current and to add or delete information.

Weaknesses:

a) ~~Currently we are using~~The City is migrating its website platform from an older version ~~of the Civicplus website platform~~to a new version which is optimized for mobile devices. Implementation of new permitting software is nearing completion and will provide the ability to conduct some business online, as well as perform searches on permits, etc.~~, which is unable to provide on-line services or searches on permits, licenses etc. This will improve if~~ If the City ~~invests in upgrading the platform and~~ completes the ongoing/planned upgrades of its accounting ~~and permitting~~ software, additional online functionality will be available.

~~a)~~b)   Limited resources to produce video content for the website.

~~b)~~c)   Is only available to citizens with Internet access.

~~c)~~d)   The website currently lacks a significant opportunity for city council communications.

Audience: Anyone with access to the Internet.

Social Media

Description: Facebook, Twitter and Nextdoor are used by city staff to promote upcoming events, distribute newsworthy items, and inform the public about traffic and other public safety issues.

Objective: To provide a source of current information (primarily Facebook), promote city stories to local news media (primarily Twitter) and alert citizens regarding urgent public safety and traffic issues (Nextdoor).

Strengths: Easy posting and timely distribution. Well defined policies for public safety postings.

Weaknesses: As relatively new tools, these channels are still growing their audiences.

Website Survey Tool ~~– not currently available on the city website, but will be implemented if the platform is upgraded.~~

Description: Simple surveys or questionnaires can be posted from the backend. Persons who have completed the survey can view results. Participation is limited to one entry per computer[JT1].

Objective: To provide citizens with a means of commenting and providing input on City issues from their desktop.

Strengths: Extremely flexible.

Weaknesses: Only available to citizens with Internet access.

Audience: Anyone with access to the Internet.

Video/TV

Description: The City has ~~G~~government ~~A~~access ~~C~~channel 21, LFPTV. ~~The current~~A sample content list and associated update schedule for LFPTV is shown below:

Format	Looped Content	Updated
PPT	Council monthly ~~mtg~~meeting~~.~~ schedule	Monthly
PPT	Council agenda recaps	2x/month
Video	Most recent Council regular business meeting	2x/month
PPT	~~Combined Content~~General Info • Channel 21 – Contact Info • City Hall • City Governance • Mayor; Councilmembers • Speaking at Council meetings • City Council Committees • City Council Goals ~~2014~~2016	*~~Bimonthly, or more often~~ as needed*
Video	Lyon Creek time~~-~~ lapse video	
Video	Meet the LFP Police Department	
Video	"We the people" jury duty service	
Video	Police ~~Dept~~Department~~.~~ – Safety Tips	
Video	Planning & Building – Tree ~~Permit~~Regulations Open House	
PPT	How well do you know your parks?	
Video	Police Department – Lt. Morgan public service announcement	

Objective: Use public access television to provide information about City issues to the community.

Strengths: Reliable and knowledgeable staff, who are always willing to help and to improve coverage.

Weaknesses: Program scheduling is confusing. Difficult to determine what time City programs will air. Television viewers tend to "surf" channels and land on the public access channels by chance. Limited resources to produce video content.

Audience: Customers of Comcast and CenturyLink residing within the city limits.

Brochures and Assorted Printed Materials

Description: A variety of informational brochures and assorted printed materials are created in-house to help provide guidance to residents and other customers on conducting business with the City. These are placed in display racks at City Hall. They are mailed in response to inquiries and used as a resource by front-line staff.

Objective: To provide brief, easy-to-understand information about City services and programs.

Strengths: Inexpensive, simple, easy to create.

Weaknesses: Limited distribution.

Audience: Lake Forest Park residents and other customers doing business with the City.

News Releases

Descriptions: News releases are prepared news or publicity items about City of Lake Forest Park business. Releases should be timely and relevant and contain the facts of the information. The release should include basic information: who, what, where, when, why and how. Wherever possible, a photograph should be included to draw the visual interest of the reader.

A news release is generally longer and more detailed than a newsflash. It is targeted for release by a media outlet.

Objectives: To provide the local media timely, accurate, and useful news about the City of Lake Forest Park. Releases are emailed to the local media.

Strengths: Easy to write and distribute.

Weakness: Not always "picked-up" and used by the media. Limited staff availability for preparation and distribution.

Audience: Local media.

Newsflashes

Description: A newsflash is a prepared news or publicity item about the City of Lake Forest Park, including public safety items. Newsflashes should be timely and relevant and contain the facts of the information: who, what, where, when, why and how. Wherever possible, a photograph should be included to draw the visual interest and attention of the reader.

A newsflash is briefer than a news release, and is targeted for immediate posting on the City's website.

Objective: To call attention to City programs, accomplishments, and upcoming public meetings.

Strengths: Easy to read, write and distribute.

Weaknesses: Not available to citizens without Internet access.

Audience: Anyone with Internet access.

Note: Staff is currently discussing the benefits of sending a weekly digest for those items that do not have urgency or immediacy and reserving the immediate Newsflash for event and meeting reminders as well as urgent traffic or public safety items.

Public Meetings

Description: In addition to the regularly scheduled Council and other committee and Commission meetings, public meetings targeted towards specific issues are also held as needed: town halls, ballot measures, subarea plans, major projects, etc.

Objective: To present the community with an opportunity to express opinions and give input on specific City issues.

Strengths: Attendees hear the opinions of others and have a greater appreciation for the issue as a whole beyond their own personal opinions.

Weaknesses: Often attracts the same limited group of citizens.

Audience: Either broad-based citizenry, or specific targeted group.

Internal

All Users E-mail

Description: Each City employee receives E-mail directed to "~~all users~~Everyone."~~.~~ E-mails may include news releases, ~~Council agendas, minutes,~~ training opportunities, human resources information, etc.

Objective: Ensure that employees hear news from the organization before reading it in the papers or hearing it "on the street."

Strengths: Quick and timely information.

Weaknesses: Not all employees check their e-mail on a regular basis and not all employees have an individual computer (e.g. shared computers at the Public Works shop).

Audience: Employees

Leadership Team Meetings

Description: Directors of city departments gather each week to review up-coming Council meetings, action items and to keep each other informed of issues in their own departments. The meetings provide an opportunity for department heads to share critical information and determine appropriate action and support across department boundaries.

Objective: Ensure that all departments are familiar with broad issues related to City business and can offer practical information and support to other departments.

Strengths: Regular face-to-face contact between department heads.

Weaknesses: Information is not always communicated down the chain to department staff.

Audience: Department Heads.

Department Meetings

Descriptions: Each department meets regularly to exchange information and to update each other on issues and activities within the department and other departments.

Objective: Share information with all department employees about department business and citywide business.

Strengths: Provides an opportunity for employees to "catch up" and "check in" with each other and for staff to share with their Directors useful information regarding current topics in the city.

Weaknesses: Because of busy schedules and conflicting meetings, department meetings are not always held on a regular basis.

Audience: Employees.

Talking Points

Description: Reference sheet provided to employees and Mayor and Council related to specific and often complicated issues. Talking Points generally contain the basics: who, what, where, when, why and how of an issue. They enable employees to become familiar with an issue quickly and respond factually to citizen questions.

Strength: Easy to read, easy to reference.

Weakness: Not prepared or utilized widely at this time due to staff constraints

Audience: City Council, Mmayor, Department Hheads and front-line staff: both internal and field personnel.