

STAFF REPORT - Workshop

To: Honorable Mayor and Board of Trustees
From: Heather Alvarez, Town Administrator
Date: March 22, 2023
Re: Communication/Public Outreach Plan

Recommendation

None – requesting Board feedback

Background/Discussion

We have had ongoing discussions regarding ways the Town can reach the community to provide information and public outreach.

Jason Armstrong has drafted this document for our discussion and feedback. He is out of the office this week.

The items highlighted in yellow are easily measured. They are also easily implemented. Items in red are currently being utilized by Town staff to provide information to the public.

Jason Armstrong and Jamie Higgins did meet with a citizen to discuss ways that they may be more engaged with the Town. I would recommend that we hold a public meeting specifically to solicit feedback from the community as to their thoughts and ideas.

We would then bring that information back to you for additional discussion or changes to this new plan.

At this time, we would like your thoughts, ideas, additions or changes to this initial draft. Staff will then decide on the next steps in the process.


I would suggest that we start with easily measured objectives, strategies and tactics in 2023. We would then plan a follow up discussion with the Board in first quarter 2024 to provide the data obtained in 2023.

Attachments

First Draft Communication/Public Outreach Plan

Town of Mancos Public Outreach Planning 2023

I. GOST Framework: Goals, Objectives, Strategies, and Tactics

GOST Framework Element Definitions				
	GOALS	OBJECTIVES	STRATEGIES	TACTICS
	<p>Qualitative</p> <p>Desired result you want to achieve</p> <p>Broad and long range</p> <p>Guides direction</p>	<p>Quantitative</p> <p>Measurable outcomes that will achieve the goal</p> <p>Includes numerical targets like market share, revenue, profits, new customer acquisition, penetration, revenue, etc.</p>	<p>Long term bets & trade offs vs. competition</p> <p>Should outline specific strategic areas of focus and how you will succeed</p> <p>The key plan for how you achieve goals & objectives</p> <p>Ownable & differentiated</p> <p>Feel "intangible," not typically a concrete "thing"</p>	<p>Shorter term actions to deliver on your strategy</p> <p>Interlock with Strategies, expansion of detail on the how</p> <p>Just enough detail to instill confidence that the strategy can be achieved with this action</p> <p>Feel "tangible" – you can specifically point to it as a concrete thing or activity</p>

Goals

Goals are the desired results that you want to achieve at a high level. They are qualitative, long-term and help guide your overall direction.

Objectives

Objectives are quantitative, specific, measurable outcomes that will help you achieve a goal. Objectives often include numerical targets such as revenue, sales, and market share. In order to set objectives, you need to be able to establish the baseline and have consistent data collection processes.

Strategy

A strategy is a plan of action for how you'll achieve your long-term goals. Strategies typically aren't tangible, which may be why people often struggle to define the term. Strategy isn't targets or numbers or concrete actions.

Tactics

Tactics are the specific, tangible actions that help you achieve your strategy.

Public Outreach GOST

Ideally, all elements of the GOST are mutually reinforcing.

Sample Goal:

Increase two-way communication between the Town of Mancos (Board of Trustees & Town staff) and the community.

Sample Objectives:

1. Increase visits to the Town of Mancos website by 20% by December 31, 2023
2. Increase the number of Facebook engagements by 20% by December 31, 2023
3. Increase attendance at publicly noticed meetings by 20% by December 31, 2023
4. Increase the views of public meetings on the Town's YouTube page by 20% by December 31, 2023.

Sample Strategies:

1. Draw more visitors to the Town's website to find information.
2. Increase the residents using forms directly from the website.
3. Increase payment of fees and bills through the website.
4. Increase the overall functionality and flow of information on the website to make it more user friendly.
5. Increase awareness of public meetings and agendas.
6. Increase direct communication to the Board of Trustees by Town residents.

Sample Tactics (Current activities are red):

1. Create and distribute flyers with QR codes that link residents and visitors to the meetings agendas, minutes, and YouTube channel.
2. Establish a process to count the number of participants at public meetings.
3. Make changes to the website to make collection of email addresses is easier for residents and efficient to manage for Town staff.
4. Utilize utility bills for more opportunities to communicate when appropriate.
5. Work with the schools to educate students and get important feedback from youth through classroom presentations, having a non-voting student board member or other special projects.
6. Enhance outreach saturation for public meetings that address priorities taken from the Mancos Community Survey, special commissioned studies/plans (housing, broadband, parks, water facilities, etc.) or presentations from partners (County, Region 9, etc.)
7. Create special Town Hall events based on resident priorities taken from the Mancos Community Survey or special studies.
8. Research and implement a social media plan.

9. Create a bi-annual newsletter (spring and fall) showcasing major Town priorities, celebrating community successes, and doing a “meet the Trustee” spotlight.