

DRAFT

Ad-hoc Communication Committee

MEMBERSHIP:

- 3 city elected officials
- 2 city employees (one of which is not a supervisor)
- 2 citizen representatives (representing older and younger populations)
- 1 Chamber representative
- 1 CharlotteRising representative
- 1 Peckham representative (or other organization representing those with disabilities)

PURPOSE:

To evaluate ways for city government to effectively and consistently communicate with residents, staff, elected officials, and other stakeholders.

OBJECTIVES:

1. Evaluate and make recommendations on city branding.
2. Develop a style guide for the implantation of city branding on printed and electronic communications.
3. Develop a communication plan, which incorporates the following:
 - a. Internal communication
 - b. Communication with outside organizations
 - c. Communication with residents
 - d. Utilizing different mediums to best reach all populations
4. Develop social media policies and best practices
 - a. User policy for the public
 - b. Recommendations for graphics
 - c. Which departments should have their own pages, and who manages them?
 - d. Should the "City Manager" page be the default "City Government" page?
5. Identify workflows for the sharing of information.
6. Make a recommendation on expanding communication services to include emergency and community alerts via text, email, phone calls.