

Agenda Item Number 10.a.

Agency Communications Plan

Presenter: Byron Vanderpool

Action Recommended: None. Information Only

Background:

At the Board's December meeting, staff reported an RFI had been issued and interviews were underway with several firms to assist LCOG with development of a Communications Plan.

In early February, a contract was let to Verb Marketing+PR, a local communications firm to develop a Communications Audit, and then proceed onto development of an LCOG Communications Plan.

When complete, LCOG's communications plan will answer the following questions:

- How can LCOG enhance its communications with its 28 member governments?
- How can LCOG enhance its communications with the public?
- How can LCOG enhance public access with LCOG's member governments, through LCOG?
- How can LCOG better enable communication between local government jurisdictions and state and federal levels of government?
- What role does the LCOG Board and staff play in these communications, and how can it assist with communications?

Cathy Hamilton, President of Verb, will describe the plan development process, information collection activities and project timelines.