



LCOG Communications Plan Plan of action

Communications plan: Plan of action

Planning objectives

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 play in these communications, and how can it assist with communications?

Information sources

To develop the LCOG communications plan, Verb will seek information and input from the following sources:

- Review of past and presently used communications tools (electronic and print)
- Review of LCOG Strategic Plan
- Review of 2009 and 2010 Communications Subcommittee planning documents
- Reference to other COGs' communications pieces (we will seek your recommendations as to which we review) for perspective
- Survey and discussions with the LCOG Board
- Survey and discussions with the LCOG program managers, plus Senior & Disabled Services
- Discussion with LCOG Communications Subcommittee

Activity	Approximate Timeline	Estimated Hours
Situation analysis, review of materials, plans and comparators	February 7-21	10
Development of surveys re: perspectives on current communications and opportunities for improvement	February 21-March 7	10
Issue advance surveys to LCOG Board, LCOG Exec Board, LCOG Comm. Subcommittee, LCOG Program Managers	March 8-15	2
Analysis of surveys from segments, prep for reporting	March 16-23	10
Planning session with Exec Board (hours include prep)	After March 23	5
Planning session with Program Managers (hours include prep)	After March 23	5
Presentation/discussion of initial findings with full Board (hours include prep)	After March 23	5
One-on-one meetings as requested by stakeholders	As needed	10
Incorporation of feedback from all segments	April	5
Plan development	April	40
Plan review and refinement with core team (George, Byron, Bob, Kay) (hours include prep)	late April	5
Plan finalization	late April	10
Plan review with full Board (hours include prep)	April ?	5
Adoption	TBD	2
Assistance with implementation of first project or initiative using brief	TBD	TBD
Evaluation as desired	Ongoing	hourly

Steps and timelines may vary based on our findings. This information is provided as a high-level review only.

Details

The total project cost will depend on the actual hours involved in completing this plan. The information above represents our best estimate. Changes in scope or the addition of other stakeholders may change the total cost. The work above represents 124 hours. At \$90/hour we estimate a total project cost of \$11,160.

Verb issues invoices at the beginning of each month. The first invoice will be issued on/around April 1. Payment is due within 15 days unless otherwise arranged.