

Agenda Item Number

Agency Communications Plan

Presenter: George Kloeppel

Action Recommended: Approve; Provide Direction to Staff

Background:

Attached is a background paper that provides some exposition of the communications issues that have been raised through the Climate of Prosperity exploration.

At meetings in June, August and September, the Executive Committee considered the several aspects of “communication” in which greater performance by LCOG was deemed important for community betterment. The three key areas assessed were:

- LCOG’s communication with its membership and with the public
- Access for members of the public to communicate with their governments
- Effective communication between local governments and between those jurisdictions and higher levels of government.

In many respects, these pieces of the communication puzzle are interrelated. The Committee discussed a number of techniques, devices and strategies for bringing about improvements. But in each area, the Committee concluded that the first step for the organization should be the development of a comprehensive communications plan. And that is the Committee’s proposal to the Board for consideration under this agenda item.

It is recommended that the staff be directed to engage a qualified consultant to lead the development of such a Plan, the preparation of which would be expected to follow the accepted planning approach of identifying goals, objectives, desired outcomes and proposed action steps. Further it is recommended that the consultant contract require expeditious performance of a work program that would include: (1) research and data collection obtained in part through interviews with staff,

Board members and other representatives of member governments, with media representatives, and with LCOG's advisory committees; (2) consideration of each of the three communication areas toward the end that specific improvements are facilitated in each; (3) preparation of a draft comprehensive Communications Plan for staff review; and (4) based upon input and direction received, preparation of a final Communications Plan for the consideration of the Executive Committee and Board of Directors.

While not included in this recommendation, it was clearly the intent of the Executive Committee to have the work proposed here carried out quickly, but in a professional manner, over a two- or three-month period. It was the Committee's expectation that the Plan would be action-oriented with specific goals and recommended steps toward their accomplishment.

It is recommended that the Board approve the Committee's recommendation and ask staff to move forward with identifying and contracting with a consultant.