

## 2019 Strategic Communications Plan

The Department of Communications, Marketing and Events continues to support city council's Goals and Objectives in 2019. The staff is utilizing both traditional and digital tools that ensure access to accurate information and provide engagement opportunities for businesses and citizens to be heard and considered.

### **Communication Initiatives for 2019**

The staff's work plan includes communicating about routine programs and services (i.e. library and museum events), and breaking news items (fires, gun ranges, etc.). Following are the topics and timeline for some of the significant communication initiatives for the next several years.

Communications Initiatives	Timeline
Envision Littleton	November 2018-2024
River Front/Santa Fe Corridor Plan	April 2019-April 2020
Transportation Master Plan	November 2018-October 2019
Bellevue Corridor Vision Implementation	January 2020-2024
Open Space Task Force	March-June
Santa Fe/Mineral PEL	January-December
TABOR improvements	Spring
Bowles/Federal improvements	Summer
Next Generation Advisory Committee	February-May
Transportation Mobility Board	March-December
Boards and Commissions vacancies/appointments	January-April
Paving for Pizza	April
Little Jams	June-August
Twilight Criterium	June-August
Gun ranges conditional use	Spring
2019 Municipal Election	April-November
Code updates	2018-2020
Priority Based Budgeting/2020 Budget process	June-December
Long-Term Capital Funding	When ready
Subarea Plans	When ready
Sanitary & Storm Sewer mapping	Spring
Traffic signal inspection/replacement	February-December
Museum/Library programs	January-December
Sewer bills	January-August
Throwback Thursday	Weekly
Park improvements (Harlow, Progress, Bowles Grove)	January-September
Breaking news/events	As needed

The City of Littleton has long been a leader in the municipal government communications profession both in Colorado and nationally. This is evidenced not only by numerous awards and recognitions but by residents' positive opinion of the city as a great place to live with a high quality of life. Littleton has been an early adopter of emerging technologies (i.e. one of the first cities in Colorado to work with Next Door, to develop a social media policy, to cablecast and live stream meetings, to use Facebook Live, to deploy a citizen engagement tool, etc.). Following is a list of platforms the city utilizes to communicate with residents and the frequency of each.

Communications Platforms	Frequency	Type
<i>Littleton Report</i>	Bi monthly	Print
Littletongov.org	Daily	Online
Facebook	Daily (social media calendar)	Social
Facebook Live	Meeting coverage, press conferences, etc.	Video, social
Twitter	Daily (social media calendar)	Social
Nextdoor	Daily (social media calendar)	Social
Econnect	As needed	Online
OpenLittleton.org	As needed	Online engagement
Littletonrocks.com	As needed	Online
Littletonreport.com	As needed	Online
Meet, Greet & Eat	4 x summer	In person
Telephone Town Halls	As needed	In person, social, video, online, phone
Video Production	As needed	YouTube, cable TV, social, online
Live Meeting Coverage	City council plus 6 boards	YouTube, cable TV, social, online
Channel 8	Daily	Cable TV
You Tube	Daily	On demand
Envision Speaker Series	4 x 2019	In person, social, video
Print material (fliers, posters, banners, door hangers, etc.)	As needed	Print

### **Conclusion**

The Communications Department staff is eager to assist council in communicating its Goals and Objectives in 2019. The staff will also collaborate with city departments to distribute information and receive feedback, when needed, on day to day programs and services. As a partner with city council, the staff is open to ideas that support and enhance council's initiatives.