

Objectives:

1. Enhance the Municipal Image/Brand:
 - Define Ramsey brand
 - Capitalize on Communications Plan development process
 - Incorporate citizen engagement element
 - Draft brand statement for council consideration
 - Promotion of mission statement and strategic plan
 - User friendly version of strategic plan- to share at council meetings, events, etc.
 - Connection to media content
 - Approach to customer service
 - Review new resident welcome packet
 - Create/utilize comment cards
 - Regular communication from department heads to front end employees
 - Promotion of the overall Ramsey brand while still supporting sub-areas of the community, such as residential areas, business communities, etc.
 - Devise a way-finding and monument sign plan
 - Improve/replace marketing boards utilized at events, meetings, etc.
 - Promote the history and outlook of The COR
2. Administer Strong Internal Communication Efforts:
 - Timely and accurate dissemination of information to its employees/council/boards
 - Regular department/ all-staff meetings
 - Weekly Update
 - Press Releases
 - Establish consistent internal communication practices
 - Comprehensive communication guidelines
 - Policy for promotion of community events
 - Regular review of Ramsey Resident voice and purpose
 - Consider need for regular review/maintenance of Ramsey website
 - Review of Social Media policy
 - Review Social Media voice and purpose
 - Establish QCTV guest schedule & work schedule/procedure
 - Review of In the News article column (on city website) voice and purpose
 - Review of Weekly Update voice and purpose
3. Provide Strong External Communication Efforts:
 - Timely, accurate, and user friendly dissemination of information
 - Regular city updates & public interest pieces posted across all avenues of communication
 - Update Ramsey Resident format
 - Create a content calendar for Ramsey Resident
 - Replace existing QCTV Ramsey Resident video edition with “News and Views”
 - Review partnership with QCTV to ensure application of full potential
 - Expand reach via digital communication avenues
 - Review possibility of updating city website
 - Dissolve The COR webpage and Facebook page
 - Regular city news and public interest pieces posted to Facebook once per day, generally 3-5 times per week
 - Create content Calendar for Facebook page
 - Review possibility of expanding to a city Twitter account
 - Regular City news and public interest pieces posted to Weekly Update once per week
 - Create content calendar for Weekly Update

- Regular city news and public interest pieces posted to In the News article column on the city's website generally 1-2 times per week
 - Create content calendar for In the News articles
- Encourage citizen engagement
 - Develop calendar of regular in-person meetings with local organizations, neighborhoods, etc.
- Encourage media engagement
 - Press releases of major city news, as needed
 - Media alerts of major city events, as needed
 - Regular review of email/contact lists
- Review of marketing materials for prospective developers/businesses
- Develop strategic communication efforts around specific key projects
 - 1-2 page flyer summary of Hwy 10
 - Create Hwy 10 project webpage on city website
 - Establish "Support Network" of businesses and land owners willing to assist in lobbying for Hwy 10 improvements
 - Develop "Lobbying List" outlining people the City should be communicating with regularly in regard to Hwy 10 improvements.
 - Highway 10 Summit meeting
 - Informational video on Highway 10