



Communications Plan



Introduction

The City of Ramsey is committed to maintaining effective communication efforts with all of its key constituents. The City recognizes that good communication plays an integral role in its ability to responsibly grow the community, and provide quality, cost-effective, and efficient government services.

This plan will outline the various audiences the City of Ramsey must communicate to on a regular basis and the overall key messages to be delivered. The purpose of this communication plan is to ensure the City has a consistent voice and message that reflects the City's strategic plan.

Target Audiences

The City of Ramsey's target audience can be broken down into four main categories:

1. Residents – Ramsey has over 25,000 citizens. This includes homeowners, renters, and various family-members.
2. Businesses – Ramsey is home to hundreds of businesses. This audience includes owners, executives, and managers of Ramsey businesses, and prospect businesses.
3. Visitors – Thousands of people travel to, or through, Ramsey annually. This audience includes visitors, commuters, shoppers, and employees of local businesses.
4. Developers – Ramsey is the second fastest growing community in Anoka County, with over 1,200 acres of greenfield still untapped. This audience includes developers, brokers, builders, and contractors.

Key Strategic Messages

The City of Ramsey's communication efforts are centered on the following key messages:

1. Ramsey is a financially stable community.
 - A. Ramsey believes low and stable tax rates are crucial to responsibly managing a municipality.
 - B. Ramsey makes strategic community-wide investments that will maintain a high quality of life for residents.
 - C. Ramsey utilizes economic development efforts to help balance the revenue side of the City's budget, and to attract desired businesses and services to the community.
2. Ramsey is a connected community.
 - A. Ramsey's transportation systems must allow people to safely and efficiently connect, both locally and regionally.
 - B. Ramsey is a destination city that needs reliable transportation systems to connect it to and from other destinations.
3. Ramsey is focused on its constituents.
 - A. Ramsey engages its citizens and businesses, and continuously obtains feedback.
 - B. The City takes pride in the perception of Ramsey, and the Ramsey brand.
4. Ramsey is an effective organization.
 - A. Ramsey utilizes a strategic plan and core values to guide its organization.
 - B. Ramsey employees and elected officials drive the success of the organization.

Below are general, high-level, messages the City would like to deliver to key audiences on a consistent basis. In situations that require a more targeted message, staff will default to the four key strategic messages outlined in this document, and the City's strategic plan.

RESIDENTS

- A. The City recognizes that residents made a decision to reside within Ramsey, and appreciates the investment residents make in the community (e.g. property taxes, neighborhoods, schools, community organizations, civic matters, economy, natural environment, family, etc.).
- B. The City of Ramsey values and respects the input of all residents, and encourages citizens to be engaged in civic matters and volunteerism.
- C. The City of Ramsey's mission is to "responsibly grow the community and provide quality cost-effective services."

BUSINESSES

- A. The City values the significant investment local businesses make within the community (e.g. property taxes, jobs/careers, products/services, significant capital expenditures, and support of community based organizations).
- B. The City of Ramsey values and respects the input of its local business, and encourages local business officials to be engaged in civic matters.
- C. The City of Ramsey's mission is to "responsibly grow the community and provide quality cost-effective services."

VISITORS

- A. The City of Ramsey welcomes visitors, commuters, shoppers, and employees of local businesses.
- B. Ramsey is a destination city with a positive image and reputation.
- C. The City of Ramsey is committed to improving U.S. Highway 10 and other key transportation corridors.

DEVELOPERS

- A. Economic development is a priority for the City of Ramsey.
- B. The City of Ramsey is easy to work with, professional, and organized.
- C. Ramsey values and respects investments made by developers, and the services/end users they produce.

Primary Communication Tools

The City's primary vehicles for communicating with each audience include, but are not limited to, the following tools.

RESIDENTS

- A. Ramsey Resident bi-monthly newsletter
- B. Social media platforms
- C. City website
- D. Weekly Update electronic newsletter
- E. Community Sign electronic news board
- F. Community events
- G. Individual department materials including direct mail pieces, informational brochures, etc.
- H. Press release
- I. QCTV programming
- J. Brand guidelines; Does the look of the City's communication tools reflect what the City wishes to communicate

BUSINESSES

- A. Ramsey Resident bi-monthly newsletter
- B. Social media platforms
- C. City website
- D. Weekly Update electronic newsletter
- E. Community Sign electronic news board
- F. Community events; particularly annual events hosted by Economic Development Authority
- G. Individual department materials including direct mail pieces, informational brochures, etc.
- H. Press release
- I. Brand guidelines; Does the look of the City's communication tools reflect what the City wishes to communicate

VISITORS

- A. Social media platforms
- B. City website
- C. Community Sign electronic news board
- D. Community events
- E. Individual department materials including informational brochures, etc.
- F. Press Release
- G. Brand guidelines; Does the look of the City's communication tools reflect what the City wishes to communicate

DEVELOPERS

- A. City website
- B. Community events
- C. Economic Development materials including advertisements, informational brochures, etc.
- D. Press release
- E. Brand guidelines; Does the look of the City's communication tools reflect what the City wishes to communicate