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## MEMORANDUM

**Date:** July 31, 2018  
**To:** CRCOG Executive Committee  
**From:** Lyle Wray, Executive Director  
Hedy Ayers, Special Projects Manager  
**Subject:** **CRCOG Communications Plan Update**

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Earlier this year CRCOG hired GEM Advertising to help create a communications plan for the agency. After conducting a series of interviews, focus group sessions and an online survey, the GEM team delivered a rough draft of the plan to CRCOG in late June.

Based on a series of internal meetings and management team feedback, we have outlined a series of next steps:

- 1. Engage the CRCOG Executive Committee in high-level strategy and policy discussion around profile, branding and resources.** It became clear after reviewing the first draft that some key recommendations will require strategic direction from CRCOG leadership. To that end, we plan to reserve time at the Executive Committee's October meeting to address: The prospect of raising our profile and becoming more public facing; the value of rebranding/renaming CRCOG; and what resources can/should be allocated to fund significant communications improvements.
- 2. Create an Executive Summary document for broader distribution.** Since the original draft plan was nineteen pages long, we have asked GEM to create a summary document that we can present to the Executive Committee in October. Key elements of the summary will include a 90-day communications action plan as well as price estimates for the most impactful recommendations.
- 3. Craft a separate internal communications plan for the agency.** CRCOG staff will take the lead on fleshing out the details of an internal communications plan that deals specifically with management, staff and departments. Based on feedback collected as part of the plan development process, we have already made some strategic communications improvements internally—namely moving to a bi-monthly staff meeting schedule and launching a lunch and learn series that will kick off in August.

In advance of the October meeting, GEM and CRCOG will work together to create a communications packet that includes:

- A succinct communications plan document (Executive Summary);

- Accompanying narrative notes (an updated version of the longer draft plan);
- A one-pager highlighting the survey results; and
- The entire survey for those who want to dig deeper.

We look forward to engaging you in this process to finalize a communications plan for CRCOG.