

MEMORANDUM

DATE: October 3, 2018
TO: CRCOG Executive Committee
FROM: Lyle Wray, Executive Director
SUBJECT: **Communications Action Plan**

CRCOG secured the assistance of GEM consultants to develop a draft Communication Plan for the organization. The attached summary provides an excellent starting point for CRCOG to move forward regarding better communicating our message to our constituents, legislators, and other stakeholders.

CRCOG staff believes implementing the plan will enable CRCOG to tell our story better to a wider audience. To that end, CRCOG has already acted on the following:

- **Newsletters Etc.** As part of the communications plan implementation, CRCOG has purchased Constant Contact to upgrade its e-mailing and communication capabilities. CRCOG staff will begin using this Constant Contact for meeting notifications as well as newsletters, event announcements and other activities.
- **Internal Communications Plan.** CRCOG has begun the implementation of an internal communications plan to increase communication among staff members.
- **CRCOG Newsletter.** CRCOG staff is currently making plans to implement a bi-weekly e-mail newsletter no later than November 2018.

CRCOG staff and a point person for communications will also come back with additional recommendations for communications improvements in the coming months.

In addition, staff proposes the following budgetary priorities to ramp up our communications efforts at CRCOG:

- **Point person for communications.** Budget and hire for a part time employee to aid CRCOG in its communication efforts, including press releases, consistent messaging, social media messaging and other communication plan implementation. Public outreach is a required part of our planning activities that this individual would help to coordinate.
- **Update CRCOG website and templates.** Include a one-time budget cost for website update (\$5,000), and consistent agency wide template development (amount to be determined but not to exceed \$5,000).

CRCOG staff seeks Executive Committee support for the above items to be incorporated into the CRCOG budget amendment for 2018-2019, which will be presented to the board on October 24th, 2018.

The complete communication plan and the complete survey results will be posted to the CRCOG website shortly.