

## **Brief Overview of Communications Plan**

December 4, 2007 CPT Meeting

Staff members from multiple offices, including Planning, Neighborhood Connections, and Communications, have been working together for the last 4 months to develop a communications plan for the 2008 update to the Comprehensive Plan. We started by looking at the timeline for the update process, which was given to you for last week's meeting. Based on that timeline, we broke the process up in 2 pieces and came up with "mega messages" for each half. The first half of the process, and the one that the CPT is most involved in, involves the solicitation of public input and includes both rounds of Community Conversations.

The start of the plan update really sets the tone for the rest of the process so it is important to have a strong communications presence from the outset. The overarching message we would like to send out for the first half of the plan update is that we are listening to citizens and looking for their input in the first 9 months before we start developing policy.

The second half of the update process deals with plan and policy development. The overarching message for this half of the process will be showing the citizens that we have been listening to their input and trying to incorporate it into the policy development of the draft plan. Each "mega message" was then broken down into more specific key messages by month, which are detailed in the attached Communications Plan.

As we enter each month, staff begins to develop a more specific plan for how and when each outlined message will be communicated. This involves examining planned events or deadlines and their associated messages and determining the best media outlet for getting the word out. The CPT will be discussing possible media outlets, both standard and unconventional, at our meeting on December 11 so keep this in the back of your mind as you read through the Communications Plan.

Please read through the attached messages and I look forward to going through any questions or points of clarification that you may have at our meeting on December 4.

Thank you!

Leanne Reidenbach  
*Planner*

### Attachments:

1. Communications Plan