

MEMORANDUM

Date: August 1, 2019
To: Communications & Technology Committee
From: Mark Martin, General Manager
Subject: Communications Discussion Items – Resolved Items/Items to Resolve

At the request of Director Butler, below are compiled many items discussed by the Communications Committee. We can add to this list if there are items missing.

1. **Draft Communications Plan** – Part of this meeting’s packet. The intent is to set out procedures for communicating with the public for different levels of urgency. Need to review existing policies.
2. **Electronic Message Board** – Tabled due to expense. Initial cost of around \$25,000 for one-sided sign, additional ongoing electrical and maintenance costs. One potential location was next to Fire Station.
3. **Changeable Message Sign Trailer** – Costs start at around \$18,000.
4. **Streaming of Regular Board Meetings** – Continue to research options. The latest option, OneSuite, appears viable. Initial cost \$6,000. The ongoing cost would be about \$300/meeting. Recordings are hosted in the cloud.
5. **Pipeline Improvements** – Changes to format. Addition of GM’s Corner.
6. **RMCSO.COM Website** – Improved content and more timely updates of information on the site including start of work, progress, and completion of work. Enhanced use of banner and rotating slideshows and secondary posted informational items. Optimizing site as a regular practice. Expanded number of staff administrators from one.
7. **RMCSO Facebook Page** - Improved content and more timely updates of information on the site including start of work, progress, and completion of work. Expanded number of staff administrators from one.
8. **NextDoor.com** – We attempted to join as a public agency to allow us access to North and South neighborhoods. Two attempts to join were rebuffed by NextDoor.com saying they were focused. Concerns about tone of discussions on this site. Another reason to focus on posting of information on RMCSO official sites.
9. **Additional Outreach Methods** – We continue to assess the best way to expand/update our email lists for email blasts and how we can start to utilize mass-texting as a means of communication.
10. **Public Event Outreach** – RMCC Community Day, Neighbors Night Out, Summerfest
11. **Stakeholder Outreach** – Monthly General Manager meetings with Stakeholder GMs.