



Agenda

Committee of the Whole Meeting

City of Kalamazoo

Tuesday, June 20, 2023

5:00 PM

City Commission Chambers – 241 West South Street

- A. CALL TO ORDER/ROLL CALL**
- B. COMMUNICATIONS**
- C. PUBLIC COMMENTS**
- D. SPECIAL AGENDA ITEMS**
- E. COMMITTEE OF THE WHOLE**
- F. WORK SESSION**
 - 1. Update on FY2024 Budget Process
 - 2. Communications Strategic Plan
- G. COMMISSIONER COMMENTS**
- H. ADJOURNMENT**



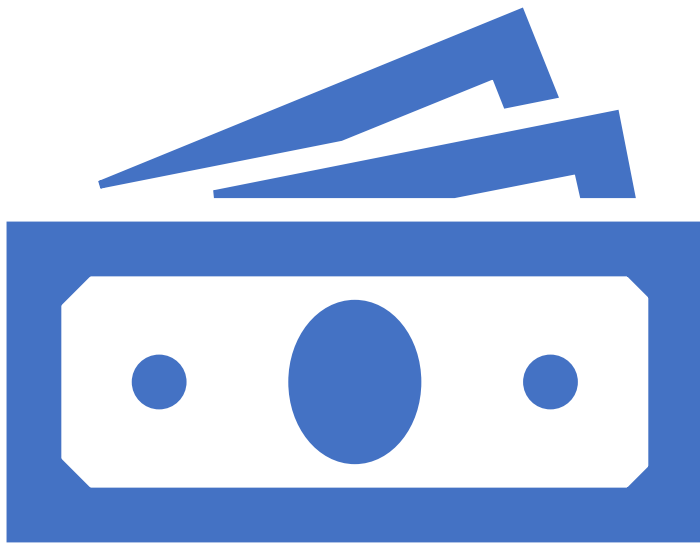
FY2024 Budget Process Update

Commission Priorities

- **Poverty Reduction**
- **Sustainability**
- **Gun Violence Reduction**
- **Housing**
- **Youth**
- **Environmental Justice**
- **Diversity, Equity, and Inclusion**
- **Economic Development**
- **Communications & Community Relationship Building**
- **Mobility & Utilities**

Program Quality Factors

- **IK 2025 Plan Alignment**
- **Promoting Equitable Outcomes**
- **Use of Evidence and Evaluation Planning**
- **Shovel Readiness**
- **Level/Scale of Impact**
- **Past Performance**
- **Financial Sustainability**
- **Mandates**



Budget Requests

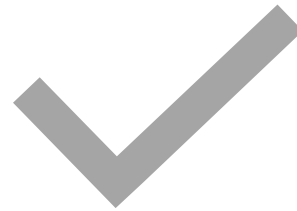
- Received 70 requests
- \$31,307,981 for 2024
- \$65,241,476 projected 5-year impact
- Requests from all Commission Priority areas
- Best fit funding source to be determined
- ARPA committed deadline of 12/31/2024, spent by 12/31/2026

Next Steps



Peer Review

July



CMO Planning

July/August



Initial Review with
Commission

August/September



2023-2025

Communications Plan

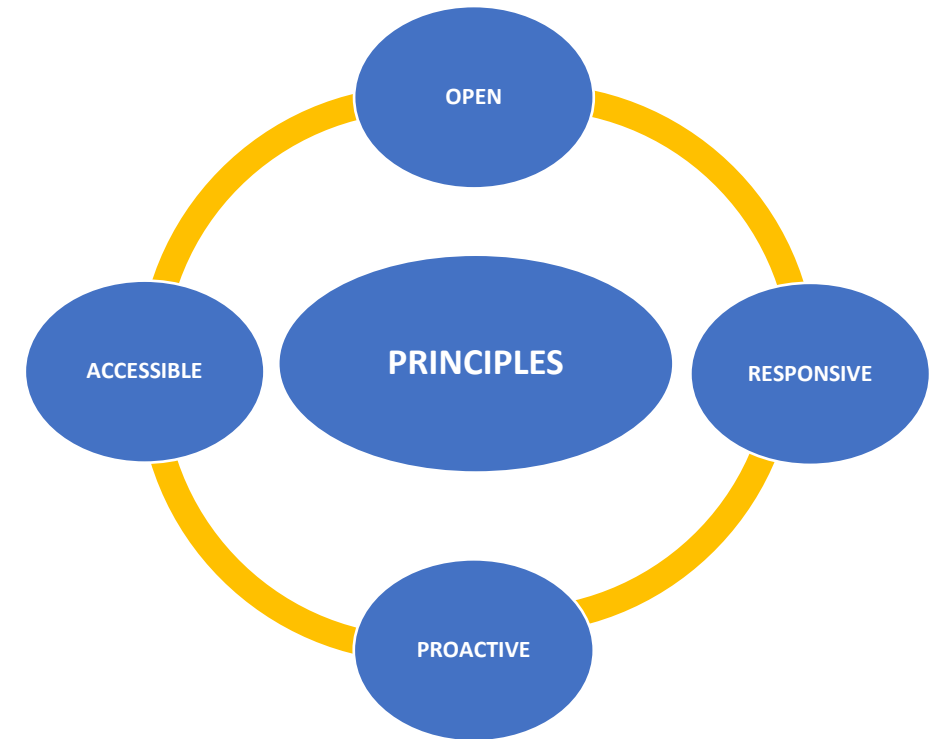
Plan Purpose

- **Supports City goals** as outlined by *Imagine Kalamazoo* 2025 and community's vision for Kalamazoo's future.
- **Highlights City engagement** with key stakeholders: citizens, neighborhoods and community groups, the business community, county and regional governments, education institutions, as well as City departments and staff.
- **Establishes annual strategic priorities** in collaboration with City departments and the Kalamazoo City Commission.

Guiding Principles

Information is connected and consistent

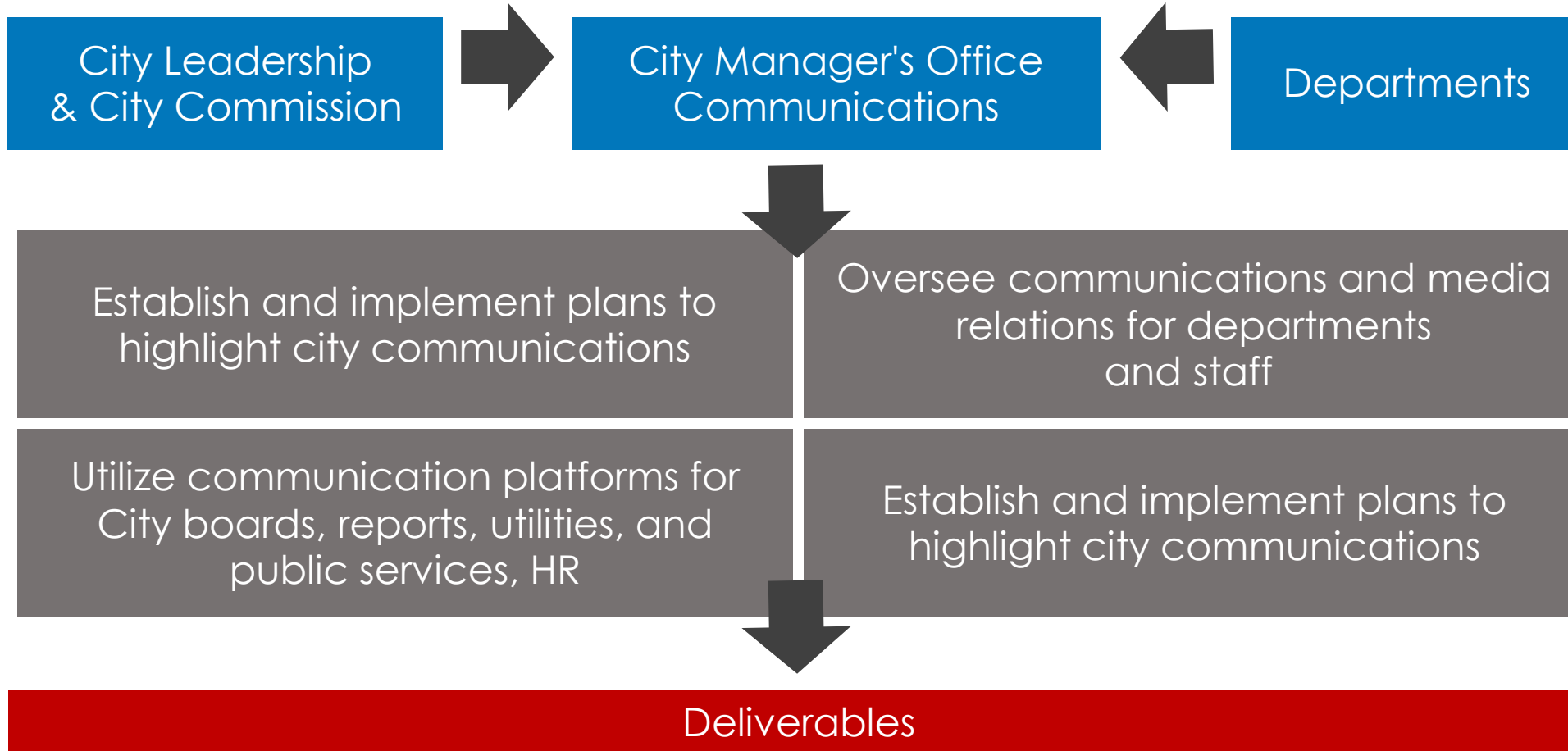
- **Open:** provide for government transparency
- **Responsive:** respond quickly to change
- **Accessible:** Make information easy to find and available to all audiences
- **Proactive:** Engage community and stakeholders before being asked



Org Chart



Structure



Telling Our Story

Provide a conduit for sharing timely, accurate, important, and relevant information to internal and external stakeholders

- **Regularly communicate** employment, training, and development opportunities
- **Connect with department leadership** to provide guidance on media relations and projects

Action Highlights

Speeches, talking points, and FAQs

Media releases regarding programs and services

Promote DEI initiatives

Establish content and community calendars that highlight messaging and inform columns, editorials, and paid opportunities

Public Engagement

Creating initiatives to engage the public in their local government through participation at events, through digital platforms, and with City services

- **Increase awareness, participation** in City programs
- **Provide dependable, accurate communication** through community platforms

Action Highlights

Engage with and leverage relationship with partner organizations, funding recipients, and neighborhood associations through Imagine Kalamazoo 2025

Establish database and maintain outreach to community stakeholders and other area contacts

Brand Management

Ensuring the City brand is used consistently, and brand messages are used appropriately and often in all communication

- Quality communication that **adheres to community industry best practices and standards**
- **Unify City communication outreach** under a shared philosophy

Action Highlights

Create templates for use by employees- Word letterhead, PowerPoint, digital and social media content

Ensure brand consistency in speeches, statements, talking points, briefing documents, FAQs

Emergency Communication

Establish a crisis communication strategy with KDPS for messaging, information sharing, preparing staff, and managing media relations

- **Complement and collaborate** with existing plans and emergency management team
- **Inform public** via media and other channels
- **Report issues** to senior leadership

Action Highlights

Prepare speeches, statements, talking points, briefing documents, FAQs

Distribute media releases regarding situation

Coordinate communication engagement with organizations in Kalamazoo County

Submit accurate data to engage with City leaders on crisis response

Media Relations

Develop and maintain positive working relationship with members of the media

- **Proactive** news releases, briefs, media advisories, and other announcements
- **Review and respond to media requests** in a timely manor
- **Update and align Media Relations Policy** consistent with industry trends

Action Highlights

Distribute media releases regarding programs and services

Direct communication with reporters to deliver information, discuss stories, and schedule interviews

Promote events, activities, and announcements through social media

Conduct audit of current media relations policy

Employee Engagement

Inform internal audiences on communication initiatives and channels

- **Increase engagement** through staff ambassador encouragement
- **Build awareness and support** among staff on effective communication
- **Educate staff on social media** to encourage interaction

Action Highlights

Establish cross-department communications team

Focus on DEI initiatives that strengthen and enhance hiring, retention, and promotion of employees

Coordinate with HR to provide surveys on workplace topics

City Commission Communication

Supporting the mission to provide leadership and policy direction for the community

- **Assist with communicating decisions**
- **Nurture relationships** between City Commission and residents, City leadership and staff, and partner organizations
- **Educate and engage residents** on City Commission responsibilities

Action Highlights

Connect with City Manager's Office and Communications Manager on statements and speaking points

Facilitate timely and effective communication with public through various tactics

Interact with neighborhood associations through social media

Recognize staff at Commission meetings

Tactics Outline

- Press releases, speeches, statements, talking points, Q&A
- Community contacts database
- Household and staff mailers
- Social media channels
- City websites
- Email newsletters
- City Manager or Mayor updates
- Language translation
- Weekly City Commission emails
- FFE communications
- 311 communications

Key Outcomes, Performance Indicators Review

- Quarterly growth in online and social media postings
- Six-month growth in people who receive email or newsletters; open rates and clickthrough rates
- Annual growth in positive approval ratings via National Community Survey
- Employee climate surveys on workplace satisfaction

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