

Consent Item Briefing for PWSRCAC Board of Directors - January 2019

ACTION ITEM

Sponsor: Information & Education Committee and Brooke Taylor

Project number and name or topic: 3620 - Connecting With Our Communities - Outreach & Communications Plan Acceptance

1. **Description of agenda item:** Helvey Communications was selected through a Request for Proposals process as contractor for the FY18 Connecting With Our Communities project. This project’s focus was to improve communications and outreach strategies, as well as the public’s perception of the Council and our reputation with key audiences. The project is a timely opportunity for Council to re-evaluate how we present ourselves as an organization while developing a long term strategy. We are a “model” organization and it’s time to modernize our approach.

The scope of work for FY18 included: design a comprehensive outreach and communications plan; identify clear goals, objectives, and performance metrics for a comprehensive outreach and communications plan; use research findings and goals to create a centralized project creative brief; and create subplans for public outreach, social media, earned (free) media, and advertising. Additional work, which was approved in the current budget, is planned for FY19.

The “Strategic Outreach & Communications Plan 2018” was developed with Helvey Communications and is intended to be a living document for staff-focused work. Future changes to the plan will be approved by the Council’s Executive Director, with updates on such changes provided to IEC at regular meetings. The IEC will also review and discuss the plan annually and an annual update will be given to the Board in future years that will cover any updates that occur. The subplans and creative brief are available on request to Director of External Communications Brooke Taylor.

2. **Why is this item important to PWSRCAC:** This project supports the PWSRCAC mission by following the Council’s current strategic plan which directs the council to: “Enhance the effectiveness of PWSRCAC. Review structure and change as needed.” It is important to evaluate the Council’s public relations strategies, image, messaging, and the manner in which we solicit volunteers and public input to look for efficiencies and recommendations for improvement.

3. **Previous actions taken by the Board on this item:**

<u>Meeting</u>	<u>Date</u>	<u>Action</u>
Board	Sept. 2016	IEC recommendation for PR-Branding phase one contract approved at Board meeting as part of consent agenda.
Board	May 2017	Board approved final report, “Brand Audit & Needs Assessment Report”
Board	Sept. 2017	Board approved IEC recommendation to approve the Connecting With Our Communities project and fund the project in the amount of \$50,000 from the contingency fund for FY18.
XCOM	Jan. 2018	XCOM approved IEC recommendation for Connecting With Our Communities FY18 contractor.

4. **Summary of policy, issues, support or opposition:** IEC has extensively reviewed all FY18 deliverables and endorsed the “Strategic Outreach &

Communications Plan 2018” at their November 2018 meeting, recommending it be moved to the Board for acceptance. The plan was presented at the December 2018 workshop to solicit input, edits, and comments, as well as answer questions from Board and/or committee members. After a presentation on the plan by Helvey Communications there were few questions asked.

5. **Committee Recommendation:** The IEC recommended the Board accept the “Strategic Outreach & Communications Plan 2018” developed by Helvey Communications and Council staff.

6. **Relationship to LRP and Budget:** This project is in the approved FY2019 budget and annual work plan.

3620-Connecting With Our Communities as of December 19, 2018

Original FY2019 Budget	\$30,000.00
Modifications	<u>\$10,563.00</u>
Revised Budget	<u><u>\$40,563.00</u></u>
Actual and Commitments	
Actual Year-to-Date	\$5,531.25
Commitments (Professional Services)	<u>\$34,781.25</u>
Actual + Commitments	<u><u>\$40,312.50</u></u>
Amount Remaining	<u><u>\$250.50</u></u>

7. **Action Requested of the Board of Directors:** Accept the “Strategic Outreach & Communications Plan 2018” developed by Helvey Communications and Council staff.

8. **Alternatives:** None recommended.

9. **Attachments:** “Strategic Outreach & Communications Plan 2018” developed by Helvey Communications and Council staff.