

*Staff and Program Manager draft recommendations for
Board of County Commissioners review and approval*

Pueblo County

1A Community Improvement Program

Prepared April 12, 2017

Communications work plan

1. Enable the County's Public Information Officer to oversee outside help and/or staff for the establishment, upkeep, and maintenance of a robust communications platform serving to cover the 1A Program and the numerous project efforts therein
2. Utilize County staff resources and website to initially launch a 1A communications platform
3. Hire outside PR firm to fully develop messaging, branding, content for website (scope below)
4. Hire additional FTE (partial or full time) and/or use PR firm for the ongoing development of communications covering the 1A Program and Project-level activity. Responsibilities include:
 - a. Coordinate the flow of information from project efforts to the website, social media, newsletters, email alerts and media releases
 - b. Develop and collect photographic and narrative content for 1A projects as they progress
 - c. Issue media advisories and press releases, as appropriate
 - d. Manage a calendar of events related to 1A projects and 1A program activity
 - e. Manage public inquiry requests and public outreach efforts related to 1A projects
 - f. Manage social media page dedicated to the 1A branded program
 - g. Manage a newsletter and email alerts covering 1A projects and 1A program events

Scope of work for PR firm

The following scope of work is a one-time effort for the creation of a robust platform to manage all 1A Community Improvement Program communications.

1. Develop a brand for the 1A program, identifying and integrating goals for the program into all communications and website content
 - a. Suggested brand: 1A Community Improvement Program, remove reference to 1A over time as this may cause confusion with future ballot efforts
 - b. Suggested goals: transparency, timely and accurate information, efficient use of funds, working hard to get 1A projects going
 - c. Develop best practices for communicating brand goals – templates, structure, details
 - d. Develop tools for benchmarking or measuring brand goal achievement and success
 - e. Create logo and brand asset library related to the 1A program
2. Develop website and social media content beyond initial setup; longer term needed to maintain and regularly update
 - a. Outreach to project 'owners' for content updates, photography, imagery, schedules, and narrative (e.g. public works department, HARP, etc)
 - b. Identify domain to use, website structure (if different than County), layout, functionality
 - c. Create graphic design to support website, direct layout of pages
 - d. Integration of brand promises into messaging and content
 - e. Content development – narrative and photos for each project and 1A program efforts

Longer term communications tasks for PR firm and/or additional FTE

- Monthly and/or quarterly updates by project or topic
- Coordinate with project 'owners' to manage content and messaging
- Establish and manage social media presence for 1A brand
- Establish and manage online newsletter and public inquiry requests, e.g., Mail Chimp
- Establish and manage email alerts as advisories for public information for 1A-related activities