



# Communication Outreach Plan

June 2014

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**Communication Outreach Plan**  
**May 2014**

The City of Medford is committed to informing residents, property owners and visitors regarding the services, projects and accomplishments of the City organization. It is the Council policy, as acknowledged in the Strategic Plan, to provide information in a transparent, timely, accurate and objective manner to all interested parties.

The City of Medford Strategic Plan acknowledges the ongoing need for citizen outreach and education under the theme of “**Responsive Leadership**” and Action 14.5a “**Provide and promote various methods of communication to enhance opportunities for citizen education and interaction.**”

This plan describes the outreach activities to be undertaken to enhance the delivery of City information to the Medford residents and those who visit our community for work, play, medical, retail and other services.

**Plan Development:**

**Communication Outreach Committee Members:**

Mayor Gary Wheeler  
Councilmember Dick Gordon  
Councilmember Daniel Bunn  
Councilmember Eli Matthews  
Assistant to the City Manager Glenda Wilson  
Police Public Information Officer Mike Budreau  
Technology Services Director Doug Townsend  
Technology Services Assistant Director Barbara Madruga  
Deputy Fire Chief Brian Fish  
Recreation Superintendent Rich Rosenthal  
Material Services Supervisor Jana Forsyth  
Battalion Chief Erin Sawall

The committee met on December 4, 2013 (see Appendix A for meeting notes) to discuss the efforts taken by individual departments and the City overall to deliver outreach and education to the citizens of Medford. This included review of the 2010 Hebert Research, Inc. Citizen Survey and draft Outreach Plan; the Parks & Recreation Department 2013 Community relations, Public Information and Marketing Plan; and Appendix B – Listing of current outreach actions/efforts by department.

The Committee recognizes that there is a difference between the types of services offered by departments and the methods of outreach will not necessarily be consistent throughout all departments.

This Communication Outreach Plan is intended to be updated as appropriate, but at least biennially, with implementation items that identify performance measures and timelines for completion.

### **Community Outreach Goals:**

The overarching goal of this plan is for the outreach efforts to be proactive vs. reactive. Several departments, by the nature of their work, are reactive to incidents and issues, such as Police and Fire. The remaining outreach opportunities that are identified in this plan are to be proactive in nature and to provide information and education of issues, projects, Council policies and general City services.

Three specific areas were identified by the Committee and are addressed within this plan:

1. Media management for Councilmembers/Mayor/City Manager
2. Media relations/education for media outlets/sources
3. Public education and promotion of City services and activities

## I. Media Management for Councilmembers/Mayor/City Manager

The Mayor, City Councilmembers and City Manager are often contacted directly by the media (television/newspaper/radio) for information and/or statements regarding “hot” topics.

<b>Task</b>	<b>Timeline</b>	<b>Budgeted</b>	<b>Estimated Cost</b>
Staff will provide talking points on “hot” topics PRIOR to media contact whenever possible.	Ongoing	Staff time as budgeted.	N/A
Council/Mayor may contact either the City Manager’s staff or other appropriate staff for talking points prior to speaking to the media, if desired.	Ongoing	N/A	N/A
City Manager’s staff will work to establish regular media opportunities for Council/Mayor. This will require commitment by the Council/Mayor to be available to attend. The following opportunities are currently established: <ul style="list-style-type: none"> <li>a. Bill Meyer Show monthly</li> <li>b. KCMX with Craig monthly</li> <li>c. Medford Forum every other month (Council selected guests/topics)</li> </ul>	Ongoing	Staff time as budgeted	Varies dependent upon staff attendance and preparation requirements
City Manager’s staff will develop and promote Speaker’s Bureau opportunities based on topics such as Economic Development, Emergency Management, Public Safety, Transportation, Development, etc.	Ongoing	Staff time as budgeted	Varies dependent upon staff attendance and preparation requirements
City Manager’s staff will assist Council, Mayor, City Manager and Department Heads when speaking opportunities may arise with the following types of organizations: <ul style="list-style-type: none"> <li>a. Rotaries</li> <li>b. Parent Teacher Groups</li> <li>c. Kiwanis</li> <li>d. Public/Private Schools</li> <li>e. Higher Education Classes</li> </ul>	Ongoing	Staff time as budgeted	Varies dependent upon staff attendance and preparation requirements
City Manager’s staff will assist with notification and arrangements for Ward Town Hall/Mayor Town Hall meetings as may be scheduled	Ongoing	Staff time as budgeted	Varies dependent upon staff attendance and preparation requirements
Speaking with Media Training for Mayor/City Council, City Manager, Dept. Heads and staff.	September	No	TBD

## **II. Media Relations/Education**

The local media outlets tend to have high turnover in their reporters assigned to cover City issues. Ensuring that reporters have correct contact information to obtain accurate details is critical.

<b>Task</b>	<b>Timeline</b>	<b>Budgeted</b>	<b>Estimated Cost</b>
Staff will develop a standardized contact information packet for reporters.	August 2014	Staff time as budgeted.	\$50-\$100 for production of contact information packets
City Manager's staff will meet with all new reporters to deliver information packet and review contact processes.	Ongoing	Staff time as budgeted.	Within budget
City Manager's staff will establish working relationships with news directors and reporters to assist in connecting them with the appropriate staff or elected official to respond to media inquiries.	Ongoing	Staff time as budgeted.	Within budget
City Manager and appropriate staff will be available for biweekly "Media Agenda Review" briefings. Council to attend as desired.	July	Staff time as budgeted	Within budget

## **III. Public Education**

The City of Medford currently utilizes local media outlets such as television, radio, and the Mail Tribune as well as Facebook, utility bill inserts, Operation Care, and other department specific publications (see appendix B for complete listing of current outreach efforts) to provide information on services, programs and general city business to Citizens. Staff will continue to utilize those methods that have proven effective in providing outreach and the additional implementation steps are recommended to be undertaken.

### A. Consulting Services Contract:

<b>Task</b>	<b>Timeline</b>	<b>Budgeted</b>	<b>Estimated Cost</b>
Contract with a Communication Specialist to assist the City in development of professional, attractive and audience appropriate materials and communication composition.	September 2014 Ongoing as needed	No	\$40-50 per hour

B. Utility Billing:

<b>Task</b>	<b>Timeline</b>	<b>Budgeted</b>	<b>Estimated Cost</b>
Redesign the utility bill (at request of Public Works Utility Billing) utilizing Communication Specialist.	October 2014	No	\$1,000
Develop professional, attractive and polished monthly insert to be sent with utility bill each month. Insert would include information from any/all departments and Mayor/City Council. (25-30,000)	Ongoing	No	\$4-5,000 month
Current utility bill format contains a "message" section that would be utilized to bring attention to City services or other important issues each month.	Ongoing	Staff time as budgeted	Within budget
Provide monthly insert on City website each month. (Website subscribers would receive notification automatically.)	Ongoing	Staff time as budgeted.	Within budget

C. Annual Report:

<b>Task</b>	<b>Timeline</b>	<b>Budgeted</b>	<b>Estimated Cost</b>
Develop professional, attractive and easy to understand annual publication (similar to ODOT's Moving Forward). Document would list accomplishments achieved and how public funds were spent.	Annual issue in August each year	No	\$7-14,000 (including distribution via Mail Tribune)
Report would be widely distributed.	August each year	No	Dependent on distribution method
Report would be available on City website.	August each year	Staff time as budgeted.	Within budget
Report could be mailed to all residences in City. (40,000)	August each year	No	\$5,500-\$6000

D. City Website:

<b>Task</b>	<b>Timeline</b>	<b>Budgeted</b>	<b>Estimated Cost</b>
Promote subscribing to the website in all appropriate City materials and opportunities (ie. utility insert, Parks & Recreation magazine, speaking opportunities, community bulletin opportunities, direct mail, etc.).	August 2014	Staff time as budgeted. Additional budget needed for promotion efforts	To be determined as part of work with Communication Specialist.
Increase activity on City website (news stories need to be updated daily).	July 2014	Staff time as budgeted.	Within budget
Calendar events: Include all city supported official special events on the calendar. May also consider information regarding specific closures or other items that affect a particular neighborhood (such as block party that will close a street).	July 2014	Staff time as budgeted.	Within budget
Implement “knowledge-based” Citizen Relationship Management software to assist citizens in obtaining information.	Spring 2015	Yes	\$10,000 budgeted

E. Social Media:

<b>Task</b>	<b>Timeline</b>	<b>Budgeted</b>	<b>Estimated Cost</b>
Continue to post all city website “news” items automatically to City Facebook page.	Ongoing	Staff time as budgeted.	Within budget
Departments have ability to implement department Facebook pages and should be encouraged and supported to do so when appropriate and as allowed by Administrative Regulation 14-03.	Ongoing	N/A	
Implement other social media options (ie. YouTube, etc.) where and when appropriate as allowed by Administrative Regulation 14-03.	Ongoing	N/A	

## EXHIBIT A

### Communication Outreach Meeting 12/4

Present: Mayor Wheeler, Councilmembers Dick Gordon and Daniel Bunn, Glenda Wilson, Jana Forsyth, Mike Budreau, Rich Rosenthal and Erin Sawall.

#### Outreach Goals Defined (Proactive vs. reactive)

1. Media relations management (for Council)
  - a. Manage requests from media for interviews
  - b. Better briefing on issues to City Councilmembers
  - c. Public Information Officer (key hub for media contacts)
  - d. More responsive
  
2. Public Education (marketing) re: City Services, Activities, etc.
  - a. Proactive stories
  - b. Social media venues
  - c. Main stream media venues (most used source for information by Medford residents)
  - d. Funding needed?
  
3. Marketing, promotions and advertising
  - a. Use of social media
  - b. Buying space in the Mail Tribune
  - c. Direct mail

#### General Comments:

“Police and Fire do very good job with media relations.” (they tend to have specific incident/issue responses vs. City Council who can get hit with a multitude of issues at one time.)

“City has been using Facebook for three years (general city page). Police has new page with growing audience.”

“Parks & Recreation has good system in place with use of Parks & Recreation Magazine (Community Connections renamed) and ability to have sponsorship for other media outlets”.

“No one sole source for outreach efforts, must utilize a wide variety of media types to get information out.”

“Utility billing inserts good venue for getting information distributed.”

“Articles need to be written in language the public can understand and articles need to be something public would be interested in.”

“Annual budget report should be reinstated.”

“Better quality products (eg. 4 color/glossy) are more interesting and likely to be read.”

“Need to develop process/materials to provide contact training for new media employees as they change over every 3-6 months.”

Next Steps:



Staff Committee to meet to review draft proposal (Glenda will create).  
Full committee to meet to review draft proposal.

**CITY OF MEDFORD OUTREACH METHODS 4/2014**

**Building Department**

- Regularly attend meetings of the Rogue Valley Chapter of Professional Engineers of Oregon
- Building Safety Month (flyers, open house)
- Attend local meetings of the American Institute of Architects
- Staff a Permits Protect booth at local home-shows
- Attend and participate in meetings of the Southern Oregon Chapter of International Code Council
- Attend meetings of the Oregon Building Officials Association
- Provide informational handouts to assist homeowners and contractors
- Facilitate meetings between neighbors, developers, and other interested parties
- User-friendly webpage provides useful information on codes, permit application criteria and links to provide permit status and inspection results
- Participate in Land Development Committee Meetings
- Unified Appeals Board gives citizens a venue to challenge the application of building codes
- Provide building statistics for public agencies
- Organize and participate in continuing education seminars for local professionals
- Annual Floodplain Fair (mailings/agent training)

**Mayor/City Manager's Office**

- Comment Cards – electronic and otherwise
- RVTV Programs – Medford Forum
- Meetings with community and business stakeholders
- Press Releases
- Regular contact with Metro Medford Downtown Association
- Updates and news posted to City website and Facebook
- Neighborhood improvement grants
- Monthly radio program spots on Bill Meyer and KCMX Southern Oregon Live
- Staffing of Multicultural Commission and Parking Commission
- Interfacing with all Boards and Commission members for interview process and annual luncheon
- Regular presentations by City Manager to service organizations regarding the Strategic Plan
- Meetings with City Staff to talk about the Strategic Plan
- Monthly publishing of Corridor's Employee newsletter Public meetings with citizens to gather review processes and gather input (may be duplicate of above, although the general public is invited to these meetings)
- Brochures distributed at various locations downtown
- Parking maps on display at several locations downtown
- Grants to non-profits for essential safety net services

### **Human Resources**

- Provide salary and contract information to public agencies.
- Advertises all city position openings in the Sunday Mail Tribune, and other selected publications appropriate for the respective opening. All position openings are also sent to various agencies.
- Update City website with current job openings.
- Proctor police testing for applicants.
- The department also participates in job fairs and special seasonal advertising to promote the wide variety of positions for which the City typically recruits on a regular basis.
- Human Resources Staff regularly networks with other community professionals active in the Society for Human Resources Management and the International Public Management Association for Human Resources, and actively participates in coordinating training activities among local agencies through the Rogue Valley Public Services Academy.
- Publish Health Matters – Employee Health Promotion Newsletter.

### **Technology Services**

- Neighborhood Walk/Operation CARE
- City Council Meetings
- Requests for interview by Mail Tribune or TV
- Presentations to trade groups
- Job Fairs
- Technology events (County Fair)
- Guest lectures in schools
- Interaction as participants in user groups and professional organizations
- Purchasing from local vendors
- Publishing/evaluating/awarding RFPs
- Interviews with job applicants
- Responding to comment cards and email
- Survey participation
- Local seminars/workshops
- Providing assistance to visits to City Hall
- Collaborative projects
- Support City website offering access to city information for businesses, visitors, constituents, job applicants, and other governmental agencies
- Telephone directory
- Maps, aerial photos, and geo data information via GIS

### **Legal Department**

- Publication and distribution of the Medford Code and Code updates to 12 subscribers, including the Mail tribune, Chamber of Commerce, Library and a number of law offices

- The City Attorney's office is a frequent point of contact for public inquiries involving application of the City Code.

### **Parks and Recreation Department**

- Mail and distribute 42,000 copies of the tri-annual "Community Connection" programs and services guide to residents in 97501-04 zip codes
- Maintain playmedford.com and sportsmedford.com web sites
- Maintain an opt-in text messaging service for adult sports customers
- Distribute up to 2,000 copies of the "Pool Connection" aquatics programming newsletter.
- Produce annual summertime concert and movie tri-fold brochure for insertion in May utility bills to 27,000 customers.
- Design and produce a Quarterly Report that is posted on playmedford.com
- Routinely utilize the Class registration system "blast email" feature to reach approximately 7,000 customers
- Maintain and routinely update playmedford.com and sportsmedford.com websites, including Team Sideline electronic sports scheduling and communication system
- Run television commercials on Charter Media promoting programs and special events as a result of a trade agreement for U.S. Cellular Community Park field naming-rights
- Run radio commercials on Radio Medford stations promoting programs and special events as a result of a trade agreement for U.S. Cellular Community Park field naming-rights
- Produce special event posters, fliers and brochures distributed or displayed at the Santo Community Center, City Hall and the Lausmann Annex
- News releases regarding special events, programs and notable achievements.
- Spanish-language informational materials and ad campaigns
- Presentations to community organizations
- Operation CARE/Neighborhood Walk participation
- Special signage displayed at park sites and recreational facilities
- Booth displays and information distribution at community events

### **Planning Department**

- Staffs televised meetings of Planning Commission (PC), Site Plan and Architectural Commission (SPAC) and Landmarks and Historic Preservation Commission (LHPC)
- Staffs Planning Commission study sessions and participates in City Council study session
- Staffs weekly land development meetings involving agents, applicants, city departments and other agencies
- Staffs, with Engineering Division, various formal transportation committees such as Joint Transportation Subcommittee (JTS) and Bicycle and Pedestrian Advisory Committee (BPAC)
- Regularly attends City Council and Medford Urban Renewal Agency Meetings
- Notices:
  - Property Owners within 200 feet of adjoining projects mailed public hearing

- notices
  - Two special notice signs posted on property notifying of public hearing
  - Publication in newspaper of public hearings on planning issues
  - Amended Code to require developers to hold neighborhood meetings on PUD's prior to application.
  - Posted on public bulletin boards
  - Press releases
- Website:
  - PC, SPAC, LHPC and BPAC agendas, agenda packets and minutes are available
  - What's Happening in Your Neighborhood! Button
  - Applications can be filled-in on website
  - Comprehensive Plan, Development Code and maps on website
  - Various brochures and handouts
- Spearheading yearlong partnership with the University of Oregon in its Sustainable City Year Program
- Participates in Operation CARE/Neighborhood Walk program
- Brochures and handouts available in department, including ones in Spanish
- Designs and produces Annual Planning Department Highlights report
- Sponsors open houses and town meetings for special projects such as UGB amendment
- National Community Planning Month – October
  - Planning Booth at Grower's Market
  - Proclamation read by Mayor at City Council meeting
- Public Presentations
  - Community organizations such as Board of Realtors
  - Speaker at the 17<sup>th</sup> Annual Oregon Land Use Law Conference and the 2014 National American Planning Association Conference
- Organization Member
  - Oregon American Planning Association Professional Development Committee
  - Southern Oregon Land Conservancy Lands Committee
  - MPO Technical Advisory Committee
  - Oregon Planning Directors' Association
  - American Planning Association American Institute of Certified Planners
  - Association of Oregon Floodplain Managers
  - Certified Local Government Program through the National Park Service

### **Police Department**

- Outreach by Police Officers with neighborhood groups.
- Citizen Academy
- "Your Police – Our Community" monthly public television show
- Medford Most Wanted – Weekly KTVL television show
- Crimestoppers – Weekly KTVL Show
- Crimestoppers – Weekly call-in radio show on KMED
- Public Service Announcements on various radio stations
- Bi-monthly live on air on KDRV "Midday Show"

## EXHIBIT B

- Medford Police Youtube channel featuring promo / PSA videos
- Internet Crime reporting option/MPD home page
- Tip line and Text-to-Tip
- School Resource Officer Program – 4 SRO's and 2 CSO's assigned to 549C schools
- Heart of Medford assigned Officer
- MPD Facebook page
- Language Line
- Working Partnership with SOU and RCC
- Scouting Explorer Program
- Over 25 Volunteers
- 90+ Neighborhood Watch Groups
- Operation C.A.R.E
- Police Officer Service Audits
- Jackson County Sexual Assault Response Team
- Jackson County Domestic Violence Council
- Jackson County Homeless Task Force
- Mental Health Advisory Board
- Hispanic Interagency Committee
- Jackson County Gang Task Force
- Multicultural Commission participation
- Weekly Crime Stoppers program on both KMED and KTVL
- Caminos Monthly Hispanic publication
- Monthly Call-in show on Hispanic radio
- Cultural Outreach Coordinator
- Southern Oregon Financial Fraud and Security Team
- Rogue Valley Loss Prevention
- Senior Fair participant.
- Local Job Fair participant
- MPD Annual Report (Hard Copy and post on-line)
- Comment Cards at MPD Records Front Counter.

### **Public Works**

- Door hangers with comment cards are provided to abutting properties prior to all pavement maintenance work performed by City crews
- The Quick Response Team (QRT) contacts citizens during work order calls
- Participation in Operation Care and follow up contacts with respondents on all Public Works-related issues
- Annual Public Works Day Event
- Letters requesting input are sent to all abutting properties at the start of design for city-funded projects
- Invitations to a public hearing are sent to all affected properties when Transportation Facility approvals and right-of-way vacations are requested from the City Council

## EXHIBIT B

- Press releases are issued for all scheduled work which impacts traffic
- Articles are periodically submitted for inclusion in the City's publications
- The Public Works section of the City's Internet home page includes an annual report with a letter to citizens and a section describing the current status of Public Works' construction projects.
- Open house meetings held for major projects and plans
- Neighborhood meetings sponsored by other departments and Council members are attended when invited to discuss Public Works Issues
- Tours are conducted at the Regional Water Reclamation Facility
- Public Works presents topics on RVTV programs, including "Medford Forum"
- Public Works pays for articles to be included in the Parks Department "Community Connection" Publication
- Several electronic reader boards are used to provide project information at construction sites
- Have available various fliers describing Public Works services and operations
- Participation on talk radio shows to discuss current events in Public Works
- Send letters to specific groups which will be affected by changes in procedures
- Use utility bill inserts to provide information

### **All Departments**

- Interface with public via telephone and email daily
- Assist walk-in customers
- Website
- News releases
- Comment Card program – in offices and online
- Operation CARE