

RESOLUTION #2021-05

**A RESOLUTION OF THE MAYOR AND TOWN COUNCIL OF
THE TOWN OF CAREFREE, ARIZONA, APPROVING THE COMMUNICATION AND
COMMUNITY ENGAGEMENT COMPONENT OF THE 2020-2022 TOWN COUNCIL
STRATEGIC WORK PLAN**

WHEREAS, the Town Council has conducted a series of public workshops on September 29, October 13, and November 18, 2020;

WHEREAS, the purpose of these public workshops were to develop a strategic work plan for the Council;

WHEREAS, one of the elements of this strategic work plan specifically focused on the implementation of an Communications and Community Engagement Plan;

WHEREAS, the attached document (Exhibit A) outlines the principle objectives for the Communications and Community Engagement Plan;

WHEREAS, staff will incrementally present to Council updates on the status of the Communications and Community Engagement Plan;

WHEREAS, the document input from: Staff, Council, and Members of the Community.

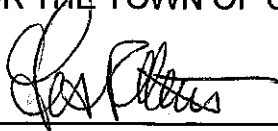
WHEREAS, this Resolution will formally adopt this publicly available and vetted work plan;

NOW, THEREFORE, IT IS RESOLVED by the Mayor and Town Council of the Town of Carefree, Arizona that the attached document will be a component of the Council Strategic Work Plan 2020-2022, and will act as the Town Council approved goals, objectives and tasks, pertaining to the Communications and Community Engagement Component.

PASSED AND ADOPTED BY the Mayor and Town Council of the Town of Carefree, Arizona, this 6th day of April, 2021.

AYES 6 NOES 0 ABSTENTIONS 0 ABSENT 1

FOR THE TOWN OF CAREFREE



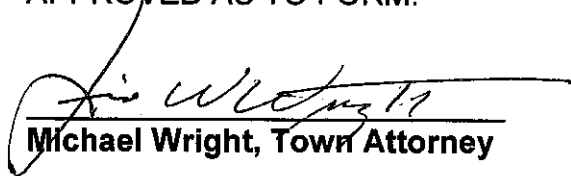
Les Peterson, Mayor

ATTESTED TO:



**Kandace French Contreras,
Town Clerk**

APPROVED AS TO FORM:



Michael Wright, Town Attorney

EXHIBIT A

Communications and Community Engagement Plan 2021-2022 Work Plan Objective

Developing a communication plan focuses our message and reaches the appropriate target audience. It can also influence the efficiency and simplicity of our communication methods. The communication plan's objective clarifies the relationship between audiences, messages channels, activities, and material. Overall, this builds a working relationship with our business and our community.

The steps involved in creating a communications plan are 1. Establishing goals 2. Defining key audiences 3. Identifying key messages 4. Creating a tactical outreach plan.

In the Town's communication plan, the goal to improve the communication as an organization entirely. That means improve the communication between our businesses, the communication to our residents, our communication internally, and our communication externally to visitors and potential residents.

1. Improve Communication to Residents.

Communication outreach delivers key messages to a targeted audience, ultimately resulting in greater education of the community about programs or issues.

A comprehensive strategy featuring a diversity of audience-appropriate programs and resources will help achieve maximum outreach and efficient information sharing.

2. Strengthen Communication with the Businesses

Relationship building is key to success in the long term. It is important to devote attention to this essential business activity. Nurturing the needs of any businesses can go a long way to forging relationships that last.

3. Improve Internal Communication and Process

If we support an atmosphere for clearly setting expectations, being candid with one another, and communicating frequently, we can avoid having to prepare for formal, prescheduled conversations to address lingering issues. Instead, proactive conversations will be normal, addressing issues as they emerge, and nipping things in the bud.

4. Improve external community outreach.

Communication outreach plays a key role in our overall marketing strategy. As with anything we do online, such as using social media and peppering our site with SEO keywords, we need an effective strategy, so we do not unintentionally turn off potential visitors, future homeowners, and current residence.

Strategies and tools

Newsletter (COINS)

Creating a newsletter that can be distributed to the target audiences is one way to communicate with our audience on a regular basis.

- Inviting individuals to the community forum through announcements via email invitation.
- A consistent biweekly newsletter: Every other Monday
 - Having a limited number of messages, we are trying to deliver. If you try to deliver more than three messages in your communication material, they will lose focus, and ultimately your audience will tune out without hearing any of the message.
 - Each message should be concise- short, and focused.
 - Each message should have a fundamental statement- the most important piece of information.
- Business specific newsletter with an updated contact list
- Staff specific newsletter

Website

Having a good website for our Town is even more important now that technologies like Twitter and Facebook make it easier for more people to find us.

Websites have become necessary for every business, brand, institution, organization, and individual. A successful website provides growth and opportunity for businesses to thrive in the future.

- A redesign and restructure of the Carefree.org and Visitcarefree.com website includes.
 - Updated content
 - Aesthetic redesign
 - Enhanced visual elements
 - Changed the structure and usability of the site

Social Media/ Digital Media

At its root, social media is about connecting people to people. Social media helps connect us easier than ever before. This is a great tool for networking and growing a digital presence for little to no advertisement cost.

By honing our expertise, consistently managing our social channels, we greatly increase our visibility and become a thought-leader in our community. Good content gets shared, so if we are consistently posting quality content, the more people who share it, the more people see it.

By the following strategies we can increase our digital presence:

- Consistent posting
- Quality visuals
- Social chatter
- SEO (SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic. Unpaid traffic may originate from different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines.)
- Tag, hyperlink, reposting
- Cross promoting between all social platforms
- Cross sharing with other organizations

Social media relating to local businesses.

- Social media- feature story campaign.
 - Featuring a business each week on our social media, highlighting their uniqueness. Represented by visual imagery and a short-written description of business.

Local News outlets

- Establishing a relationship with Local News outlets by cross networking
- Network and cross promote in other cities and towns in Arizona.
- Promoting the Town of Carefree on a state-wide basis
- Marketing and promoting

Posted Publication

By seeing the role and importance of communication in the dialogue, cooperation, promotion, and empowerment, of an active community, in local decision making, the goal is to analyze the forms/ways of communication between the community and local municipality.

For example:

- Attention grabbing and visually appealing information flyers
- Posted information flyers highlighting upcoming events, activities, business information, public information announcement
- Cross promoting in neighboring Towns and Cities with flyers and posters
- Update directories in the Garden

Examples of posted publication:

Establishing a designated Visitor center

- Improve and redesign collateral material.
- Signage communication the location of the visitor center

Business Directory

- Updated directory with all business info and location

Direct outreach

The benefit of building closer bonds with our community has great potential. The closer we become with our community, the better we will understand their needs. It promotes cooperation, everyone feels valued, and community dynamics improve. Dynamics improve, ideas are more constructively challenged, and creativity is boosted. This has a positive impact on overall satisfaction, and performance.

Ways we can strengthen the communication:

- Building a trusting relationship of communication with people in our community.
- Offering layers of transparency
- Having consistent avenue of communication
- Creating and implementing an ambassador group to offer knowledge and resources to people in our community.

Events

Events bring attention and people to our Town. We want to ensure we are bringing people and events that enhance and complement our business. Providing them with the opportunity to benefit from events in our Town.

- Events and activities that promote and enhance our local businesses.
- Community bases events

- Events that incorporate the businesses in our community
 - Earth Day
 - Health and wellness Expo

Communication Policy

Adding a structure to our communication process will maximize productivity. Clarifying staff members' and others' roles in the communication process: By identifying each member contribution to the process and what they are responsible for. A policy will help manage people and their responsibilities during the construction of communication project.

- COINS submission Template
- Communications Project Submission Template