

[New Section]

CHAPTER 4-8. Division of Communications

Sec. 4-8-1. Scope.

This chapter shall establish and define the functions and duties of the Divisions of Communications

Sec. 4-8-2. Functions and Duties

The Division of Communications shall have charge of and be responsible for:

- (a) *Public Information and Media Relations.*
- (b) *Digital Media and Content Management, including the City website.*
- (c) *Crisis Communications and, at the discretion of the Emergency Manger, Emergency Communications.*
- (d) *Community Engagement and Branding.*
- (e) *Inter-Departmental Support.* Provide strategic communication consulting and creative services to the mayor's office and to all City departments to support specific projects, infrastructure updates, or public programs.
- (f) *Legislative Support.* The Division shall provide equitable support to the City Council for, but not limited to, the communication of legislative actions, media relations, council webpage management, the production of multimedia content, the promotion of Council-sponsored events, the publication of council newsletters, and assistance with council specific communications initiatives.
- (g) *Development and Execution of the Annual Strategic Communications Plan.* Annually the Communications Division shall create or update the Annual Strategic Communications Plan for the City. At minimum, the plan shall include:
 - (1) *Situation Analysis.* An Assessment of the current communication environment, including an audit of existing digital platform performance.
 - (2) *Data-Driven Objectives.* Specific, measurable communications goals for the year, justified by the previous year's performance outcomes or identified community needs.
 - (3) *Audience Segmentation.* An analysis of city demographics and a description of the specific communication channels proven to most effectively reach those segments.
 - (4) *Resource Allocation.* A budget proposal that aligns expenditures with the high-priority goals identified in the *Data-Driven Objectives*.
 - (5) *Evidence of Efficacy.* For any new major initiative or significant shift in strategy, the Division shall provide supporting evidence, such as industry best practices, pilot program data, or resident survey results, to justify the proposed approach.
- (h) *Provide Regular Reports to the City Council for Legislative Review*
 - (1) At least once per calendar year the Division shall present the Annual Strategic Communications Plan to the City Council at a City Council Meeting.

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- (2) The Division shall provide, in writing, a monthly briefing to the City Council. This briefing shall include, at minimum:
- i. A summary of major media inquiries and the resulting coverage.
 - ii. Milestones in achieving the *Data-Driven Objectives* found within the *Annual Strategic Communications Plan*.
 - iii. A summary of total number of hours spent providing inter-departmental support, delineated by department.
- (i) *Report Major Media Actions*. The Division shall provide the City Council with written notification as early as possible, but at least 2-hours prior to:
- (1) The distribution of any press release or official statements of significance from the City or a department of the City.
 - (2) Any press conference or media briefing organized by the City or a department of the City.

Sec. 4-8-3. Director of Communications.

The Director of Communications shall be appointed by the Mayor upon the recommendation of the City Administrator, with the advice and consent of the City Council.