



SANDY CITY COUNCIL

COMMUNITY CONNECTORS

OCT 2020 // PROGRAM AND OUTREACH PLAN



SANDY COMMUNITY CONNECTOR PLAN

Background

Implemented under a prior Administration, the Community Coordinator Program sought to identify, routinely engage, and empower community leaders with information about City business, so they could in turn, communicate their knowledge to others. In addition to meeting regularly with the Mayor and staff to discuss City affairs, Community Coordinators were essential in helping to educate their neighbors about pending land use proposals through community meetings. With an increase in the City's digital outreach, and the professional staff assuming the land use meeting responsibility, the Community Coordinator Program was discontinued.

Proposal

With Council Member support, the City Council Office will reboot and rebrand the Community Coordinators program to create a core group of engaged citizens to serve as additional conduits of communication from and to the City Council Members.

Social media is a powerful tool, but it is a poor substitute for side-yard conversations between neighbors, running into a friend at the grocery store, or gathering with loved ones. Personal communication builds trust. Personal communication builds community. Council Member Houseman has challenged and invited the City Council Office to reimagine the Community Coordinator Program with the goal of incorporating human connection within City Council communication. Our vision is to identify 30 "Community Connectors" who are willing and able to serve their friends and neighbors as trusted conduits of communication between the City Council and residents. Community Connectors will help the Council equip residents with information, and also invite and funnel feedback on important City issues.



TOGETHER
WE ARE BETTER

Program Basics



30
Connectors

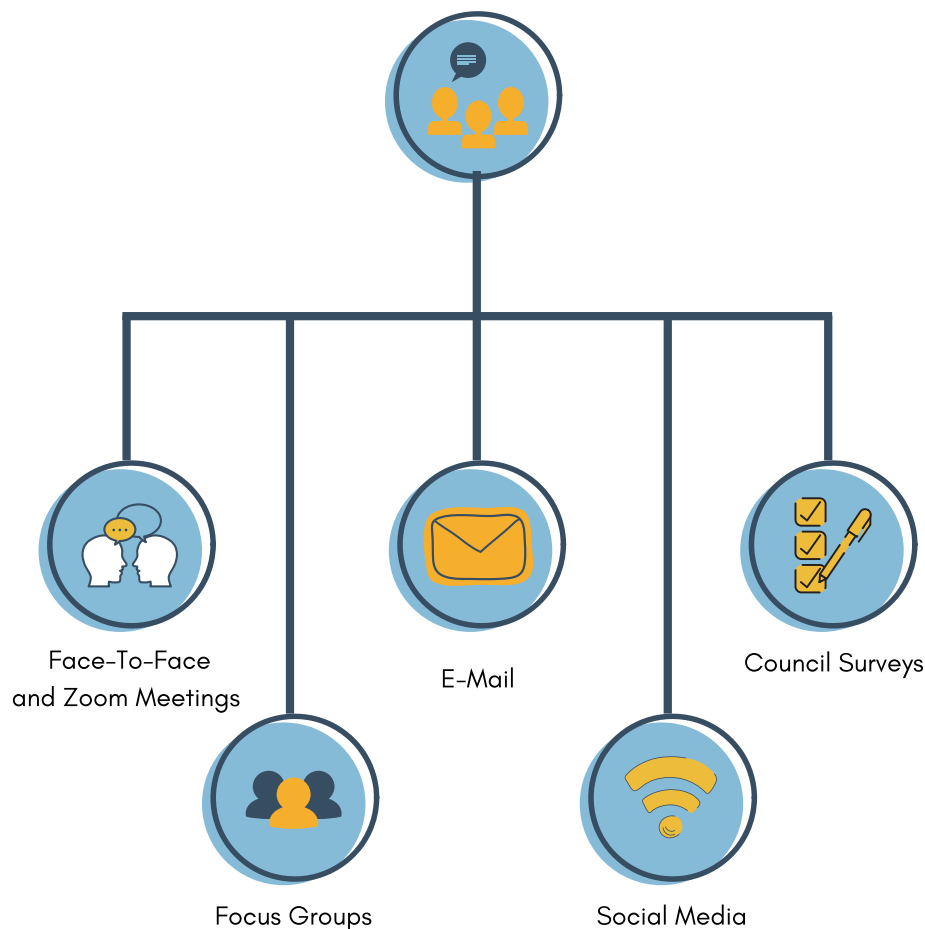


Weekly digital digest
from Council Office
Agendas, announcements, events, etc.



Quarterly meetings
with City Council
Members

Connectors receive information via the weekly digital digest and quarterly meetings with City Council Members and then share this information with members of their community through various channels.

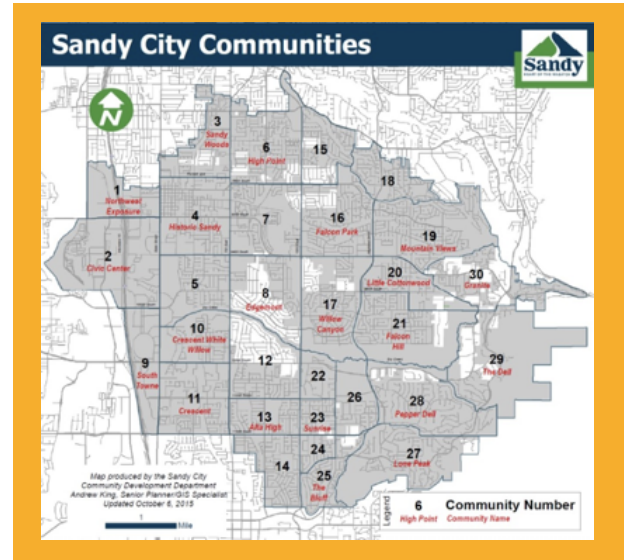


Using these various channels of communication, connectors also receive feedback from members of their community. Connectors then share this information with the City Council , fostering **effective and transparent two-way communication.**

Connector Training

Two/ three 90-minute "Connector Bootcamps" will establish:

- Roles and responsibilities of Connectors, Members, and Staff
- A city overview, utilizing existing information. This will take the form of City Information Booklet, Citizen Academy material, City Council Orientation information, department overview presentations, etc.
- Communication tools.

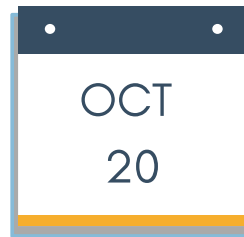


The 30 communities within Sandy.

Timeline

Display Week: 1				
TASK	ASSIGNED TO	PROGRESS	START	END
Phase 1 Identify Connectors				
Council Proposal	Council Member Houseman & Mike	50%	10/20/20	10/20/20
Invite Coordinators	Chair & Vice Chair	50%	10/21/20	10/28/20
Prepare Social Media	Liz & Mike	10%	10/21/20	10/27/20
Prepare Application	Dustin & Liz	0%	10/21/20	10/27/20
Open Invite w/ SM & App	Liz & Council Members	10%	10/29/20	11/12/20
Draft & Submit Editorial	Liz & Mike	0%	11/2/20	11/6/20
Select Connectors	Chair & Vice Chair	0%	11/12/20	11/13/20
Background Checks	HR & PD	0%	10/22/20	11/16/20
Phase 2 Develop Bootcamps				
Inventory Coordinator Comms	Liz & Dustin	0%	10/28/20	11/12/20
Develop/Send 1st Meeting Invite	Chair & Mike	0%	11/6/20	11/13/20
Develop Meetings Content	Staff, Chair & Vice Chair	20%	10/21/20	12/9/20
Develop Schedule	Staff	10%	11/6/20	11/9/20
Develop Identity SWAG	Chris & Mike	10%	11/9/20	11/23/20
Phase 3 Hold Bootcamps				
Hold 1st Meeting	Council Member Houseman + 2 Members, Staff	0%	11/18/20	11/18/20
Hold 2nd Meeting	3 Members, Staff	0%	12/2/20	12/2/20
Phase 4 Ongoing Comm.				
Resource Connectors w/ info	Staff & Chair	0%	11/18/20	12/16/20
Regular social media reminders	Liz & Mike	0%	as needed	

Key Dates



Council Approval



Connector Bootcamps



Fully Operational



Budget

Primary expenses will be due to staff time. After the initial organization of the program, it is expected that the Community Connectors Program will not be a major consumer of staff time. Marginal costs are difficult to estimate. Based on the Council Citizen Academy, we suggest an annual budget of \$5,000. There may be a need for meeting snacks, beverages, or additional office supplies for the Connectors. In order to facilitate a unique identity among the Connectors as well provide them with some form of identifiable validation, we intend to provide them with some sort of apparel with the Sandy City and Connector logos, as well as engraved plastic name badges.

SANDY COMMUNITY CONNECTOR OUTREACH PLAN

What are the goals of the program?

1.

Establish 30 trusted Connectors. Taking a “build as we go” approach, identify and select 30 trusted, involved Sandy residents capable and willing to take on the roles and responsibilities of a Connector.

2.

Foster two-way communication. The Community Connectors will serve as a method to restore and strengthen trust and cultivate authentic two-way communication.

3.

Provide valuable information to residents and council members. Connected to the two-way communications, the Connectors will provide important information for residents to be aware of in terms of city council issues, as well as provide valuable feedback on citizen perspectives, opinions, and thoughts on those same issues to the City Council.



TARGET AUDIENCE

1. Engaged Sandy Citizens. Residents of Sandy who have previously been / currently involved in various Sandy programs or services. Citizens who are dedicated to bettering the lives of Sandy's residents, and are seeking out new opportunities.
2. Previous Sandy Community Coordinators. Previous Community Coordinators who potentially want to restart their work with Sandy City Council and Sandy residents.



OUTREACH STRATEGIES

Social media. Frequent posts on all social channels advertising open applications for Sandy residents to apply if interested. Educational campaigns to go along with applications to inform on what the role and responsibilities are. Partner with Sandy City socials for additional advertisements. Follow up social media posts 4-6 months later highlighting selected Connectors, the communities they serve, why they wanted to join, etc.

Editorial/ Letter to the Editor in Sandy Journal. A series on the Community Connectors. First piece on the importance of staying connected during a time of COVID and introducing the relaunch/ rebrand of the program, advertising for applications. Second piece 4-6 months later on the success and updates on program.

Email newsletter push. Utilize city council email list & Sandy City email list to advertise application process to Sandy residents, include educational materials from social on roles and responsibilities.

Video advertisements. Brief videos of council members and/ or past Community Coordinators speaking to the importance of the role and why they were drawn to helping Sandy.

