

[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 Division 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) *Coordination of Official City Communication Channels.*
 - (1) The Division shall coordinate content disseminated through, or in coordination with, official City communication channels whenever reasonably practicable. For purposes of this subsection, “official City communication channels” means City-branded websites, social media accounts, newsletters, official press releases, and other publication platforms managed by the Division or by City departments in their official capacity, and does not include channels managed independently by the City Council, the Council Office, or individual elected officials.
 - (2) The purpose of such coordination is to promote accuracy, professionalism, consistency, and compliance with adopted City policies, including applicable privacy policies, records retention, terms of use and public communication standards established by the City.
 - (3) Coordination under this subsection shall consist of standards-setting and policy consistency review and shall not include pre-publication editorial approval of communications originating from the City Council, the Council Office, or individual elected officials acting in their official capacity.
 - (4) This subsection does not apply to:
 - i. Personal speech of any City employee or elected official;
 - ii. Campaign communications; or
 - iii. Personal social media accounts or other personal communication platforms of elected officials, provided such accounts are clearly identified as personal and are not represented as official City communication channels.
- (e) *Community Engagement and Branding.*
- (f) *Inter-Departmental Support.* Provide strategic communication consulting and creative services to the mayor’s office, city council, and to all **Executive** City departments to support specific projects, infrastructure updates, or public programs.
- (g) *City 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.~~ The Division shall provide strategic communication consulting and creative services to the City Council. Such support shall include, but not be limited to, communications strategy development, 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. The Division shall respond to Council communication requests with timeliness and quality comparable to its response to executive division requests of similar scope.

- (h) *City Administration Support.* The Division shall provide strategic communication consulting and creative services to the City Administration. Such support shall include, but not be limited to, communications strategy development, city webpage management, the production of multimedia content, the promotion of Administration-sponsored events, the publication of City newsletters, and assistance with Administration-specific communications initiatives. The Division shall respond to Administration communication requests with timeliness and quality comparable to its response to legislative branch requests of similar scope.
- (i) *Public Information Officers (PIO).* Police, Fire, City Council and Administration may select and train their own PIO's to handle media requests and inquiries.
- (j) *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 the following elements, which the Division may organize and present in the manner it determines most effective:
- (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.
- (k) ~~Provide Regular Reports~~ *Reporting 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.~~ The Division shall present the Annual Strategic Communications Plan to the City Council at a public meeting at least once per calendar year. The annual presentation shall include a comprehensive performance summary addressing the full year's results against the Plan's objectives and resource allocation.
 - (2) The Division shall provide ~~quarterly written~~ *quarterly written*, ~~in writing, a monthly~~ briefings to the City Council. ~~This~~ Each *quarterly* briefing shall include, at minimum:
 - i. A summary of major media inquiries ~~during the~~ *during the* quarter and the resulting coverage;
 - ii. ~~Milestones in achieving Progress toward the Data-Driven~~ *Progress and benchmarking metrics and objectives* ~~found established~~ within the Annual Strategic Communications Plan; and

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- iii. An estimation of the Division’s allocation of time and energy across all departments. For the first two **quarterly** briefings following the effective date of this Chapter, the Division may use professional time estimation rather than precise tracking. ~~A summary of total number of hours spent providing inter departmental support, delineated by department.~~
- (l) ~~Report Major Notification to the City Council Regarding Media Actions. The Division shall provide the City Council with written notification as early as possible, but at least 2 hours prior to:~~
- (1) When the Division provides notification to the Mayor’s Office regarding the impending distribution of a press release, official statement, scheduling of a press conference, or media briefing, the Division shall simultaneously provide equivalent notification to the City Council through means appropriate to the urgency of the matter. ~~The distribution of any press release or official statements of significance from the City or a department of the City.~~
 - (2) This requirement applies to all official City press releases, statements, press conferences, and media briefings, regardless of timing or subject matter. ~~Any press conference or media briefing organized by the City or a department of the City.~~

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

- (a) *Purpose and Legislative Intent.* The advice and consent requirement set forth herein reflects the broad institutional reach of the Director of Communications, who serves as the City’s principal spokesperson, supports communications functions across all City departments, and supports the official communications functions of both the executive and legislative branches of City government. This requirement is consistent with advice and consent standards already applied within City government to other positions of comparable institutional reach, including the Human Resources Director under Section 4-5-6 of this Code and the City Recorder under applicable provisions of state law.
- (b) *Appointment.* 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 ~~made after the effective date of this Chapter and does not require re-confirmation of any individual serving in the position prior to that date.~~