



**City of Tucker, GA**  
CITY COUNCIL

**Frank Auman, Mayor**

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District 2, Post 1  
**Noelle Monferdini**  
District 2, Post 2

**Michelle Penkava**  
District 3, Post 1  
**Anne Lerner**  
District 3, Post 2

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**August 8, 2016**

**WORK SESSION AGENDA**  
**Tucker Recreation Center**  
**4898 Lavista Road**  
**Tucker, GA 30084**

**5:30 PM**

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- A) CALL TO ORDER**
- B) ROLL CALL**
- C) PLEDGE OF ALLEGIANCE**
- D) MAYOR'S OPENING REMARKS**
- E) APPROVAL OF MEETING AGENDA**
- F) NEW BUSINESS**
  - 1. **Presentation**                      Communication Plan Presentation  
    Tami Hanlin
- G) ANNOUNCEMENTS**
- H) EXECUTIVE SESSION (If required)**
- I) ADJOURNMENT**



## **MEMO**

To: Mayor and City Council

Cc: City Attorney

From: Tami Hanlin, Acting City Manager and Wayne Wright, Assistant City Manager

Date: August 4, 2016

Subject: Work Session discussion on City Communications Methods

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We will be discussing the broad topic of communications at the work session on Monday. Staff has asked for this discussion in order to gain input and get a better understanding of the Mayor and Council's priorities in the near and long term.

### **Background:**

At the end of contract negotiations with CH2M it was decided to include enough funding for a half time communications position. The scope and duties for that position were not defined in the proposal or contract. As a result, the CH2M team has been delivering work that we know to be important to effective city operations. We have been focused on the website; it took us a few weeks to gain administrative rights and since then we have been uploading content and using some reach back resources to provide enhancements. Issuing press releases, developing a social media protocol and writing content for community newsletters have also been priorities. Given the startup environment, most of our work has been reactionary. We have gotten feedback that indicates that these tasks may not be the current priorities for the City and therefore we are seeking input and discussion on the topic so that we can move into a more pro-active mode.

### **Recommendation:**

The document attached outlines many of the communication methods available to a City. While the list is not exhaustive, it is representative of common methods used by cities, and other suggestions are welcome. Our recommendations for near term priorities are listed in the light blue box. We are seeking your input on those priorities as well as your thoughts on priorities for 2017 and beyond. Please note, that we have not included the redesign of the website, branding, public relations or marketing in this document. We are open to including those topics but did not think time would allow for that type of detailed discussion. We look forward to the discussion.

# City of Tucker: Communication Methods

## Recommended near term priorities:

### **The Main City Website pages**

Focus on developing the departmental information and move towards developing e-services. Compose and publish a monthly online newsletter. Prepare to move towards a RFP for a website upgrade.

### **Social Media**

Implement a social media policy and maintain a regular presence on Facebook, Twitter, YouTube, etc.

### **Emails/press releases from Staff**

Develop an eNotifications program for citizens and civic groups and increase the number of press releases issued.

## Long term activities:

### **Local Schools**

Provide updates on City news, events and policies in newsletters and on school websites as appropriate.

### **Community Organizations**

Reach out to neighborhood groups, churches and civic organizations to communicate City news and provide written material and speakers from staff and Council as requested.

### **Community Events**

Develop a communication plan for significant community events such as: Tucker Day, Chili Cook Off and Taste of Tucker.

### **Surveys/Focus**

The Comprehensive Planning process will likely produce requests for citizen surveys on topics such as Parks and recreation, Downtown, etc.

### **Local Print/Online**

Spend time and effort developing relationships with local print and online media in order to increase coverage/visibility for the City. Champion, Up Close, AJC, etc.

### **Television and Cablecast Local news coverage**

Foster relationships with local new channels in order to gain coverage for significant events in Tucker.

### **Video**

Invest time and money in the development of high quality videos which highlight Tucker for use online.

### **Print/Direct Mailing**

Design and develop print pieces which promote the City. Examples include, postcards, flyers, maps, handouts, Annual report and brochures.

### **Public Meetings**

Develop and maintain a list of public meetings which take place on a regular basis and hold public meeting in order to engage citizens. Examples include neighborhood round tables, "State of the City" presentation and an Annual Community Meeting.

### **Direct Public Contact**

Develop protocols and print materials to enhance over-the-counter and 'in the field' interactions. Examples include brochures, contact information sheets, etc.

### **Signs**

Develop a plan for City signage, both stationary and event/temporary signs.