



Strategic Goal

Name Improve the City's efforts to inform the public

Content

Our City is committed to strengthening our residents' trust through focusing on open communication, transparency and accountability.

- - -

FY22 Projects

Release information from all departments through multiple channels

- Assigned to Mira Miller, Community Relations
- Anticipated Completion: Ongoing
- Project Updates:
 - Community Relations releases information from all departments as often as possible and necessary; each release sent to all local media, placed on our website (which includes direct distribution via email or text), and Facebook
 - Community Relations watches for potential issues and attempts to release information in a timely and accurate fashion

Create mass distributed newsletter/guide including city information and recreation opportunities

- Assigned to Mira Miller, Community Relations and Jason Sehon, Parks & Recreation
- Anticipated Completion:
- Project Updates:
 - October 2021: Selected and purchased necessary software.
 - September 2021: Decided on basic layout and general content
 - July 2021: Funding received for 3x/yr publication starting Fall 2021
 - June 2021: Continue working on design and content for Newsletter/Recreation Activity Guide.
 - May 2021: Request funding in budget and research costs
 - May 2021: Working on developing a design and potential content for Newsletter/Recreation Activity Guide.

Host events for public to interact with departments

- Assigned to Leadership Team with management by Shawn Metcalf, City Manager and Mira Miller, Community Relations
- Anticipated Completion:
- Project Updates:
 - October 2021: Police and Fire Departments host trick or treating in three community parks
 - October 2021: City employees participate in Trick or Treat on Downtown Streets
 - October 2021: Safe Trick or Treat presentations by Rawlins Police Department at local schools
 - October 2021: Fire Safety Month presentations by Rawlins Fire Department at local schools
 - September 2021: Free Planting Workshop at City Hall
 - August 2021: "Behind the Scenes" Facebook live community event with City Manager and Fire Chief
 - August 2021: National Night Out with the Police Departments in Bolton Park
 - July 2021: "Behind the Scenes" Facebook live community event with City Manager and Code Enforcement Officer
 - June 2021: "Behind the Scenes" Facebook live community event with City Manager and Parks and Rec Director
 - May 2021: Firefighter Obstacle Course 5K
 - May 2021: National Public Works Week with Fill a Truck Food Drive
 - May 2021: Police Department Flag Ceremony and Open House

Improve website content

- Assigned to Leadership Team and Mira Miller, Community Relations
- Anticipated Completion:
- Project Updates:
 - July 2021: New Video Tours added to home page

- o June 2021: HR vastly improved online Employee Directory
- o May 2021: Header images updated
- o April 2021: Website documents cleaned up behind the scenes

Educate public about "Notify Me" and "Report a Concern" website functions

- Assigned to Mira Miller, Community Relations
- Anticipated Completion:
- Project Updates:
 - o November 2021: Working on fully utilizing Report a Concern feature via involvement of all department heads.
 - o September 2021: Created live video demonstrating functions and posted to Facebook, YouTube and our website
 - o August 2021: Featured in Fair Book (designed in January)
 - o July 2021: Included extensively in newspaper water restrictions advertising
 - o June 2021: Featured in Chamber Booklet (designed in March)

Goal Progress

Date	Name	Type	Result
June 15, 2021	Ordinance - Third Reading of 2021 - 2022 Fiscal Year Municipal Annual Budget Action: Motion: Move to approve on Third Reading and Waive the reading of the Ordinance Adopting the Proposed Fiscal Year Municipal Annual Budget 2021-2022, as or amended.	Action Discussion	Motion Carries
July 6, 2021	Proclamation - National Night Out August 3, 2021	Recognition	N/A
July 6, 2021	Strategic Plan Updates via BoardDocs	Information/Report	N/A
October 19, 2021	Discussion - City Brand/Logo Redesign	Discussion	N/A
December 21, 2021	Discussion on Dog Park	Discussion	N/A
December 21, 2021	Discussion on Skate Park	Discussion	N/A
February 1, 2022	Discussion - Adoption of Community Heart and Soul Program	Discussion	N/A