



LOPR Staff Members: Jamie Inglis, Dave Arpin, Communications & Sponsorship Coordinator

Purpose

The purpose of the City of Lake Oswego Citywide Communications and Engagement Strategy (Strategy) is to create the framework for strategic, proactive, and coordinated communications. The Strategy is designed to align with Council Goals, City Strategic Plans, and community vision. Through a proactive coordinated approach, there will be improved engagement and communications with the Lake Oswego community about City issues, projects, and services.

City of Lake Oswego Mission

Cultivate an exceptional quality of life for everyone in our community.

Communications Team Vision, Goals, & Actions

Vision

“Promote a sense of community trust in the City through thoughtful, proactive communications and engagement”



NOT STARTED



IN PROGRESS



ON GOING



COMPLETED

Goal 1: Strategically align communications and engagement with Council Goals, City Strategic Plans, and community vision.

Actions:

-  Develop key citywide messages that align with City’s mission and values (midterm)
-  Develop and launch City campaign for mission and values (midterm)
-  Review Council Goals and department workplans to align with the content/editorial calendar quarterly, as well as identify opportunities for internal staff communications (ongoing)
-  Determine appropriate communications and engagement strategies per Council goal, as needed, in partnership with Executive Team (ongoing)

Goal 2: Achieve coordinated and consistent communications by collaborating across departments and developing shared messaging.

Actions:

-  Define communications team roles and responsibilities (short term)
-  Create content/editorial calendar (short term)
-  Audit communications channels, including ownership, audience reach, and effectiveness (short term)
-  Consolidate and delete duplicate social media accounts to eliminate redundancy (short term)
-  Create central photo library, easily accessible for City staff (long term)

Goal 3: Enhance presence in the community by leveraging communications channels that reach targeted audiences, underrepresented members of the community, and demographics.

Actions:

-  Within the auditing of communication channels, identify channels and methods that are most effective per demographic (midterm)
-  Coordinate with departments on cross-sharing messages that align with direct audiences/city-users (mid-long term)
-  Connect with outside organizations to share messages to different demographics and underrepresented audiences (long term)
-  Determine how best to engage and leverage City affiliates (Boards & Commissions, Neighborhood Associations, Friends groups, etc.) (long term)

Goal 4: Define City of Lake Oswego public engagement guidelines, levels of public involvement, and outreach to right size for community needs and context.

Actions:

-  Develop engagement and outreach framework (midterm)
-  Assess current methods of outreach and define purpose/audience of each (midterm)
-  Conduct community survey biannually (long-term, ongoing)

Goal 5: Strive for inclusive, accessible communications and remove barriers to engagement.

Actions:

-  Prioritize thoughtful photo and video selection to represent diverse Lake Oswego community (short term)
-  Develop ADA accommodation and American Sign Language or language interpreter request process for departments and public (midterm)
-  Include closed captioning in all City produced videos (midterm)
-  Explore and determine feasibility of multi-language offerings in print materials (midterm)
-  Incorporate ADA Study findings (long term)
-  Work with Equity Manager to identify areas of opportunity and alignment with DEI Task Force work recommendations (ongoing)

Goal 6: Develop a City style guide to establish consistency, but allowing creative freedom for departments.

Actions:

-  Define the “look and feel” of the City and clarify what departments’ have creative freedom to provide personal touches for their audience (midterm)
-  Develop social media policy and standards (midterm)

Stakeholders

The Strategy guides communications with the City’s external stakeholders. It is important to know who makes up our community and who our communications should strive to reach.

Community Demographics

Community Data (2020)	Lake Oswego	Clackamas County
Population estimates	40,731	421,401
Persons 65 years and over	21.4%	19.1%
White alone, not Hispanic or Latino	78.7%	79.9%
Asian alone	8.4%	5.2%
Two or more races	7.2%	4.0%
Hispanic or Latino	5.2%	9.5%
Black or African American	1.0%	1.3%
Foreign born persons	12.5%	8.4%
Owner-occupied housing unit rate	72.1%	70.9%
Median value of owner-occupied housing unit	\$659,400	\$421,100
Persons per household	2.43	2.59
Languages other than English spoken at home	14.9%	12.3%
Households with broadband internet subscription	95%	89.4%
Bachelor's Degree or higher	73%	38.0%
With a disability, under age 65	4.4%	7.7%
Persons without health insurance, under age 65	3.7%	6.2%
Mean travel time to work	24.6 minutes	28.8 minutes
Median household income	\$114,444	\$82,911

**Based on 2020 Census data*

City Stakeholders

The City has a range of stakeholders. From highly interested to passive, to local and national, it is important to pair stakeholders with the appropriate communications, messages, and outreach.

Primary Stakeholders:

- Lake Oswego residents (homeowners, renters, property owners)
- Policy Makers/Elected Officials (City Council, Boards & Commissions)
- Neighborhood Associations
- Business community (business owners, employers, employees, Chamber of Commerce, business associations)
- Lake Oswego School District
- Community groups, civic organizations, and advocacy groups
- Social service agencies and nonprofits
- Faith-based organizations
- Municipal and County partners in neighboring communities
- Local media outlets

Secondary Stakeholders:

- Portland Metro organizations
- Potential relocations to Lake Oswego (resident or business)
- Local tourism and Travel Oregon
- State and federal elected officials representing Lake Oswego
- Statewide and regional business organizations
- Statewide social service agencies and nonprofits, including those serving targeted populations
- Regional, statewide, and national media outlets

Communications Team Roles & Responsibilities

Public Information Office

The Public Information Office serves as the facilitator of citywide communications, engagement, and strategy. The team serves as a consultant and resource to departments, while managing communications and outreach for City Manager's Office projects. The team has expertise in content development, marketing, advertising, design, public relations, event planning, social media, web management, volunteer management, non-profit management, and public outreach.

Responsibilities:

- Manages citywide communications content, channels, social media, and publications.
- Serves as primary external media outlet contact.
 - Public Safety/Emergency response led by Police or Fire in coordination with the Public Information Office.
- Acts as communications and engagement internal "consultant" or advisor to departments.
- Oversees citywide content/editorial calendar to ensure coordinated communications across departments.
- Facilitates Communication Team and monthly coordination meetings.

Communications Team Representatives

The Executive Team will appoint a designated staff member to represent their respective departments in external communications and engagement. The appointed individuals should be familiar with the external communications priorities and practices within their departments.

Responsibilities:

- Serves as communications liaison and point person for department.
- Relays communications issues back to their respective departments and divisions.
- Keeps interdepartmental lines of communication open to ensure well-coordinated and comprehensive communication.
- Shares responsibility of citywide and department specific communications development.
- Attends monthly team meeting to offer content development, resource sharing, and cross-department coordination.

Conclusion & Next Steps

The Communications Team is committed to building community trust in the City through thoughtful, proactive communications and engagement. This shall be done through social networks, media relations, and other channels to promote transparency, information sharing, and two-way engagement.

Once the Strategy is approved by the Communications Team and Executive Team, we will begin working towards the goals and actions as outlined with the proposed timelines. We will also assign action items to members of the Communications Team to have cross-department commitment and coordination.