



Morrisville

Communications & Outreach

Strategic Communications Plan FY2026 – FY2029

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Strategic Communications Plan Overview

The purpose of this Strategic Communications Plan is to clearly define the goals, objectives, initiatives, audiences and tools the Town of Morrisville will use when communicating with all stakeholders. The plan ensures the Morrisville story is told effectively, and engagement between the Town and the community is implemented in an accurate, timely, effective, open and inclusive manner. The plan will identify further opportunities to share the Town's messages and distribution methods for enhanced clarity.

Transparent and open communication is a basic obligation of local government and an essential component of public service. Communicating with residents, businesses, and visitors to our community is vital to the ongoing success of Morrisville. Through consistent and engaged communication, Morrisville can continue to see informed community participation, enhanced focus on community needs and services, enhanced community engagement and improved overall livability.

Communications & Outreach aims to increase all stakeholder engagement, both internal and external, and community understanding of Town services, initiatives and resources available. This can be achieved through the delivery of accurate and timely information, increased two-way engagement, and Americans with Disabilities Act (ADA) compliance, and standardized processes for consistency.

The Strategic Communications Plan is designed to align with the Connect Morrisville Strategic Plan approved by Town Council on July 22, 2025, for FY2026 to FY2029.

Town of Morrisville Overview

Morrisville is in Wake County, outside the capital city of Raleigh, and is adjacent to Research Triangle Park (RTP). At just over nine square miles, and with a population estimated just over 34,000 as of October 2025, it continues to be one of the most diverse towns in North Carolina. Morrisville is viewed as a desirable location for people to live, work, play, and visit and was previously recognized as an All-America City in June 2021, one of only 10 communities nationwide to earn that distinction.

In 2025, Morrisville received the following recognition:

- #1 of 185 Best Suburbs for Young Professionals in NC
- #2 of 509 Best Places to Live in NC
- #2 of 185 Best Suburbs to Live in NC
- #3 of 509 Best Places to Raise a Family in NC
- #3 of 185 Best Suburbs to Raise a Family in NC
- #5 of 355 Places with the Best Public Schools in NC
- #5 of 185 Suburbs with the Best Public Schools in NC

These accolades reflect the warm, community connection that residents say make Morrisville so unique. The community is being further enhanced by the Town Center, which broke ground in September 2025, which will create a downtown destination that will include a Town Green, amphitheater, and a mix of cottage-style retail. The broader Town Center District includes the Morrisville Community Library, the Morrisville Dog Park, Indian Creek Trailhead and playground, and the Western Wake Farmers Market and Community Education Garden.

Morrisville's proximity to RTP – a national hotbed of technological development, hosting over 385 companies and 55,000 workers with more than \$6 billion of research investment, along with other national and world-wide companies, influences the Town's economy and demographics. With highly skilled, professional and technology-based industries, particularly with the recent expansion in life sciences and advanced manufacturing, Morrisville's population is diverse, affluent and highly educated. As a result, the local median household income is now \$125,396¹, almost 70% higher than the state average of \$73,958².

Morrisville is close to both Raleigh and Durham and is easily accessible by Interstates 40 and 85, offering residents access to amenities found in larger cities. The Town is conveniently located within 10 minutes of the Raleigh-Durham International Airport (which is also growing), offers a node-based Morrisville Smart Shuttle, and works closely with regional partners to enhance and establish

¹ U.S. Census 2024 Estimates

² 2024 American Community Survey Estimates

additional transit and mobility options.

The Wake County Public School System (ranked #4 of 115 Best School Districts in North Carolina 2026 by Niche.Com) provides excellent educational opportunities for Morrisville families, including the Wake Early College of Information and Biotechnologies, and Morrisville's first high school, set to open in Fall 2027. Wake Technical Community College's RTP Campus is located in Morrisville, and residents are within 30 minutes of several major public and private colleges and universities, including Duke University, UNC-Chapel Hill, North Carolina State University, Durham Technical Community College, Meredith College, North Carolina Central University, William Peace University, Saint Augustine's College, and Shaw University.

People visit and stay in Morrisville because of the superb quality of life. Town Council, staff, residents, stakeholders, and volunteers are committed to maintaining Morrisville as a mid-sized community that maintains its small-town charm. Morrisville is a warm and welcoming community, validating the Town's ideology and philosophy, "Live connected. Live well."

Morrisville is a place where diverse people and businesses connect to a world of opportunity – and we are all better for it.

Department Mission and Strategic Alignment

The Communications & Outreach Department Mission

To foster relationships with those who live, work, visit, and engage in our Town through transparent, effective, and ongoing communication.

Town of Morrisville Mission

Connecting our diverse community to an enhanced quality of life through innovative programs and services.

Town of Morrisville Vision

A sustainable and thriving community that celebrates diversity and inclusion while enhancing the well-being of people who live, work and play in Morrisville.

Town of Morrisville Values

Dedication – Integrity – Courtesy – Innovation

Town of Morrisville Goal Alignment

Goal 3: Engaged, Inclusive Community

Obj. 3.1 – Validate Community interests/desires/needs

Obj. 3.3 – Enhance communication tools to increase involvement in activities, programs and opportunities for public engagement and collaboration

Obj. 3.4 – Create and promote both a community and staff environment that is welcoming to, inclusive of, and values diverse populations and perspectives

Goal 6: Operational Excellence

Obj. 6.1 – Enhance community-facing programs and services

Obj. 6.3 – Enhance efficiency and productivity opportunities for staff

Goal 7: Organizational Resiliency

Obj. 7.1 – Enhance communication tools to increase involvement in activities, programs and opportunities for public engagement and collaboration

Communications & Outreach Department Overview

The Communications & Outreach Department's goal is to be open, honest, and transparent with all stakeholders. We do that through the provision of accurate, clear, concise, proactive, and timely information to our community, including residents, businesses, Town employees, Town Council, news media, and visitors.

The Communications & Outreach Department is responsible for the production and/or dissemination of information about Town operations and related business, as well as dissemination of information in coordination with the Town's strategic partners. We focus on interdepartmental coordination and collaboration, community outreach and engagement, social media, public relations, interpretation and translation, and the Town website.

Communication is a critical component of the Connect Morrisville Strategic Plan, illustrated throughout various goals, objectives and initiatives. An engaged, inclusive community is informed, feels valued and will desire to be a collaborative partner with the Town.

Department Structure & Responsibilities

Communications & Outreach Director

- Develops and plans comprehensive communications, long-range and strategic initiatives
- Supervisory responsibility for all department staff
- Assists with photography, videography, copy writing and copy editing
- Primary spokesperson for the Town

Public Information Officer

- Lead role for website coordination and management
- Coordinates weekly e-newsletter and bi-annual digital newsletter
- Secondary spokesperson for the Town
- Assists with videography, video editing, copy writing and copy editing

Social Media Coordinator

- Lead coordinator for Town/primary social media channels; oversight for department social media channels
- Assists in Communications promotion of Town special events
- Assists in special project work as assigned
- Assists with graphic design, photography, videography, video editing, copy writing and copy editing

Community Relations Liaison

- Primary liaison to HOAs and faith-based organizations within community; maintains/manages relevant databases
- Assists with specific annually recurring projects, i.e. Creek Week
- Assists Economic Development/Small Business in outreach and promotion of events
- Assists with graphic design, photography, videography, copy writing and copy editing

Communications Specialist

- Lead coordinator for Language Access Plan (LAP), related training, and management of translation and interpretive tools
- Assists in special project work as assigned
- Assists with graphic design, photography, videography, copy writing and copy editing

Department Structure & Responsibilities – Proposed FY2027 and Beyond

Following ongoing assessment of staff work, independent roles, overlapping work, and prioritized long-term needs for the Communications & Outreach Department, the Communications & Outreach Director shared a proposed restructuring as part of the FY2027 Department Budget Review. The proposed restructuring of current positions and roles would better balance current workloads and provide long-term efficiencies to support ongoing and future work.

Communications & Outreach Director

- Develops and plans comprehensive communications, long-range and strategic initiatives
- Supervisory responsibility for all department staff
- Assists with copy writing and copy editing
- Serves as primary Public Information Officer and primary spokesperson for the Town

Communications Manager – Former Social Media Coordinator - Proposed

- Lead role in coordinating staff within Communications to evaluate, develop, plan, coordinate, and implement marketing and program design needs for events
- Lead responsibility for management of Communications Digital and Physical Asset inventory
- Lead responsibility for management of the Town Brand
- Supervisory responsibility for Communications Graphics Specialist
- Supports graphic design, photography, videography, video editing, copy writing and copy editing as needed
- Serves as backup Public Information Officer and secondary spokesperson for the Town
- Acts as Communications Director in their absence

Website Coordinator – Former Public Information Officer - Proposed

- Lead role for all website coordination and management amongst internal and external stakeholders
- Serves as ongoing compliance manager for site and documents (ADA, WCAG, LAP and Town Brand compliance)
- Lead role for staff training on effective web communications and user access
- Supports photography, videography, copy writing and copy editing as needed

Communications Graphics Specialist – Former Community Relations Liaison -
Proposed

- Lead role for graphic design, photography, photo editing, videography, video editing
- Lead coordinator for Town/primary social media channels; oversight for department social media channels
- Collects and analyzes data for compilation of Town statistical reports and demographics
- Assists with copy writing and copy editing

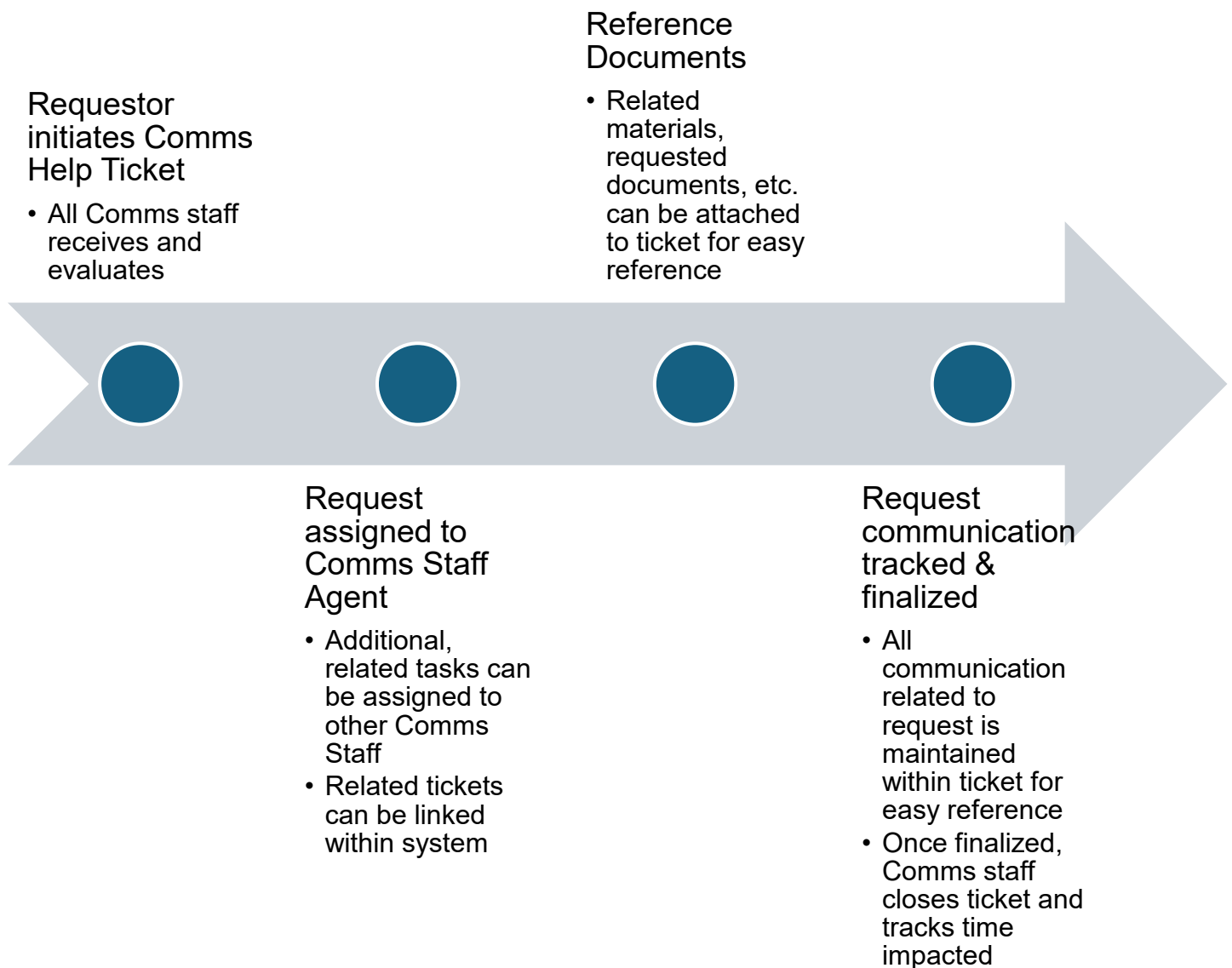
Communications Specialist – Enhanced Responsibilities

- Lead coordinator for Language Access Plan (LAP), related training, and management of translation and interpretive tools
- NEW - Primary liaison to HOAs and faith-based organizations within community; maintains/manages relevant databases
- NEW - Assists Economic Development/Small Business in outreach and promotion of events
- NEW - Coordinates weekly e-newsletter and bi-annual digital newsletter
- Supports graphic design, photography, videography, copy writing and copy editing as needed

Processes & Workflows

Communications & Outreach serves as an organizational support partner to all staff and elected officials, available for all needs from collaborating on project tasks to facilitating with the media.

We implemented a “CommsHelp” ticket system in July 2025 to help facilitate collaboration and coordination between the Communications & Outreach team and interdepartmental staff. The ticketing system allows all members of the team to receive notification with each request, determine how to best allocate current resources or capacity, assign tasks, assess time involved with each request, determine any patterns in requests to understand if additional training or education may be needed, or if additional tools may need to be explored.



Communication Channels & Tools

Communications & Outreach serves the organization and broader community through a variety of channels and public-facing distributions and utilizes several systems and tools to help us create and manage messaging.

Channels (<i>Digital unless otherwise noted</i>)	Tools
Email	Outlook Mailchimp – Large distribution groups or high volume of emails in short period of time
Events	Fliers/Brochures – Hard copy as requested Signage – Digital, graphic, or hard copy as requested
Newsletters	Connection Newsletter Bi-Annual – <i>Hard copy available upon request</i> HOA Monthly e-Newsletter Next Week in Morrisville Weekly e-Newsletter
Social Media	Social media (<i>Staff uses software tools to manage all accounts collectively</i>) • Town of Morrisville: Facebook, Instagram, X (formerly Twitter), LinkedIn, YouTube, Nextdoor • Fire: Facebook, Instagram, LinkedIn • Parks: Facebook, Instagram • Police: Facebook, X (formerly Twitter), LinkedIn • Stormwater: Facebook, X (formerly Twitter) • Paid advertising – Use determined on case-by-case basis
SMS Text Alerts	Enabled through 3 rd party software; recipients may opt-in or opt-out for specific uses
News Outlets	Interviews (print, radio, online, TV) Press Releases/Media Advisories
Website	QR Codes Rep'd Videos • Merged December 2025 with Ask Morris ChatBot; hosted on website Traditional Town Calendar Special Events Calendar

As Requested	Banners (designated uses and locations) Evaluations • Digital Analytics (social media insights, website analytics, help ticket analytics) • Surveys (digital, hard copy, or in-person) • Polls (digital, hard copy, or in-person; not a formalized survey) Graphic Design Interpretation & Translation services (LAP) New Resident Welcome Info – post card and website content Photography • Camera equipment • Professional backdrop, lighting, flash, and filter tools used to produce content Staff training • Media interaction • Social media • Website Videography • Mobile tool with Bluetooth connectivity (easily controlled through mobile device) • Software tool used to edit and produce content
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See Appendix A for further detail on Communications tools

Target Audiences

- Residents (including underserved and multilingual communities)
- Businesses (current and potential)
- Homeowners Associations (HOA), faith-based groups and neighborhood leaders
- Town of Morrisville Advisory Committees
- Media
- Visitors and tourists
- Partner agencies and jurisdictions
- Internal staff and leadership
- Town Council

Key Messages

- Sustainable, livable community growth through thoughtful and responsible planning.
- Public safety preparedness through operational readiness, prevention and education.
- Engaged, inclusive community through events, open forums, polls, surveys.
- Community mobility through enhanced accessibility and connectivity.
- Economic prosperity by supporting a business-friendly environment.
- Operational excellence through a highly skilled, and effective workforce.
- Organizational resiliency through adaptability and preservation.
- Proactive sharing of information for a transparent, accessible government.

Department Goals, Initiatives, Outcome Measures & Key Performance Indicators

Communications & Outreach Department Strategic Plan Goals

GOAL 1: Enhance end-user experience of communication tools	GOAL 2: Enhanced Language Access Plan programming
INIT. 1: Comprehensive redesign of morrisvillenc.gov and rollout marketing plan to public.	INIT. 1: Continue to identify areas of need at Town facilities and with first responders for interpretation services.
INIT. 2: Further engage and enhance two-way communications with residents via Rep'd video platform.	INIT. 2: Collaborate with Town staff to identify vital documents and facilitate their translation into the four core languages.
INIT. 3: Social media posts driving engagement and meaningful communications with stakeholders.	INIT. 3: Identify and assess current and potential accessibility tools such as the Morrisville Central mobile app, handheld devices.
INIT. 4: Refined Town Brand Standards Guide to foster a consistent experience that builds trust and loyalty with our stakeholders.	INIT. 4: Identify opportunities for community engagement and outreach to promote awareness of Language Access Program.
OM 1: Leverage Google Analytics and Granicus to gain analytics and metrics on high-traffic areas and adjust/optimize content on low performing sites.	OM 1: Track rate of translation/publication to website or making publicly available as measure of effectiveness
<i>2026 Status: Staff obtaining data for evaluation</i>	<i>2026 Status: Continually working with departments to identify and translate "vital documents," and designing/printing language accessible signage for Town facilities</i>
OM 2: Website resident/user satisfaction rate over time	OM 2: Frequency of engagement in translation/interpretation services - AND- languages most frequently engaged
<i>2026 Status: Brief website user satisfaction poll conducted in early 2026, but broad user satisfaction survey work not yet begun; Staff anticipates facilitating the next Community Survey using a statistically significant survey tool this summer to gauge resident satisfaction</i>	<i>2026 Status: Staff utilize translation services provider through established vendor contract</i>

OM 3: Social media posts and resulting engagement	
<i>2026 Status: Information is being shared on the Strategic Performance Dashboard</i>	
OM 4: Timeliness on sharing information that impacts our community (typically public safety issues but could be others)	
<i>2026 Status: Open click rate and response(s) from Mailchimp</i>	

Key Performance Indicators

Sub-measures that help staff measure and gauge performance.

MEDIA COVERAGE	
News Releases	The number of releases reacted to by the media
News Sentiment	The sentiment of mentions, articles or interviews published by the media – positive, negative or neutral
Reach	The reach of advertisements and news stories in media outlets. Examples include ads and news stories in print and online and the number of people who saw it based on the number of publications printed or the number of people who visited the webpage where the content is located
E-NEWSLETTERS	
Subscribers	The number of people who have signed up to receive the communication
Open Rate	The average percentage of recipients who open the email or notification
Click-Through Rate	The average percentage of recipients who click on an active link within the email or publication
WEBSITE	
Unique Visits	The number of distinct individuals visiting the site
Page Views	The number of times a page on the site has been viewed
Top Pages	The pages that are visited most frequently
Bounce Rate	The percentage of people that navigate away from the site after only viewing one page. A lower bounce rate means that people are exploring the page and finding the information they need.
Search Terms	The more frequently a term is searched, the more likely it is that visitors are not finding what they need and suggest it may need to be displayed more prominently.
SOCIAL MEDIA	
Followers	The number of people who subscribe to, and follow, the Town's pages.
Engagement	The number of people who interact with the Town's pages including likes, comments, tags, or shares
Reach	The number of people who saw the Town's posts
OTHER	
Council feedback	
Video views	
Tracked participation in Town polls and surveys	

Department Assessment

Challenges

- Community expectations for clarity of information and responsiveness are high for relatively small staff team
- Continued management of “information overload” – balancing volume and timing of multiple, competing messages
- Continuous monitoring of social media, constant need for responses/engagement
- Evaluation of evolving technologies within departmental roles and within the organization
- Adjustment in procedures, addition of tools/resources, and some staff transition over time has led to staff need to identify/recreate procedural documentation for further reference

Opportunities

- Building standardized communication protocols across the organization
- Staff desire to seek professional development to grow and expand in their current roles and beyond
- Broadening and maintaining external stakeholder engagement groups
- Observed and recommended options for restructure of workload within positions and within department to provide better alignment of skills and workload balance
- Tool and resource enhancements to provide more effective and efficient ways to work

Perspectives for Consideration



Equity & Accessibility

Communications & Outreach staff reviews all communication products ensuring availability across multiple mediums so that all residents have equal opportunity to access. Staff ensures communication products are written at an accessible level for all – in clear, concise and straightforward language – and distributed in methods that are open and inclusive to all cultures.

Language Access Plan (LAP)

Since the adoption of Morrisville’s LAP in 2024, and the addition of a Communications Specialist to the Communications & Outreach Department in July 2025 to provide full-time oversight to the LAP, staff have made significant efforts towards accessibility and language equity for residents through the following steps:

- Provided an over-the-phone interpretation line for public safety agencies, including Morrisville Fire and Police
- Tested and implemented “Pocketalk” devices within the Police Department – handheld devices that support real-time, two-way translation in over 92 languages
- Facilitated cultural training to Town Staff in partnership with the Hindi Vikas Mandal
- Facilitated the translation of over 55 documents in 7+ languages
- Continually working with departments to identify and translate “vital documents,” and designing/printing language accessible signage for Town facilities
- Designed Morrisville LAP-branded materials to share with staff and provide for distribution at outreach events.

Completed recommendations from the Language Access Plan include:

- Providing Cultural Training for Town staff.
- Printing and designing signage and cue cards for all Town buildings and facilities.
- Translation and identification of vital documents.
- Utilizing interpretation services and technology.
- Marketing and promotion of the Language Access Plan.

Language access in Morrisville is no longer a project or initiative to be explored, but rather it is a fully incorporated aspect of staff's work. All departments are aware of the responsibility we have to ensure our information is accessible to the community we serve - and that responsibility does not end with documentation – but begins with the languages each of us is most comfortable communicating.

Sustainability & Fiscal Responsibility

Communications & Outreach staff seek opportunities to demonstrate our commitment to sustainability. In 2025, we successfully implemented digital business cards to replace paper business cards and discontinued hard copy New Resident packet distribution to be replaced with a QR-coded post card. The Connection Newsletter was migrated from three times per year to bi-annual in 2025, and distribution converted to digital format. Hard copies remain available by request and at select Town facilities.

Summary

Through the processes and plans outlined herein, the Communications & Outreach Department will continue to support all stakeholders through open, honest, and transparent communication. We will continue to share information that is accurate, clear, concise, proactive, timely, and accessible to all in our community, including residents, businesses, Town employees, Town Council, news media, and visitors.

APPENDIX A – Communications Tools Detail Chart

Comms Tool	Estimated Reach	Frequency	Lead Time	Suggested Use	Distribution Format	Resources/ Notes
5 W's (Who, What, When, Where, Why)	Comms Team (5 staff)	ALL	5 business days	ALL	n/a	Communications Program 5 W's Form
Connection Newsletter	Print – 50 Digital – 301 Posted on website	2x/year	6 weeks; notifications about deadlines are sent to staff	Short articles covering recent or upcoming Town events/programs/ initiatives, quarterly calendar of events/mtgs; Short DYK or ads (sign-ups for social, etc.)	Digital	Archived Issues for content reference available on Town Website
Website	Varies, greatly depending on website page. Site receives 2,000-4,000 visits per week. Wed., Tues., Mon., and Thur. receive the most traffic	As needed. Website includes news, closings, public notices, splash pages and landing pages.	At least 3 business days UNLESS there is an immediate closing or delay.	Parent source for all Town information.	Digital	Website Redesign launched 10/6/25* <i>*Suggest no material content changes within first 6 months of launch to track usage</i>
Email Distribution Lists	HOA – 161 Small Business – 419 Special Event Invitations - varies	HOA – Monthly newsletter (approx. 15 th) and as needed announcements Small Business – Monthly newsletter and as needed announcements	At least 3 business days	Share information with large volume of users at specific time or referencing specific topic	Digital	
Welcome Packet (New Resident)	Average 100 new residents monthly	Monthly	At least 5 business days; post card delivery w/ QR Code	Share Town information to new Morrisville residents	Printed	QR code links to website information

Comms Tool	Estimated Reach	Frequency	Lead Time	Suggested Use	Distribution Format	Resources/ Notes
Next Week in Morrisville (NWIM) e-Newsletter	3,749 email addresses (opt-in)	Weekly, emailed on Friday afternoon	Information must be received by 9 a.m. Friday, unless otherwise noted	Share timely information for upcoming week; road closures, development notice	Digital	Info links to website as parent source of info
Facebook	10,000 followers	5-10 posts/week	At least 3 business days	Local info; timely public service updates/alerts (road closures/development notice); DYKs/public education; community engagement (holidays, events, survey promotion, etc.)	Digital	Social Media Coord. Builds annual content calendar Info links to website as parent source of info
X	5,950 followers	3+ posts/day	At least 3 business days	Breaking news; government/local media engagement; emergency updates; link to longer updates provided elsewhere; hashtags; tag partner agencies	Digital	Info links to website as parent source of info
Instagram	5,653 followers	5-10 posts/week	At least 3 business days	Visual/graphic; event recap/highlights; can be interactive w/ polls/quizzes; Millennial/Gen Z preference	Digital	Info links to website as parent source of info
Nextdoor	12,532 followers	1-2 posts/week	At least 3 business days	Local/neighborhood-based; resident concerns; hard to reach groups; neighborhood-specific alerts; neighborhood Q&A; surveys/event promotion; road closures/development notices	Digital	Info links to website as parent source of info
LinkedIn	3,044 followers	5-10 posts/week	At least 3 business days	Econ Devel.; recruitment; business-focused; partner agencies/ government peers; awards	Digital	Info links to website as parent source of info

Comms Tool	Estimated Reach	Frequency	Lead Time	Suggested Use	Distribution Format	Resources/ Notes
Press Releases	Local media outlets, department heads, Town Council (73)	As needed	2 weeks out for planned events, urgent issues as needed	Press notification – <i>not Town notification</i>	Digital	
Graphic Design	Varies based on audience/needs	As needed	At least 5 business days (based on size)	Includes flyers, postcards, display pieces, logos, brochures, display boards, etc.	Physical/Digital	Cost for graphic design will be billed to requesting department
Digital Message Boards	Cedar Fork Community Center and MAFC	As needed	At least three business days	Event promotion; project notice; development notice/road closures	Digital	Cost for digital message board will be billed to requesting dept
Direct Mailings	14,100 households (all Morrisville residents)	Limited/ specified use; approximate cost (\$5,000 postcard mailer)	At least 10-20 business days (design, proof, approval, printing, and mailing)	Dependent on topic matter (road closures/development notice)	Physical	Cost for print and postage will be billed to requesting dept
Town Banner System	Nine (9) Banners placed throughout the Town	Banner locations are scheduled.	4-6 weeks for printing and scheduling	See guidelines	Physical	Town Banner Guidelines
Language Access/Translation Services	Varies based on requests. Similar to website and social media reach.	As needed	At least 2 business days to process the request, 2 weeks for a completed translation (not including edits).	Sharing information with larger communities, public notices, or essential information.	Digital or In-Person	Cost for translation requests will be billed to requesting department
Rep'd Video (short) *Ask Morris Chatbot	Avg. 736 engagements/ month	As requested	At least one week for planned videos	Quick info share; response to inquiry; FAQ; Hot topics	Digital	Content should be 'evergreen' – does not change/update frequently

Comms Tool	Estimated Reach	Frequency	Lead Time	Suggested Use	Distribution Format	Resources/ Notes
YouTube Video (full-length)	1,230 subscribers	As requested	At least 2 months	Broader explanation; Council Mtg video archive; education/how-to; project updates; dept/employee spotlight; event highlights; bonus for playlists	Digital	
Photography	N/A	As requested	At least 1 week	Dependent on topic matter	Digital	
Videography	N/A	As requested	At least 1 week	Dependent on topic matter	Digital	
Survey	Varies; based on distribution methods chosen	Limit 1 per month; May restricted to Budget outreach survey ONLY	3-4 weeks prior to public launch; additional time required for translation needs	Submit Survey Proposal Form; Follow Survey Guidelines; avoid 'survey fatigue' & duplication of efforts	Digital	Survey Guidelines Survey Proposal Form
Ticket System	Comms Team (5 staff)	ALL	5 business days	ALL		
UPCOMING						
Podcast		Current goal: once a month	At least 2 months	Featured guests/speakers; specific topics	Digital	