

City of Roseville | Communications Plan | Updated June 21, 2021

Today's Date: _____

Project End: _____ This will be different for each problem statement

Scope: This communications plan is intended to serve as a guide to proactively think through communication strategy to internal and external stakeholders to inform, educate, consult, and involve/collaborate on the SREAP problem statements purpose and progress.

- **To Inform our stakeholders.** This information sharing will be used to help them understand the SREAP purpose, why we are doing it, and what we hope to accomplish from it. *Example: Rollout the SREAP to all employees so they know what it is.*
- **To Consult with our stakeholders.** There will be times when we will want to obtain feedback on decisions, alternatives, options, etc. Our communication points will be tailored for this type of situation when it arises. *Example: Gathering the Voice of the Customer perspective on the hiring process. (Problem Statement 1.4)*
- **To Involve/Collaborate with our stakeholders.** There may be times when we will want to ensure that the stakeholder's concerns and aspirations are directly reflected in the process. We will tailor communication pieces to that as well. *Example: Engaging customer to determine goals of the hiring process. (Problem Statement 1.6)*

Who needs to know? (Stakeholders)	What do they need to know?	How will we tell them?	When do they need to know? How often?	Who will tell them?
ALL staff	1-15	<ul style="list-style-type: none"> • a • e • g • k 	<ul style="list-style-type: none"> • Sooner • Monthly at team meetings • See SREAP timeline 	<ul style="list-style-type: none"> • Managers/Supervisors • Strategy Team Leads • Dept Heads • Strategy Team • Equity and Inclusion Manager
All Managers/Supervisors	1-15	<ul style="list-style-type: none"> • a • e • g • h • i • j • k 	<ul style="list-style-type: none"> • Sooner • Monthly at team meetings • See SREAP timeline 	<ul style="list-style-type: none"> • Dept Heads • Strategy team leads • Equity and Inclusion Manager

<i>Who needs to know? (Stakeholders)</i>	<i>What do they need to know?</i>	<i>How will we tell them?</i>	<i>When do they need to know? How often?</i>	<i>Who will tell them?</i>
Mayor and Councilmembers	1-15	<ul style="list-style-type: none"> • a • e • g • h • i • j • k 	<ul style="list-style-type: none"> • Sooner • Quarterly, at least • See SREAP timeline 	<ul style="list-style-type: none"> • Strategy team leads • Equity and Inclusion Manager • Consultants
Department Heads	1-10, 14 and 15	<ul style="list-style-type: none"> • a • e • g • h • i • j • k 	<ul style="list-style-type: none"> • Sooner • Monthly at team meetings • See SREAP timeline 	<ul style="list-style-type: none"> • Strategy Team Leads • Equity and Inclusion Manager
HRIEC	1-10, 14 and 15	<ul style="list-style-type: none"> • a • e • g • h • i • j • k 	<ul style="list-style-type: none"> • Sooner • Monthly at team meetings • See SREAP timeline 	<ul style="list-style-type: none"> • Equity and Inclusion Manager
Other Commissioners	1-7, 9, 10, 14 and 15	<ul style="list-style-type: none"> • a • b • e • g • h • i • j • p 	<ul style="list-style-type: none"> • Monthly at meetings, when applicable • See SREAP timeline 	<ul style="list-style-type: none"> • Dept Heads • Strategy Team Leads • Equity and Inclusion Manager

<i>Who needs to know? (Stakeholders)</i>	<i>What do they need to know?</i>	<i>How will we tell them?</i>	<i>When do they need to know? How often?</i>	<i>Who will tell them?</i>
Communications Staff	1-15	<ul style="list-style-type: none"> • a • e • g • h • i • j • k 	<ul style="list-style-type: none"> • Immediately • Monthly at team meetings • See SREAP timeline 	<ul style="list-style-type: none"> • City Manager • Assistant City Manager • Equity and Inclusion Manager • Strategy Team Liaison
HR Staff/Hiring Managers	1-15	<ul style="list-style-type: none"> • a • e • g • h • i • j • k 	<ul style="list-style-type: none"> • Sooner • Monthly at team meetings • See SREAP timeline 	<ul style="list-style-type: none"> • Assistant City Manager • Dept Heads • Equity and Inclusion Manager
General Public	1-10, 14	<ul style="list-style-type: none"> • a • d • l • n • o • q 	<ul style="list-style-type: none"> • As soon as there are updates 	<ul style="list-style-type: none"> • Communications • Equity and Inclusion Manager
Union Stewards	1-15	<ul style="list-style-type: none"> • a • e • g • h • i • j • k 	<ul style="list-style-type: none"> • Sooner • Monthly at team meetings • See SREAP timeline 	<ul style="list-style-type: none"> • Dept Heads • HR

<i>Who needs to know? (Stakeholders)</i>	<i>What do they need to know?</i>	<i>How will we tell them?</i>	<i>When do they need to know? How often?</i>	<i>Who will tell them?</i>
Community Leaders	Depends, 1-10, 14	<ul style="list-style-type: none"> • a • d • l • n • o • q 	<ul style="list-style-type: none"> • Depends on information 	<ul style="list-style-type: none"> • Communications • Equity and Inclusion Manager

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What do our audiences need to know? What will we tell them? Is the purpose to Inform, Consult, or Involve/Collaborate?

How will we tell them?

1. What is the SREAP? **I**
2. What are the priorities of the SREAP? **I**
3. Why is the city taking on this initiative? **I**
4. What benefit to the city/community will this serve? **I**
5. How will this impact daily work? **IC**
6. What is the status of the initiatives? **I**
7. What has been accomplished so far? **I**
8. What are important next steps in the timeline? **IC**
9. How can they get involved? **IC/C**
10. Where can updates be found for the SREAP? **I**
11. How were the problem statements identified? **I**
12. How was the SREAP developed? **I**
13. Who is/was involved in the SREAP? **I**
14. What are the expected outcomes or goals? **IC/C**
15. What are the city's expectations of them? **I/C**
- 16.

- a. E-mail
- b. One-page summary (key points) document
- c. Webpage on city intranet
- d. Individual conversation
- e. Staff meetings/ Team meetings
- f. Elevator speech
- g. Training sessions
- h. Conferences
- i. Retreats
- j. Presentation
- k. Internal newsletter article
- l. External newsletter article
- m. Personalized letter
- n. Social media
- o. Special events
- p. Commission meeting
- q. Local media
- r.

Who will tell them?

- Senior Leaders communicate agency vision, goals, intent, and accountability. They communicate with audiences at key milestones.
- Supervisors/ Managers communicate to reinforce messages from Senior Leaders, to provide strategy, and to provide general guidance and accountability to Managers. They communicate with audiences monthly. They also collect feedback from their direct reports (managers) and feed that back up to Senior Leaders.
- Strategy Team Members communicate to reinforce messages from Supervisors/Managers, to provide perspective, and leadership for their colleagues. They communicate with audiences monthly. They also collect feedback from their colleagues and feed that back up to Supervisors/ Managers.
- Equity & Inclusion Manager communicates project details to all audiences and mediates between various levels of authority.
- Other people/groups serve as mediators between the City of Roseville staff and constituents.