

# City Council Study Session

Monday, May 01, 2023 – 6:30 PM

27400 Southfield Road, Lathrup Village, Michigan 48076

In the Meeting Place

## ADDRESSING THE CITY COUNCIL

- Your comments shall be made during times set aside for that purpose.
- Stand or raise a hand to indicate that you wish to speak.
- When recognized, state your name and direct your comments and/or questions to any City official in attendance.
- Each person wishing to address the City Council and/or attending officials shall be afforded one opportunity of up to three (3) minutes duration during the first and last occasion for citizen comments and questions and one opportunity of up to three (3) minutes duration during each public hearing. Comments made during public hearings shall be relevant to the subject for which the public hearings are held.
- In addition to the opportunities described above, a citizen may respond to questions posed to him or her by the Mayor or members of the Council, provided members have been granted the floor to pose such questions.
- No speaker may make personal or impertinent attacks upon any officer, employee, or City Council member or other Elected Official, that is unrelated to the manner in which the officer, employee, or City Council member or other Elected Official, performs his or her duties.
- No person shall use abusive or threatening language toward any individual when addressing the City Council.
- Any person who violates this section shall be directed by the Mayor to be orderly and silent. If a person addressing the Council refuses to become silent when so directed, such person may be deemed by the Mayor to have committed a “breach of the peace” by disrupting and impeding the orderly conduct of the public meeting of the City Council and may be ordered by the Mayor to leave the meeting. If the person refuses to leave as directed, the Mayor may direct any law enforcement officer who is present to escort the violator from the meeting.

### 1. **Call to Order** by Mayor Garrett

### 2. **Discussion Items**

A. 2023/2024 Fiscal Year Council Goal Setting

B. FY 2023-24 Budget

C. Communications Plan

D. Water Service Line Identification Plan

### 3. **Public Comments**

### 4. **Mayor and Council Comments**

### 5. **Adjourn**

**CITY OF LATHRUP VILLAGE – CITY COUNCIL  
DISCUSSION OF GOALS/PERFORMANCE MEASURES  
FISCAL YEAR 2021/2022**

CITY COUNCIL		
VALUES/GOALS	OBJECTIVES / PERFORMANCE MEASURES	RANKING
<p><b>Transparent, Open and Honest Government</b> – This value reflects our first and most important responsibility. We maintain an organization reputation for openness, honesty and integrity</p>		
<p><b>Dedication to Service</b> – our primary duty is the people we serve. We are accessible, responsive, consistent and understanding. We provide assistance beyond our customer’s expectations and we find effective solutions to problems that are brought to our attention.</p>		
<p><b>Fiscal Responsibility</b> – proper use of community resources in a public trust which we continually guard. In the management of this trust, we must avoid even the appearance of impropriety. In our management of public funds, we will strive for the greater possible efficiency and effectiveness.</p>		
<p><b>Personal Honesty and Integrity</b> – each of us demonstrates the highest standards of personal integrity and honesty in public activities to inspire confidence and trust in our government.</p>		

**CITY OF LATHRUP VILLAGE – CITY COUNCIL  
DISCUSSION OF GOALS/PERFORMANCE MEASURES  
FISCAL YEAR 2021/2022**

CITY COUNCIL		
VALUES/GOALS	OBJECTIVES / PERFORMANCE MEASURES	RANKING
<p><b>Excellence</b> – we continually pursue excellence by being creative, professional, taking risks, showing initiative and being committed to our team. In this pursuit, we support continuing education and training for all team members.</p>		
<p><b>Teamwork</b> – we are a team that emphasizes high levels of trust and cooperation and commitment to excellent communication with the organization. We encourage employees to exercise independent judgement in meeting customer needs through professional behavior that is consistent with our values.</p>		
<p><b>A Humane and Diverse Organization</b> – we are a humane organization that honors diversity and protects individual rights. Open communication, respect for others compassion and a sense of humor contribute to our positive working environment. We make every attempt for every employee to reach his or her full potential. We value cultural and social diversity that is reflected in our community, and we welcome the changes and new perspectives that this diversity brings us.</p>		

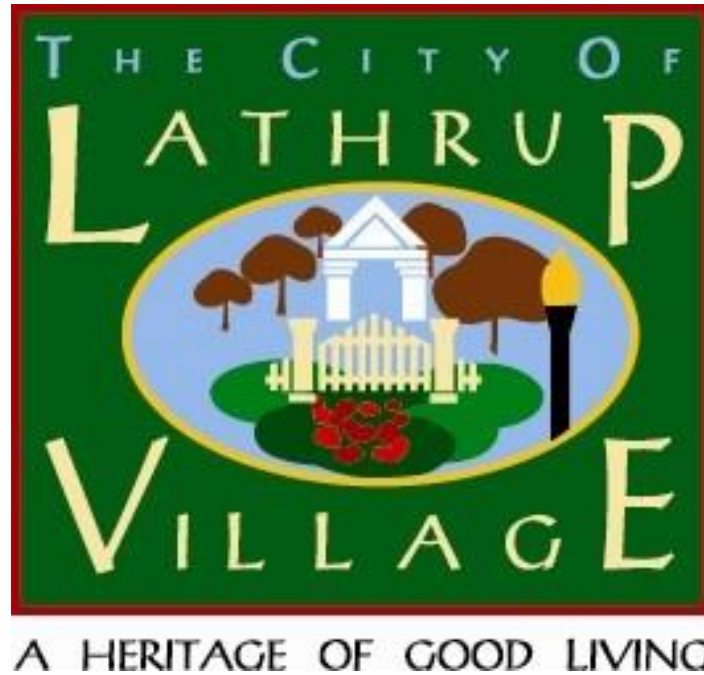
**CITY OF LATHRUP VILLAGE – CITY COUNCIL  
DISCUSSION OF GOALS/PERFORMANCE MEASURES  
FISCAL YEAR 2021/2022**

CITY COUNCIL		
VALUES/GOALS	OBJECTIVES / PERFORMANCE MEASURES	RANKING
OTHER CATEGORY		

**CITY OF LATHRUP VILLAGE COMMUNICATION STRATEGY**

	EVENT	LEVEL	AUDIENCE	OWNER	COMMUNICATION METHOD										
					How is the message communicated and who is responsible for delivery of the message										
	Occurance that necessitates City Communication	Urgency of communication	Who will receive the communication	Who creates content, handles questions, and makes statements	SOCIAL	WEB	NEWS-LETTER	LED SIGN	PRESS RELEASE	E-BLAST	HAND DELIVER	INTERNAL CALL/EMAIL	EXTERNAL CALL/EMAIL	PRESS CONF	SIREN
FACILITIES Closures, cancellations, hour changes	City Hall														
	DPW														
	Parks														
	Sanitary Retention Tank														
CITY SERVICES PSAs: service changes / reminders of infrequent services	Assessing/Taxes														
	Elections														
	Leaf drop														
	Sewer														
	Snow plowing														
	Storm debris pick up														
	Utility Billing														
	Water														
CRIME	Public Threat (Active shooter, bomb threat, etc)														
	Significant Felony (Armed robbery, homicide, etc)														
	Missing Person														
PUBLIC EMERGENCY	Hazardous material spill impacting public domain														
	Sewer spill into waterway														
	Significant structure fire														
	Activation of Emergency Operations Center														
INFRASTRUCTURE	Road Closure (traffic incident)														
	Road Closure (construction)														
	Upcoming Road Work														
	Sewer backup														
	Watermain Break														
	Boil Water Alert														
PUBLIC CONCERN OR INCIDENT	Significant Public Complaint														
	Protest/Gathering														
	Injury/Crime on Public Property														
	Threat of Legal Action														
WEATHER	Severe Thunderstorm Warning														
	Tornado Watch														
	Tornado Warning														
	Winter Storm Warning														

Legend				PRIME DIRECTIVE ON COMMUNICATION		
City Administrator	MAYOR	A	CITY ATTORNEY	1	High level of urgency: requires immediate communication	All communication should be clear, concise, and factual, and should answer the following:  <b>What:</b> Describe what happened or will happen <b>Who:</b> Describe who is impacted, who will be addressing the issue <b>Where:</b> Detail the location of affected area <b>When:</b> When the event will or did happen and length of impact <b>Why:</b> Explain the factual reason for the event <b>How:</b> Describe next steps and action items
Clerk	OC SHERIFF'S OFFICE	C	CITY COUNCIL			
DPW	PLANNING/ZONING	I	INSURANCE PROVIDER	2	Moderate level of urgency: requires communication within 24 hours	
POLICE	FIRE	R	AFFECTED RESIDENTS			
FINANCE	EMERG OPERATIONS	S	AFFECTED STAFF	3	Low level of urgency: communication as needed	
		CA	CITY ADMINISTRATOR			



# City of Lathrup Village Communication Plan

Lathrup Village City Hall  
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Lathrup Village, MI 48076  
248.557.2600  
[www.lathrupvillage.org](http://www.lathrupvillage.org)

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## Table of Contents

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## Executive Summary

The Communication Plan is a living document intended to be adapted and enhanced. As communications technology and platforms for citizen engagement continue to advance, this Plan is expected to change to meet the emerging needs. The Plan as it is adopted today is a snapshot of the City's current communication goals and objectives providing a unified method to achieve those goals and best serve Lathrup Village's constituents.

The Plan outlines an overall communications philosophy, structure, audience and platforms.

## Why We Have a Plan

In addition to communication being a basic obligation of government and an essential component of a democratic process, communicating with the residents, business leaders and visitors to our community is vital to the continued success of Lathrup Village. Through consistent and engaged communication, Lathrup Village has the ability to grow informed participation, enhance community pride and improve overall livability. The City recognizes that having a public communication plan in place that effectively outlines this structure will foster that engaged, informed community as well as attract quality employees thereby making these efforts more efficient and comprehensive.

This Plan encompasses general and crisis communication regarding the City of Lathrup Village and its various departments, services, and programs. For disaster or emergency situations, please refer to the Emergency Management Plan for the City of Lathrup Village.

## Organizational Values

The City's Communication Plan is based on the following values which guide its overall development and implementation:

- We believe in an open city government for citizens and employees.
- We believe in being the best source of information about Lathrup Village city government.
- We believe in a proactive, coordinated and timely approach to disseminating information.
- We believe in the development of a unified message that effectively supports and reflects the goals of the city government as established by the City Council.
- We believe in a unified communication system that supports open, inclusive government and provides all City employees with the training necessary to effectively and accurately communicate each department's programs and services.
- We believe in promoting positive relationships and partnerships between the city government, residents, businesses, community organizations and schools.
- We believe in the successful future of Lathrup Village for its citizens, customers and partners.



## Communications Team

Everyone who represents the City government in any official capacity can be considered a communicator for the City. It is important to create a unified structure defining the message and process for all communicators to ensure reliable communication with and for the City's stakeholders. The success of a communications program depends on everyone's understanding and participation.

For the purposes of this Plan, the City defines its core communications team as follows:

- Mayor and City Council
- City Manager
- Assistant City Manager
- City Clerk
- Communications Specialist
- Department Directors and Designated Representatives
- City Boards, Commissions and Committees
- Other Council-Appointed Officials

## Target Audience

A key component of any communication plan is to identify partners in the conversation.

### *External Stakeholders:*

- Residents / Citizens
- Visitors
- Business leaders
- Community organizations
- Schools
- Regional influencers
- Media

### *Internal Stakeholders:*

- Employees
- City Council
- City Boards, Commissions and Committees

## Background

This Lathrup Village Communication Plan is new. Establishing and updating the City-wide communication plan is part of Lathrup Village City Council's commitment to keeping its constituents and partners informed. This Plan incorporates an open communications philosophy within the organization through listening and responding that guides daily operations, decisions and interactions with the public by City staff.

With the continuing advancement of digital media, this document has been developed to be dynamic and updated as needed.

## Communication Structure

- **Public and Internal Communication**

*Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.*

- Objective 1: Regularly communicate Lathrup Village City Council decisions and actions.
- Objective 2: Make information regarding City programs and services readily available and easy to comprehend.
- Objective 3: Increase awareness, interest, participation and engagement of residents, business and community leaders in City government programs and activities.
- Objective 4: Produce quality communication that adheres to industry best practices and standards.
- Objective 5: Unify City communication outreach efforts under a shared philosophy.
- Objective 6: Increase employee awareness and build organizational confidence with City core service values.

- **Crisis Communication**

*Goal: Inform our residents and protect our organization's stability and reputation in times of crisis.*

- Objective 1: Assess our readiness for crisis communication scenarios.
- Objective 2: Identify protocols, tools and training to improve our communication during crisis situations.
- Objective 3: Develop Crisis Communication Plan as addendum to Communication Plan.

- **Media Relations**

*Goal: Develop and maintain positive working relationships with members of the media on all aspects of City municipal services, programs, activities and news.*

- Objective 1: Provide consistent, proactive news releases and public service announcements to achieve accurate coverage.
- Objective 2: Provide timely response to media inquiries and requests.
- Objective 3: Align Media Relations Policy with current communication industry trends.

## Current Communication Tactics

### *Advertising*

Except for legal requirements for public notices, the City does not, as a rule, advertise for the sole purpose of promoting itself.

### *Communications Training and Assistance*

All City employees receive basic communications training at new employee orientation. Comprehensive social media training was conducted in 2010 and incorporated into new employee orientation.

### *Digital Communications*

The predominant form of providing information to public constituents is through various forms of digital communications and media. Below is a listing of communication methods currently employed:

[LathrupVillage.org](http://LathrupVillage.org) – the official City of Lathrup Village website

[Facebook-LathrupVillage](https://www.facebook.com/LathrupVillage) – Lathrup Village Facebook page where news, events, video, and photos are posted to provide citywide news coverage for residents

Lathrup Village public subscriptions:

- City of Lathrup Village Community Calendar – event calendar for all types of community events sponsored by local or county organizations.
- City of Lathrup Village Public Meetings Calendar – event calendar for all public meetings of Council and the various boards and commissions. Meeting posts include access to specific meeting agendas/packets.
- LathrupVillage.org Notify Me – email subscription service for news and events posted to the website. Allows subscriptions to various calendars and news published by the City and various departments.
- City of Lathrup Village Emergency Alerts – urgent notifications regarding emergencies, storm clean-up, or other related information.
- Lathrup Village Weekly Update – weekly e-newsletter focusing on events and news announcements for residents.

### *Social Media Guidelines*

The City developed a set of guidelines for City of Lathrup Village employees. The guidelines set forth expectations, guidance and best practices to make official City social media outlets successful and engaging while maintaining our brand. The guidelines are intended to cover all types of social media managed by coordinators. All employees are required to sign that they received and will adhere to the guidelines.

### *Graphic Identity Manual*

Branding for the City was done recently and established guidelines for uniform logo usage on equipment, signage, facilities, correspondence, documents, forms and employee uniforms and other clothing, as well as specifications for logo format and color.

### *Media Relations*

A positive working relationship with the news media is vital for successful communication of City-related information. The Communication Plan ensures the City responds in a factual, professional and, where possible, prompt manner to all media inquiries.

### *Print Publications*

With the shift in information gathering to digital channels, the cost versus effectiveness of print publications is continually under review. In most cases, digital distribution of information is the predominant method. The City produces the quarterly newsletter *Your Town* that is mailed out to all residents and made available online.

### *Public Relations*

The City is striving to establish good, transparent relationships with Lathrup Village residents, business owners and visitors through the various communication platforms described throughout the Plan.

The City oversees Lathrup Village Television (LVTV), the government access station. Programming is available online through [YouTube](#). Locally, residents can access the cable channel on WOW! Cable Channel 10, Comcast Channel 17, AT&T Channel 99. LVTV provides programming that is centered on government programs, activities, events, and services through public service announcements, features and news coverage.

## **Current Communication Tools**

The City invests in a variety of software, video and technology services, tools and platforms to support communication activities. The primary tools utilized by the department are as follows:

- Revize - website content management platform
- Constant Contact – subscription platform for E-Newsletters
- Archive Social – archives all social account activity for open records purposes

## Appendix A – Communications Plan Implementation

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 1: Regularly communicate Lathrup Village City Council decisions and actions.</b>		
<b>Strategy 1: Provide consistent and regular updates on city government decisions and actions.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Comply with Michigan Open Meetings Act and post official City agendas per state law.	ONGOING	
<b>Tactic 2:</b> Provide on-air and internet streaming video of City Council Regular Meetings and Planning & Zoning Commission Meetings.	ONGOING	
<b>Tactic 3:</b> Distribute media releases on development and major infrastructure projects approved by Council.	ONGOING	

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 2: Make information regarding City programs and services readily available and easy to comprehend.</b>		
<b>Strategy 1: Provide an accessible and informative website presence that is easy to use.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Work with contracted website vendor to maintain reliable public websites.	ONGOING	
<b>Tactic 2:</b> Coordinate and train departmental staff responsible (website coordinators) for website information updates and maintenance.	Annual best practice training for all website coordinators.	
<b>Tactic 3:</b> Analyze website statistics and usage and adjust as needed.	Monthly	
<b>Tactic 4:</b> Conduct website audit	Annual – basic Every third year - comprehensive	Last comprehensive audit completed 2019?

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 2: Make information regarding City programs and services readily available and easy to comprehend.</b>		
<b>Strategy 2: Monitor communication preferences and accessibility needs of City stakeholders.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Analyze current communication channel statistics for patterns and deficiencies.	ONGOING	
<b>Tactic 2:</b> Make reasonable communication accommodations available and upon request in accordance with the Americans with Disabilities Act.	ONGOING	

<b>PUBLIC AND INTERNAL COMMUNICATION</b>	
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>	
<b>Objective 2: Make information regarding City programs and services readily available and easy to comprehend.</b>	
<b>Strategy 3: Effectively communicate transition from general communications to emergency communications as per the Emergency Management Plan governed by City of Lathrup Village Police Department.</b>	As Needed

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<b>Goal:</b> <i>Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 3:</b> Increase awareness, interest, participation and engagement of residents, business and community leaders in City government programs and activities.		
<b>Strategy 1: Provide dependable and accurate public communication through cross functioning communication platforms</b>	<b>Completion Information</b>	
<b>Tactic 1:</b> Oversee departmental release of information and coordinate cross promotional efforts.	ONGOING	
<b>Tactic 2:</b> Produce and show quality programming through LVTV.	ONGOING	
<b>Tactic 3:</b> Maintain informative and accessible City websites.	ONGOING	
<b>Tactic 4:</b> Monitor and engage in official City social media outlets.	ONGOING	
<b>Tactic 5:</b> Produce print and digital publications for city-wide distribution and/or subscription.	ONGOING	
<b>Tactic 6:</b> Utilize available technology to multiply information release and reach to stakeholders.	ONGOING	
<b>Tactic 7:</b> Regularly assess various communication platforms effectiveness.	ONGOING	



<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 3: Increase awareness, interest, participation and engagement of residents, business and community leaders in City government programs and activities.</b>		
<b>Strategy 2: Investigate emerging technology and communication trends.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Identify new sources for best practice information, training, and tools through participation in regional and online seminars and programs through organizations such as Public Relations Society of America, Government Social Media, Social Shake-Up and others.		
<b>Tactic 2:</b> Identify and implement new communication platforms.		

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 3: Increase awareness, interest, participation and engagement of residents, business and community leaders in City government programs and activities.</b>		
<b>Strategy 3: Create a positive feedback loop that encourages open dialogue with public.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Develop communication partner relationships with community, civic, religious, and business organizations in Lathrup Village.	ONGOING	
<b>Tactic 2:</b> Produce and distribute specialty content to reach select audiences such as new residents, HOAs, or neighborhood block captains.	ONGOING	
<b>Tactic 3:</b> Respond within 24 business hours to questions, requests, and concerns received via phone, email, mobile app, or on social media channels.	ONGOING	
<b>Tactic 4:</b> Continually monitor technological developments in citizen engagement platforms.	ONGOING	
<b>Tactic 5:</b> Provide a variety of options for residents to participate in public forums.	ONGOING	

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<b>Goal:</b> <i>Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 3:</b> Increase awareness, interest, participation and engagement of residents, business and community leaders in City government programs and activities.		
<b>Strategy 4:</b> Investigate feasibility of creating citizen program to educate on basic municipal operations.		<b>Completion Information</b>
<b>Tactic 1:</b> Research programs offered by other municipalities.		
<b>Tactic 2:</b> Research citizen interest in program and Council and staff interest and availability.		

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<b>Goal:</b> <i>Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 4:</b> Produce quality communication that adheres to industry best practices and standards.		
<b>Strategy 1:</b> Conduct city-wide communication audit on an ongoing basis.		<b>Completion Information</b>
<b>Tactic 1:</b> Coordinate updates and revisions to communication materials across departments to adhere to uniform guidelines.	ONGOING	
<b>Tactic 2:</b> Utilize editorial calendar to track reoccurring events and activities.	ONGOING	
<b>Tactic 3:</b> Utilize social media management platform to streamline management of official social media accounts.	ONGOING	
<b>Tactic 4:</b> Develop and maintain message strategy and voice for each social platform	ONGOING	

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 5: Unify City communication outreach efforts under a shared philosophy.</b>		
<b>Strategy 1: Increase awareness among City employees of communication structure.</b>		<b>Completion Information</b>
Tactic 1: Conduct consultative outreach meeting on communication plan development and maintenance with departmental marketing and outreach staff.		
Tactic 2: Coordinate with Communications Specialist to provide basic communications training for employees.		

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 3: Unify City communication outreach efforts under a shared philosophy.</b>		
<b>Strategy 2: Educate employees on various aspects of Social Media.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Review policy on employee use of social media and current industry trends and tools		
<b>Tactic 2:</b> Modify policy as needed based on research and best practices		
<b>Tactic 3:</b> Coordinate with Communications Specialist to provide basic training on the City’s social media policy and guidelines.		
<b>Tactic 4:</b> Provide best practices training for employees who manage social media accounts on behalf of the City.		

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 3: Unify City communication outreach efforts under a shared philosophy.</b>		
<b>Strategy 3: Create Graphic Identity Manual.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Create graphic identity manual containing all branding, logos, and print material.		
<b>Tactic 2:</b> Conduct comparative research on other municipalities' graphic identity policies and usage.		
<b>Tactic 3:</b> Include results and findings from research as well as address supplemental City logo development and usage guidelines.		

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 6: Increase employee awareness and build organizational confidence with City core service values.</b>		
<b>Strategy 1: Coordinate with Communications Specialist to develop strategic plan on internal communication objectives, structure and methods.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Form internal communication advisory committee.		
<b>Tactic 2:</b> Conduct audit of current internal communication efforts.		
<b>Tactic 3:</b> Define communication process, structure and roles related to release of employee communication		

<b>PUBLIC AND INTERNAL COMMUNICATION</b>		
<i>Goal: Responsibly communicate information regarding City programs and services through a framework of unified, layered communication methods.</i>		
<b>Objective 6: Increase employee awareness and build organizational confidence with City core service values.</b>		
<b>Strategy 2: Develop effective communication tools/methods for reaching all levels of employees – from desk to field, etc.</b>		
<b>Tactic 1:</b> Conduct audit of current method to reach varying levels of employees.		
<b>Tactic 2:</b> Research communication tools available to enhance communication efforts across all levels of employees.		
<b>Tactic 3:</b> Implement findings and best practices.		

<b>CRISIS COMMUNICATION</b>	
<i>Goal: Inform our residents and protect our organization’s stability and reputation in times of crisis.</i>	
<b>Objective 1: Assess our readiness for crisis communication scenarios.</b>	
<b>Objective 2: Identify protocols, tools and training to improve our communication during crisis situations.</b>	
<b>Objective 3: Develop Crisis Communication Plan as addendum to Communication Plan.</b>	
<b>Strategy 1: Lathrup Village Chief of Police or Designee to participate in Public Communicator Certification</b>	

<b>MEDIA RELATIONS</b>		
<i>Goal: Develop and maintain positive working relationships with members of the media on all aspects of City municipal services, programs, activities and news.</i>		
<b>Objective 1: Provide consistent, proactive news releases and public service announcements to achieve accurate coverage.</b>		
<b>Strategy 1: Regularly distribute releases, briefs and/or newsflashes to area media on City related programs, activities, events, actions, etc.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Maintain regular media distribution list and technique for efficient delivery of releases and news tips.		
<b>Tactic 2:</b> Promote various City sources for information about City programs and service to the media for proactive media access.		

<b>MEDIA RELATIONS</b>		
<i>Goal: Develop and maintain positive working relationships with members of the media on all aspects of City municipal services, programs, activities and news.</i>		
<b>Objective 1: Provide consistent, proactive news releases and public service announcements to achieve accurate coverage.</b>		
<b>Strategy 2: Continue to foster a proactive approach within the organization regarding possible emerging issues or controversies.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Utilize regular Executive Staff Meetings as internal forum to participate in an ongoing discussion about items of potential media interest.		
<b>Tactic 2:</b> Conduct regular interdepartmental status meetings on upcoming programs, events, activities, etc. in need of promotion or of media interest.		

<b>MEDIA RELATIONS</b>		
<i>Goal: Develop and maintain positive working relationships with members of the media on all aspects of City municipal services, programs, activities and news.</i>		
<b>Objective 2: Provide timely response to media inquiries and requests.</b>		
<b>Strategy 1: Regularly review media requests and respond accordingly.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Respond to media requests and inquiries in a timely manner		
<b>Tactic 2:</b> Coordinate subject matter experts as needed for media requests		
<b>Tactic 3:</b> Log and report media interaction		

<b>MEDIA RELATIONS</b>		
<i>Goal: Develop and maintain positive working relationships with members of the media on all aspects of City municipal services, programs, activities and news.</i>		
<b>Objective 2: Provide timely response to media inquiries and requests.</b>		
<b>Strategy 2: Foster working relationships with members of the media.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Provide individual news tips and possible stories to local media.		
<b>Tactic 2:</b> Reach out to new members of the local media to discuss general information gathering opportunities for Lathrup Village.		
<b>TACTIC 3:</b> Assess opportunities to host media events		



<b>MEDIA RELATIONS</b>		
<i>Goal: Develop and maintain positive working relationships with members of the media on all aspects of City municipal services, programs, activities and news.</i>		
<b>Objective 3: Align Media Relations Policy with Current Communication Industry Trends.</b>		
<b>Strategy 1: Create Media Relations Policy.</b>		<b>Completion Information</b>
<b>Tactic 1:</b> Determine media relations needs.		
<b>Tactic 2:</b> Conduct comparative research on other municipalities' media relations policies.		
<b>Tactic 3:</b> Conduct comparative research on current communication trends.		
<b>Tactic 4:</b> Create media relations policy to include results and findings from research.		

## Appendix B – Digital Strategy

The Digital Strategy applies to the City’s primary website and social media platforms. It has been developed to guide types of content and frequency of sharing on a per-platform basis that can be managed by existing staff resources.

### OUR VOICE:

- Professional
- Factual
- Authentic
- Respectful
- Good-natured

### OUR STRATEGY

Channel	Messages	Frequency
<b>Main Website</b>	<ul style="list-style-type: none"> <li>• All service, program, facility and event information</li> <li>• News, announcements and updates</li> </ul>	Weekly updates and posts
<b>LVTV (PEG Channel)</b>	<ul style="list-style-type: none"> <li>• Council and P&amp;Z Commission meeting coverage</li> <li>• PSAs on City events and services</li> <li>• Calendar/bulletin board</li> <li>• Specialty features</li> <li>• Spotlights and program series</li> <li>• Content from other government agency sources</li> <li>• Includes Video-on-demand and live streaming</li> </ul>	Weekly meeting coverage Weekly changes in program content PSAs and programs/mo.
<b>Email Newsletter</b>	<ul style="list-style-type: none"> <li>• News highlights and events</li> </ul>	Weekly distribution
<b>Facebook</b>	<ul style="list-style-type: none"> <li>• News, alerts, updates, events, goodwill messages</li> </ul>	5-10 posts/wk
<b>YouTube</b>	<ul style="list-style-type: none"> <li>• Program and event PSAs</li> <li>• People / program features</li> </ul>	6-10 uploads/mo
<b>Your Town</b>	<ul style="list-style-type: none"> <li>• Trash/recycling and seasonal reminders</li> <li>• Major information campaigns</li> <li>• Citizen volunteer invitations</li> <li>• Targeted traffic/road construction alerts</li> </ul>	Quarterly

# COORDINATED WATER SERVICE LINE IDENTIFICATION PLAN

## Education Campaign

1. Postcards will be mailed to every water customer explaining the need to complete the water service line identification at their location.
  - a. Instructions and QR code will be included.
  - b. Incentives will be listed.
    - i. **\$15** off water bill to first **150** that complete water service line identification test.
    - ii. **\$10** off water bill to next **150** that complete water service line identification test.
    - iii. **\$5** off water bill to next 100 that complete water service line identification test.
2. Explain the state mandated testing and due date for completion.
3. Explain how the test is performed.
4. Offer free magnets at city hall (place on front counter) for those who do not have them.
5. Targeted campaign on the following: (include “how to” video where applicable)
  - a. Order and place temporary yard signs throughout the city. (Block captains and staff will place in designated areas)
  - b. Mail postcards.
  - c. City website.
  - d. City Facebook page.
  - e. Weekly e-newsletter.
  - f. Quarterly *Your Town* publication.
  - g. **Add “HAVE YOU DONE YOUR WATER TEST?!?” to water bills.**
  - h. **Hang banners at city hall (inside and outside) HAVE YOU DONE YOUR WATER TEST?!?”**

## Block Captains

- a. Create block segments throughout the city.
- b. Incentivize block captain to sign up.
  - i. Block captains can earn **\$25 per 15** address contacted that completes test on their next water bill.
- c. Create and provide document to record addresses contacted/completed.
- d. Provide informational flyers to hand out.

RFP for Water Service Line Identification

1. Send out RFP on April 18, 2023.
2. Bid opening on May 8, 2023.
3. Award of Bid on May 15, 2023.
4. List of addresses where inspections/identifications need to take place will be created no later than May 26, 2023.
5. Project start date is June 1, 2023.
6. Project end date is June 1, 2024.

Other Ideas

1. Hire **part-time** retired plumber(s) or engineer(s) to do water service line inspections.
  - a. Responsible to schedule appointments with water customers.
  - b. Pay by inspection (\$25 x 3 inspections in one hour = \$75/hour).
  - c. **Work limited to 29 hours per week to avoid paying fringes.**
  - d. Would be covered under city insurance/workers compensation/liability.
2. Incentivize water customers to keep appointments.
  - a. \$25 fee charged to water customer for **first** missed appointment, **\$35** charged for **second** missed appointment, **\$50** charged for **third missed appointment.**
  - b. **Council authorize staff to shut-off water for customers that refuse to cooperate (as a last resort).**

Timeline for Implementation

1. Temporary yard signs ordered and placed no later than July 1, 2023.
2. Flyers created and printed for dissemination no later than May 25, 2023.
3. RFP timeline listed above.
4. Block captains given training of expectations by June 1, 2023.
5. Posting for inspector (if this option is chosen) will be done by April 21, 2023 and will run until May 8, 2023.
  - a. City Administrator will select top candidates to present to Council for selection and approval at the May 15, 2023 regular council meeting.

Monitoring Progress

1. Staff will monitor GIS self-reporting site weekly.
2. Addresses will be updated bi-weekly.
3. Block captains will report bi-weekly.
4. RFP or hiring plumber/engineer will report weekly.
5. Monthly updates will be given to Council.