



**AGENDA  
REBRANDING  
MAPLE PLAIN CITY HALL  
April 13, 2026  
5:00 PM**

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**1. DISCUSSION**

- A.** Administrative Communications Policy
- B.** Communications Calendar



**Executive Summary**  
Rebranding Committee

<b>AGENDA ITEM:</b> Administrative Communications Policy
<b>PREPARED BY:</b> Kevin Larson, Asst. City Administrator
<b>RECOMMENDED ACTION:</b> Discussion

**Summary:**

I would like to review a draft of an administrative communications policy. Ensure that we are aligned or make appropriate changes. The key areas to focus on are as follows:

- Guiding Principles
- Roles and Responsibilities (specifically how does the Rebranding Committee fit in)
- Communication Categories

Attached for reference

- Administrative Communications Policy - Draft

**City of Maple Plain**

**Administrative Communication Policy**

**1. Purpose**

The purpose of this policy is to establish clear expectations for internal and external communications conducted by City staff. This policy is intended to:

- Promote transparency and professionalism
- Ensure accurate and consistent messaging
- Support effective collaboration between staff, the City Administrator, and the City Council
- Prevent miscommunication or unexpected public messaging
- Establish consistent proactive communication

**2. Guiding Principles**

All City communications should adhere to the following principles:

- **Clarity:** Information should be easy to understand and appropriate for the audience (generally 8th-grade comprehension level for public communications).
- **Accuracy:** Information must be factually correct and verified prior to release.
- **Consistency:** Messaging should align across all platforms (website, social media, print, etc.).
- **Timeliness:** Communications should be shared in a timely manner, especially for operational or public safety matters.
- **Coordination:** Significant communications must be coordinated internally prior to release.
- **No Surprises:** The City Administrator and Mayor should be informed in advance of communications that may generate public interest or concern.

**3. Roles and Responsibilities**

**City Administrator**

- Approves sensitive, high-impact, or policy-related communications
- Ensures alignment with Council direction and City priorities

**Assistant City Administrator**

- Responsible for drafting communications
- Ensure information is accurate and complete
- Maintains the communications calendar
- Edits and formats communications for clarity, tone, and consistency
- Manages publishing across platforms (website, social media, newsletters, etc.)
- Coordinate with the City Administrator prior to release when appropriate

**Rebranding Committee**

- Acts as a liaison between the City Council and staff
- Quarterly Newsletter: Reviews topics (adds/subtracts), reviews content for potential political positioning issues, and does a final pass of the newsletter before going to print

- Leaflet: Reviews topics (adds/subtracts), reviews content for potential political positioning

### City Council

- Provides policy direction through formal action
- Does not direct staff communications outside of established channels with the Rebranding Committee
- May request information through the City Administrator

## 4. Communication Categories

### Priority Communications

#### Examples:

- Event announcements
- Service reminders (e.g., recycling, snow removal)
- General updates

#### Process:

- May be prepared and released by staff
- Should follow established templates and tone guidelines
- Logged on the communications calendar

#### Timing & Publication Standards:

- Posts published at least 2-3 weeks in advance of events or deadlines when possible
- Service reminders should be posted 1–3 days prior to occurrence
- Content should align with the Communications Calendar to avoid overlap
- Non-urgent updates may be scheduled for regular posting cycles (e.g., weekly content)

### Routine & Operational Communications

#### Examples:

- Construction updates
- Utility notices (water, sewer, stormwater)
- Service disruptions

#### Process:

- Reviewed by Department Head where appropriate
- Shared with City Administrator prior to release
- Coordinated across all platforms

#### Timing & Publication Standards:

- Planned work: publish at least 3–7 days in advance when feasible
- Major disruptions: provide initial notice as soon as confirmed, ideally within 24 hours
- Ongoing projects: provide regular updates (weekly or as milestones change)
- Time-sensitive service impacts: update the public same day when conditions change

### Sensitive or High-Impact Communications

**Examples:**

- Public safety issues
- Legal or enforcement matters
- Topics likely to generate public concern or media attention
- Policy changes or Council actions

**Process:**

- Must be reviewed and approved by the City Administrator
- Mayor should be informed in advance when appropriate
- Messaging should be coordinated and consistent across all channels

**Timing & Publication Standards:**

- Urgent/public safety issues: communicate immediately upon verification of facts
- High-interest topics: release information as soon as practical following approval
- Updates: provide frequent, timely follow-ups as new information becomes available
- Media-sensitive issues: ensure internal coordination is completed prior to release, even when rapid response is required

**5. Communication Channels**

Approved City communication channels include:

- City website (primary source of record)
- Social media platforms (Facebook)
- Email notifications and newsletters
- Press releases and media outreach
- Printed materials and public notices
- Electronic sign

All communications should be consistent across platforms and, when possible, link back to the City website for full details.

**6. Communication Standards**

All communications must:

- Be professional, neutral, and non-political
- Avoid personal opinions or commentary
- Use plain language and avoid jargon
- Include clear calls to action when appropriate
- Provide contact information for questions or follow-up

**7. Internal Communication Protocol**

- Staff should inform the City Administrator of upcoming communications that may be sensitive or high-profile
- A shared communications calendar should be maintained and regularly updated

- Drafts should be circulated for review when coordination is required
- Major topics should be discussed in advance to ensure alignment

## **8. Media Relations**

- The City Administrator serves as the primary media contact unless otherwise designated
- Staff should not respond to media inquiries on behalf of the City without authorization
- Media inquiries should be directed to the City Administrator promptly

## **9. Social Media Use**

- Social media is an official communication tool and must follow all City standards
- Content should be informational, not opinion-based
- Comments are disabled
- Inappropriate or offensive content may be removed in accordance with City policy

## **10. Crisis Communication**

In emergency situations:

- Public safety messaging takes priority
- Information should be released as quickly as possible with confirmed facts
- Coordination with public safety partners (e.g., West Hennepin Public Safety and West Suburban Fire District) is required
- Updates should be provided regularly as new information becomes available

## **11. Review and Updates**

This policy should be reviewed periodically and updated as needed to reflect changes in communication tools, organizational structure, or best practices.



**Executive Summary**  
Rebranding Committee

<b>AGENDA ITEM:</b> Communication Calendar
<b>PREPARED BY:</b> Kevin Larson, Asst. City Administrator
<b>RECOMMENDED ACTION:</b> Discussion

**Summary:**

I would like to review the City’s upcoming events to confirm that priorities are appropriately identified and identify if there are any additional events that should be designated as high priority. Note, the high priority event would get multiple posts leading up to the event.

Upcoming high priority community events

- Spring Clean-up Day 5/2
- Primary Election 8/11
- Battle of the Badges 8/17
- Art in the Park 9/22
- Good Neighbor Award app due 10/9, Ceremony 11/23
- Street assessment 10/26
- General Election 11/3
- View Santa 12/5

Attached for reference

- Current communications calendar

SUN  
29

MON  
30

TUE  
31

WED  
Apr 1

THU  
2

FRI  
3

SAT  
4

5

6  
Start Leaflet  
Yard waste, brush collection

7  
Recycling Change

8

9

10  
Publish Leaflet  
Spring Clean-up Day

11

12

13  
Hydrant Flushing and street sweep

14

15

16

17

18

19

20  
Start Leaflet

21

22

23

24  
Publish Leaflet

25

26

27

28  
Spring Clean-up Day

29

30

May 1

2

Section 1, Item B.

SUN 26	MON 27	TUE 28	WED 29	THU 30	FRI May 1	2
		Spring Clean-up Day				
3	Start Leaflet	5	6	7	Publish Leaflet	9
10	11	12	13	14	15	16
17	Start Leaflet	19	20	21	Memorial Day post Publish Leaflet	23
24	25	26	27	28	29	30
31	Start Leaflet	Jun 1	2	3	4	Publish Leaflet



Section 1, Item B.

SUN  
31

Start Leaflet

MON  
Jun 1

TUE  
2

WED  
3

THU  
4

FRI  
5

Publish Leaflet

SAT  
6

7

8

9

10

11

12

13

14

Start Leaflet

15

16

Juneteenth day post

17

18

Publish Leaflet

19

20

21

22

23

24

25

26

27

28

Start Leaflet

29

30

July 3/4 post

Jul 1

2

Publish Leaflet

3

4



Section 1, Item B.

SUN  
28

MON  
29

TUE  
30

WED  
Jul 1

THU  
2

FRI  
3

SAT  
4

Start Leaflet

July 3/4 post

Publish Leaflet

5

6

7

8

9

10

11

12

13

14

15

16

17

18

Start Leaflet

Publish Leaflet

19

20

21

22

23

24

25

26

27

28

29

30

31

Aug 1

Start Leaflet

Battle of the Badges post

Publish Leaflet

Section 1, Item B.

SUN  
26

MON  
27

TUE  
28

WED  
29

THU  
30

FRI  
31

SAT  
Aug 1

Start Leaflet

Battle of the Badges post

Publish Leaflet

2

3

4

5

6

7

8

Upcoming Primary Election post

9

10

11

12

13

14

15

Primary Election Post

Start Leaflet

Battle of the Badges post

Publish Leaflet

16

17

18

19

20

21

22

23

24

25

26

27

28

29

Start Leaflet

1 month away from Art in the Park

Publish Leaflet

30

31

Sep 1

2

3

4

5

Labor Day Post

SUN  
30

MON  
31

TUE  
Sep 1

WED  
2

THU  
3

FRI  
4

SAT  
5

Labor Day Post

6

7

8

9

10

11

12

Start Leaflet

Good Neighbor Award post

Publish Leaflet

13

14

15

16

17

18

19

1 week away from Art in the Park

20

21

22

23

24

25

26

Start Leaflet

● 5pm Art In The Park

Good Neighbor Award post

Publish Leaflet

27

28

29

30

Oct 1

2

3

SUN  
27

MON  
28

TUE  
29

WED  
30

THU  
Oct 1

FRI  
2

SAT  
3

4

5

Start Leaflet

6

7

8

9

Publish Leaflet

10

11

12

13

14

2026 Assessment Public Hearing 10/14

15

16

17

18

19

Start Leaflet

20

21

2026 Assessment certification 10/21

22

23

Publish Leaflet

24

25

26

27

Election Day post

28

Good Neighbor Award

29

Daylight savings post

30

31

Section 1, Item B.

SUN Nov 1	MON 2	TUE 3	WED 4	THU 5	FRI 6	7
	Election Day Start Leaflet		Announce Council Election Results Good Neighbor Award		Publish Leaflet	
8	11/11 post	10	11	12	13	14
15	Start Leaflet	FB-View Santa	Good Neighbor Award	19	Publish Leaflet	21
22	FB- View Santa	Thanksgiving post	TNT Post	26	27	28
29	Start Leaflet	Dec 1	FB-View Santa	3	Publish Leaflet	View Santa

Section 1, Item B.

SUN 29	MON 30	TUE Dec 1	WED 2	THU 3	FRI 4	SAT 5
	Start Leaflet		FB-View Santa		Publish Leaflet	View Santa
6	7	8	9	10	11	12
13	Start Leaflet	15	16	17	Publish Leaflet	19
20	21	12/24 & 12/25 post	2026 Budget Certification	24	25	26
27	Start Leaflet	New Years post	30	31	Publish Leaflet	Jan 1 2