

2006-2008

***COMMUNICATIONS
STRATEGIC
PLAN***

*for the
City of Woodinville*



*Approved by the Woodinville City Council
August 14, 2006*

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Executive Summary

The Community Relations Division (CRD) was created and funded as part of the 2004 Budget process with the concept to consolidate the communications, volunteer and code enforcement programs. The CRD is responsible for the following functions:

- ◆ Marketing & Advertising (event promotional materials)
- ◆ **Customer Service** Request Program (Coordination, customer satisfaction survey, reports)
- ◆ **Public information** (newsletter, web page, publications, radio station)
- ◆ **Community relations** (special & civic events, volunteer program, code enforcement program)
- ◆ **Employee relations** (communications, recognition, training)
- ◆ **Media relations** (news releases, media inquiries, training)

Purpose of the Strategic Plan

This Strategic Plan serves as a guide to achieve the communications goals of the City for the years 2006 through 2008. The first (2004-2005) CSP was adopted by the City Council in January, 2004.

This Plan is a list of current programs, policies and tools that the City of Woodinville uses to promote pro-active communications between the City Council, City staff and the community. Action Items are identified in the areas of:

1. **Community Relations.** Supports the policy statement to enhance the City's role as a proactive and interactive provider of services and information through the City's Customer Service, Code Enforcement and Volunteer programs, special and civic events and other means of community support.
2. **Public Outreach & Education.** Defines how the City shares information with and educates the public and media about programs, events, initiatives, projects and services.
3. **Publications/Printed Materials.** Includes the design and content development for brochures, flyers, newsletter and reports.
4. **Marketing/Advertising.** Includes event brochures, web page content and paid advertising to enhance the marketing of city sponsored events, programs and services.
5. **Employee Relations.** Support internal communications between management and employees and among the organization and coordinate employee training and recognition.
6. **Technology.** Includes content maintenance and site design for the public website and Intranet, and the planning and implementation of the City's government access television station
7. **Media Relations.** Includes procedures and policy for the City's effective and coordinated response to media inquiries and distribution of public information.

This Plan is further intended to guide the work of the CRD staff and may be modified to reflect new directives and initiatives.

City Council Goals and Objectives

The Woodinville City Council role is to develop a vision for the City and establish policies to facilitate that vision. Each year, Council goals are reviewed and refined through a goal setting process conducted during a fall retreat. Objectives and tasks are identified for each goal and incorporated into the City's overall work plan. It has been a longstanding goal of the City Council to

- Review the effectiveness, development and enhancement of communications with citizens
- Find meaningful ways to interact with and among citizens

This Strategic Plan ("Plan") is founded on the following Community Relations Policy:

It shall be the policy of the City of Woodinville that elected and appointed officials and city staff promote the City's various community relations programs and services to encourage citizen participation, to increase citizen awareness of City issues and to foster shared leadership.

The Community Relations policy statement ties directly to the City's Mission Statement.

CITY MISSION STATEMENT

Council, staff, Boards and Commissions honor our commitment to serve the Woodinville community by:

- **Providing** customer service and community services that are efficient, personalized, consistent, responsive and educational.
- **Protecting** and enhancing the quality of life, public health, safety and welfare, natural and built environment, and spirit of neighborhood character.
- **Encouraging** partnerships with citizens, neighborhoods, the business communities and educational and social networks.
- **Balancing** public expectations and resources, economic well-being and environmental protection, and individual and community needs.

Approved by City Council, January 2000

The Community Relations policy statement also supports the City's Customer Service Program standards:

CITY OF WOODINVILLE CUSTOMER SERVICE STANDARDS

- Be customer-focused by giving personal attention.
- Show leadership in a team environment by being accountable.
- Be educators about City programs, services, policies and procedures.
- Present a professional and positive image through courteous interaction.

Approved by City Council, 2001

The following benefits are anticipated:

Organizational Benefits

- ◆ Increase opportunities for the City Council to connect with its constituents.
- ◆ Collaborative support of all City departments and functions for internal and external communications.
- ◆ Enhance employee relations through increased (and ongoing) internal communications and employee recognition.
- ◆ Train key staff on media relations, communications strategies and customer service.
- ◆ Assess the success of communications through on-going and periodic evaluations of performance indicators.

Community Benefits

- ◆ Support and promote the City Council's Goals and Objectives through public information and community relations.
- ◆ Initial point of contact for residents and the business community.
- ◆ Proactive citizen education and involvement employing various means of personal contact, print and electronic sources.
- ◆ Timely, efficient and coordinated communications to elected and appointed officials, staff, citizens, businesses, media and the general public about city programs, services, activities and events.
- ◆ Develop and maintain cooperative efforts and relationship with public and private agencies, organizations, associations and groups.

Goals & Objectives

The CRD team supports its mission statement by communicating the following Goals and Messages to the appropriate target audience:

Goals and Messages

- ◆ Create an understanding that City taxes are well spent.
- ◆ Provide information on city services and how to access them.
- ◆ Communicate City Council's Goals and Objectives.
- ◆ Enhance community pride and build organizational pride among employees.
- ◆ Increase awareness, interest and participation of Woodinville citizens, businesses and the public at large.
- ◆ Develop better relationships with the news media.

Target Audiences

External Audiences:

Citizens (taxpayer, customer, voter)
Other governmental entities
Business Associations
Media
Faith community
Community/nonprofit organizations
Youth organizations
School organizations
Senior Groups

Service Clubs
Universities/colleges
Arts/Culture
Home Owner Associations
Real Estate Agencies/Developers
Utilities
Military organizations
Professional Associations
Media

Internal Audiences:

City Council, Boards & Commissions
City Employees

Department Directors & Supervisors
City Volunteers

Strategies

The following strategies identify functions, goals and objectives of the CRD intended to encourage citizen participation, to increase citizen awareness of City issues and to foster shared leadership. The Action Items guide the work of the CRD Team and may be modified with new directives and initiatives.

1. Community Relations

GOAL: Support the Community Relations Mission Statement to enhance the City's role as a pro-active and interactive provider of services and information and creating a positive and cohesive sense of community.

Code Enforcement Program Educational Outreach

GOAL: Increase the public's understanding and awareness of code requirements, particularly in neighborhoods.

◆ Action Items ◆

- Conduct outreach on new codes via city communications and in the field during inspections (As Needed)
 - A-board Sign regulations
 - Critical Areas regulations
- Develop code enforcement checklists for a standard approach and incorporate into the Code Enforcement Manual as appropriate (Ongoing)
- Help abate nuisance violations by coordinating with the Public Work's Special Collection events to encourage property owners to bring in junk and debris.
- Increase public information and education regarding crime prevention (Ongoing)
 - Develop mission statement and goals for Block/Business Watch program
 - Develop standardized meeting format
 - Organize, update and create brochures/handouts
 - Explore ways to encourage business to incorporate crime prevention into their operations.
 - Participate and/or host educational seminars and events
 - Assist with burglary victim assistance & call back
- Increase public information and education regarding disaster preparedness
 - Participate and/or host educational seminars and events
 - Organize, update and create brochures/handouts

Volunteer Program

GOAL: Support the mission of the Volunteer Program to encourage, define, and organize challenging volunteer opportunities. Volunteers are an absolute necessity for most of the City's special events. They are an integral support system that supplements staff work. Volunteers have a strong sense of community pride and energy that needs to be captured and matched with City volunteer needs.

Participation of volunteers in City events increases civic involvement and overall understanding and support of City efforts and goals.

◆ Action Items ◆

- Update the City's Volunteer Program & Procedures Manual (As Needed)
- Provide training to user departments (Ongoing)
- Market the program via city communications, VolunteerMatch.org and individual and group contacts (Ongoing)
- Assist departments with volunteer Needs Assessment for city events and programs (Ongoing)
- Coordinate Volunteer Recognition events (Quarterly)
 - Include Council participation

Customer Service Program

Support the City's Customer Service Program through employee and public education efforts. Manage the Customer Service Request System (CSR).

◆ Action Items ◆

- Promote the CSR program through city communication systems and encourage customer feedback (ongoing)
- Provide CSR reports to Council (Annual)
- Maintain CSR database and encourage timely updates (ongoing)
- Provide employee training as needed (ongoing)
- Revisit the Customer Service Standards through employee focus groups (2007)

Special & Civic Events

GOAL: To support, coordinate and plan for events that generate community relationships, involvement and support, strengthen the City's positive public image and stimulate the local economy. Major community events sponsored by the City shall be a policy decision of the City Council. The City hosts ten special events each year in addition to civic events, family oriented recreation events and ceremonies. (See page 24 for a Listing of City Sponsored Special Events)

◆ Action Items ◆

- Create excitement about new developments in the City by coordinating ground breaking and grand opening events (As needed)
- Incorporate Council participation where appropriate (Ongoing)
- CRD Team to support other departmental events with marketing (As requested)
 - CRD serves as lead division on Cityhood Celebration, Earth/Arbor Day and Sammamish ReLeaf
- Coordinate the City Council's "Spirit of Woodinville" Award program (Ongoing)

Community Group Liaison

City staff often liaisons with community groups to improve communication between the City and the community.

◆ Action Items ◆

- Support community groups such as the Woodinville Citizens Corps, Cops and Clergy and the Greater Woodinville Chamber of Commerce.
- Support outreach programs offered by area education, human service and community service organizations such as the Northshore School District and Woodinville Fire & Life Safety District.

2. Public Outreach & Education

GOALS:

- ◆ Provide education about current master planning processes
- ◆ Identify current neighborhood issues
- ◆ Promote city services, programs and events
- ◆ Develop relationships with neighborhood associations and groups
- ◆ Involve citizens in the City's Volunteer Program

◆ Action Items ◆

- Increase/enhance connectivity to neighborhoods
 - Make City Council Chambers available for neighborhood groups to meet in accordance with City rental policy.
- Use the government access channel (Comcast Channel 21) to increase public education about city programs, services, regulations and events
- Coordinate the Civics Academy (2007)
 - Include elected and appointed officials participation
- Promote neighborhood quality of life through education about the City's code enforcement, emergency preparedness and crime prevention programs (Ongoing)
- Coordinate public appearances and speech writing for the City Council and City Manager (As requested)
- Conduct citizen surveys where funding and opportunity are available
 - Conduct biennial citizen survey (Fall, 2006 and Fall, 2008)
 - Include a question(s) to seek out how a representative sample of city residents receive city information and how they want to receive city information.
 - "Quick Check" survey question in City newsletter
 - Coordinate Focus Groups for specific topic discussion
 - On-line survey for quick "pulse checking" on topics of interest

3. City Publications/Printed Materials

GOAL: Produce quality publications that positively reflect the City's image, Mission Statement or Vision Statement.

◆ Action Items ◆

- Use electronic distribution of city publications when feasible (Ongoing)
 - Expand distribution of The Woodinville Wire, a monthly electronic newsletter
 - Explore other distribution methods for cost effectiveness and administration
- Create educational materials for Development Services processes
- Obtain multilingual interpretation of city publications (Ongoing)
- Create, publish and distribute 6 issues of City View, the City's Official Newsletter (Annual)
- Design informational brochures as needed or requested (Ongoing)
- Assist with review/edit of city publications not produced by CRD (Ongoing)
- Develop and implement communications plans and marketing plans for assigned City groups and special projects (As Requested)
- Publish mid-year reports for Council acceptance and public distribution (2007 and 2008)
- Complete Content Policy to guide acceptable content in City publications such as the newsletter, Recreation Guide and The Woodinville Wire.

4. Marketing/Advertising

GOAL: Support the marketing of city events, programs and services through the City's communications systems: publications, newsletter, web, intranet, advertising and news releases.

◆ Action Items ◆

- Coordinate marketing & advertising for city events, programs and services via City communications and paid advertising (Ongoing)
- Promote Woodinville Television, Channel 21 (2006-08) [See Technology]
- Promote The Woodinville Wire monthly email newsletter (ongoing) [See Technology]
- Enhance and Market the City Website when redesign is complete (2006)
- Explore co-marketing opportunities with the Chamber of Commerce and community-based organizations (Ongoing)
- Support tourism initiatives (As Directed)

5. Employee Relations

GOAL: Support internal communications through key messaging on City Council goals, City Manager's work expectations and departmental highlights. Seek ways to enhance employee communications through training, tip sheets, etc.

◆ Action Items ◆

- Share this Plan with elected and appointed officials and employees (2006)
- Maintain content for City View, the employee intranet (Ongoing)
 - Encourage employee suggestions for feature enhancements to the Intranet (Ongoing)
 - Provide employee training on Intranet functionality (As needed)
- Draft content as needed for City Manager's Employee E-Newsletter (As needed)
- Support the Customer Service Team efforts and coordinate internal department-to-department training and All Staff Meetings (Ongoing)
- Coordinate the employee service award recognition program (Ongoing)
- Support new employee orientation (Ongoing)

6. Technology

GOAL: Serve as primary content manager for the City's public web site and work in conjunction with the Information Technology division to enhance usability, functionality and design. Support content for the employee Intranet. Manage the City's Government Access Television Station, providing quality content and imagery.

Public Website

- Complete website redesign (2006)
 - Explore search capabilities and products to enhance search capabilities on site
 - Create content associated with neighborhood issues
 - Incorporate "Citizen Corner" and/or "How Do I?" content and associated links
 - Enhance navigation functionality
- Explore costs and capabilities of Really Simple Syndication (RSS) used to notify subscribers of webpage updates.

Government Access Television Station (Channel 21)

- Launch Woodinville Television Channel 21 (2006)
- Market station and programming (ongoing)
- Create policies and procedures (2006)
- Status report to Council at year end (2006, 2007, 2008)

Employee Intranet

- Employee Training (As needed)
- Enhancements through applications and content (As determined)

Electronic City Communications

- Issue monthly editions of The Woodinville Wire
 - Explore “list serve” capability if in-house management of Wire subscribers increases to a point of being unmanageable by current staff.
 - Promote and increase distribution
- Issue Police Alerts to Wire subscribers as needed
- Issue monthly editions of The Carol Edwards Center Email Newsletter (Recreation Division) to recreation subscribers

7. Media Relations

GOAL: Support the City’s Media Relations policy to ensure the accurate and prompt exchange of information to the news media.

◆ Action Items ◆

- Develop and distribute City news releases
- Provide timely, helpful assistance to media (Ongoing)
- Instruct staff on media relations policies (Ongoing)
- Draft a Crisis Communications Plan (2007-08)

City of Woodinville Community Relations

NARRATIVE DESCRIPTIONS

Programs



Education & Outreach



Events



Programs

Community Relations Program

The ultimate success of any City of Woodinville program, service, project or function hinges on the effectiveness of our communications and customer service with our residents, the business community, community organizations and the media. Citizen perceptions are vital to government performance and credibility. Information, misinformation or a lack of information about city issues forms public attitudes toward government.

The City of Woodinville acknowledges and understands that on most city issues, most of the time, only a small segment of the population will become engaged with the City; most typically if they are personally affected by the program, project or service.

Woodinville understands that citizens and business owners/managers want to be heard by their elected and appointed officials; that they want to share the power of governance and they want a sense of belonging to the community. The City recognizes the importance of those citizens and business representatives who provide comments to the City Council, boards and commissions and to staff on city procedures or processes. Woodinville government obtains public input through Open Houses, public meetings, citizen surveys, and outreach programs.

The communication revolution (Information Age) has created a new breed of citizens who are better informed (and sooner) than ever before.¹ As communications technologies become more complex, so does government's ability to respond on the same playing field. The City of Woodinville acknowledges that community members hold a greater expectation of government as an interactive process

A long-standing City Council goal is to enhance communication with citizens. City communications programs are opportunities to communicate with residents, businesses and the general public.

For the purposes of this program, community relations is defined as the City's communications programs, services, events, and customer service standards that enhance our communication with our citizens, business community, other agencies and the public at large.

The following pages describe the various ways we reflect a positive image of the City by effective communication and citizen engagement. Descriptions include background information to help the reader understand how various programs were established and enhanced over the years.

¹ Effective Communication: A Local Government Guide, International City/County Management Association

Customer Service Program

Customer Service experts acknowledge that a well-conceived strategy, customer-focused frontline employees and customer-friendly systems contribute to an organization's positive image and effective management.

City of Woodinville employees are expected to keep their attention focused on the needs of customers. The following customer service standard reflects our City Mission Statement to provide service that is efficient, personal, consistent, responsive and educational:

- ◆ *Be customer-focused by giving personal attention.*
- ◆ *Show leadership in a team environment by being accountable.*
- ◆ *Be educators about City programs, services, policies and procedures.*
- ◆ *Present a professional and positive image through courteous interaction.*

Customer Service Request System

A key public outreach component of our Customer Service Program is our Customer Service Request system. This system logs and tracks service requests such as road repair, code enforcement complaints and neighborhood traffic safety issues.

The Executive Department administers and monitors the Customer Service Request (CSR) program. Customer requests may be received via phone, fax, mail, email or in person. CSRs are entered into a database that is accessible via the employee intranet (CityView). The request is forwarded to the appropriate staff member for response. According to the City's Customer Service Request Program Manual, staff will strive to take a response action within 5 to 7 working days of receipt of the request.

The City's Communications Coordinator monitors staff response to each request and periodically generates reports and requests status information from the responsible staff member. The Communications Coordinator also provides a customer satisfaction survey to each requestor once the request has been completed or fulfilled. The survey asks the requestor to rank staff on intake and response. Surveys can be completed on line (<http://www.ci.woodinville.wa.us/contactus/SurveyCustomerSatisfaction.asp>) or via mail. Survey results are provided to the staff members who processed the request and to their respective Department Directors.

This program is an excellent customer service tool for the City because we hear directly from our customers on how we handled the intake of their request and how we responded to fulfill the request.

(Reference: Customer Service Request Procedures)

Volunteer Program

The City organization is best served by the active participation of citizens and community members. Through involvement in civic assistance, environmental and recreation programs, and special event support, volunteers learn more about the City organization. Information about the City's volunteer program is posted on the City's website at <http://www.ci.woodinville.wa.us/opportunities/volunteers.asp>.

City Volunteers

Community relations for the City of Woodinville includes citizen participation in and support of city-sponsored events and activities. The City's Volunteer Program provides recruitment, training and management of volunteers who support events, departmental operations and other city functions. Volunteers are recognized regularly to encourage a sense of community connection (and the desire to continue volunteering!) Other city-sponsored events and projects are supported financially by businesses through direct financial contributions, donation of "in-kind" services and through discount costs of services and products.

(Reference: Volunteer Policy and Procedures Manual)

City Board and Commission Volunteers

The City is greatly supported by community volunteers who have taken a leadership role to serve on our boards and commissions. A majority of Woodinville's groundwork for the future begins with our commissions (described below). Each is an advisory board to the City Council. Appointments to these volunteer commissions are made by the City Council. (Woodinville Municipal Code 2.21) Draft development guidelines, regulations and other recommendations are forwarded from these boards to the Council for final approval. The Council may choose to accept the recommendation, modify it or return it to the recommending board for further study.

Volunteer opportunities on City sanctioned commissions include:

The **Planning Commission**, a 7-member volunteer commission, reviews staff proposals, holds public hearings and submits recommendations to the City Council on: Comprehensive Plan; the Shoreline Master Program; area-wide rezones and zoning text amendments. (Woodinville Municipal Code 2.12)

The **Parks and Recreation Commission**, a 7-member volunteer commission, provides the City Council with advice on the development of parks, recreation opportunities, and open space for the citizens of Woodinville. (Woodinville Municipal Code 2.23)

Approved in 2003, the **Public Arts Advisory Committee**, a subcommittee to the Parks and Recreation Commission, is tasked with recommending art projects to the Commission for the City's Public Art Program.

The **Tree Board**, a 5-member volunteer board, studies, investigates, and develops the City's Community Urban Forestry Plan and standards for the care, preservation, pruning, planting, replanting, removal and disposition of

trees and shrubs in the City. The Board is further responsible for the public education of the Tree Plan; providing information to developers and citizens, the Heritage Tree Program; and the annual Arbor Day Celebration. (Woodinville Municipal Code 2.24)

The **Emergency Preparedness Commission**, a 7-member volunteer board established in 2006, provides guidance and recommendations in meeting the public safety needs of the City such as emergency medical services, disaster preparedness, traffic safety issues and other matters specified by the City Council. (Reference: Ordinance No. 418)

Concierge Program

Volunteer Concierges assist walk-in and call-in customers at City Hall and the Community Center. New volunteers “job shadow” seasoned volunteers to gain the basic knowledge, skills and abilities.

Teen Civic Participation Program

The Woodinville Teen Civic Participation program (“TeenRep”) offers local teens the opportunity to serve as a non-voting teen representative on the City Council, Planning Commission, Parks & Recreation Commission and Public Arts Advisory Committee. Teens actively participate in local government by representing their peers while gaining an understanding of Woodinville’s organization.

Education and Outreach

City Publications

“City View” Newsletter

Writing, design and layout of the City’s official newsletter, *City View* (originally named City Chronicle), is the responsibility of the Communications Coordinator, Executive Department. The newsletter is published six times a year and is mailed to most every household and business within City limits. The publication is typically printed as an 8-page, doubled-sided newsletter. Each issue is also published on the City’s web site. (<http://www.ci.woodinville.wa.us/events/city-newsletter.asp>)

Council and staff members generate topics for each issue. The newsletter addresses topics that are informative and timely and that increase the reader’s understanding of their municipal government services, programs and projects. Articles announce upcoming events, public meetings and open houses designed to increase citizen participation.

Recreation Guide

The Woodinville Community Center (W.C.C.) publishes three Recreation Guides (Rec Guides) per year: Spring/Summer, Fall and Winter. Guides are typically mailed to homes

within the 98072 and 98077 zip code areas. Rec Guides are also posted to the City's website. (<http://www.ci.woodinville.wa.us/recreation/recguide.asp>.)

Programming is the responsibility of the Recreation Supervisor and includes classes, instruction, and sports for youth, teen, and seniors. In addition, specialized recreation programs are offered.

The Woodinville Wire

The Woodinville Wire was created in 2005 as a fast, easy method to communicate current City news. The Wire is distributed to subscribers who request to receive it. In 2006, distribution includes 300+ city and area citizens and businesses.

The Carol Edwards Center Email Newsletter

In 2005, the Recreation Division creates a monthly email newsletter as a means to market recreation programs to current recreation programs, courses and events. In 2006, over 1,000 subscribers receive the newsletter.

Informational brochures and flyers

To publicize city programs, projects, regulations, services and topics of interest, the City strives to develop printed materials for distribution to targeted audiences or the general public.

The Executive Department designs and produces a variety of publications in-house in cooperation with the appropriate City department. Topical publications addressing controversial subjects must be approved by the City Manager.

City Services Guide

In October 2002, the first-ever comprehensive city services guide was published. "Your Guide to Services, Participation and Living in Woodinville, Washington" was made available to city residents and businesses through "over the counter" distribution at City Hall and the Community Center.

The guide contains information about the various governmental services and amenities available to city residents and businesses. Information includes description of city departments and phone numbers, parks and facilities and detail description of services and programs. Additional features include an area map, a citizen involvement section, a Frequently Asked Questions (FAQ) section, and narratives about major public decision making processes and goals that help plan for Woodinville's future. Safety program and service information, including a disaster preparedness checklist, are also included.

Public Outreach Programs and Services

All city departments play a pivotal role in neighborhood and business outreach. The Public Works Department often collaborates with neighborhoods on traffic safety issues. The Parks & Recreation Departments work with residents when a new neighborhood park is being developed. The Police and Executive Departments work with residents and

businesses regarding public safety issues. Some of the more prominent programs and services are described below.

City's Website (www.ci.woodinville.wa.us)

Governments have been significantly impacted by computer technology. The Internet has affected how governments relate to their communities and the public. The City's website is intended to be a "24/7" City Hall providing necessary information to users at all times. The City's website is informative and interactive.

In 1998, the City's first website was launched. It was designed by the 9th Grade Technology class of Timbercrest Junior High School. In March 2001 the city launched a new website designed for easy maintenance (for staff) and quick search for the user. Content management is the responsibility of the Executive Department. In the fall 2006, a second website redesign will be initiated.

Through the City's participation in the "e-CityGov.net" initiatives, several on-line services are available. Participating cities include; Bellevue, Bothell, Burien, Issaquah, Kenmore, Kirkland, Mercer Island, Sammamish, Shoreline, Snoqualmie, Woodinville.

- **MyBuildingPermit.com** provides for the on-line application of simple ("over the counter") building permits. Contractors must establish an account. Private homeowners need not establish an account. The status of a permit issued by the City can be viewed on-line www.mybuildingpermit.com.
- **MyParksandRecreation.com** provides for the on-line registration of city recreation programs (classes and camps) through participating City's websites. The portal provides a centralized registry of participating cities and available at www.myparksandrecreation.com.
- **NWProperty.net** is a portal to a comprehensive listing of commercial property for sale and lease, demographic reports, and public data. To view current listings, go to www.NWProperty.net.
- **NWMaps.net** is a portal to search for parcel information and maps in participating cities.

Code Enforcement Education Program

In May of 2000, the City hired a full time Code Enforcement Officer to support complaint investigation and violation compliance for the core city departments. The Code Enforcement program started as a supplement to the individual departments' code enforcement efforts and has recently shifted to a centralized intake and response model.

The Code Enforcement Program has a heavy emphasis on educating the general public on the rules and regulations that govern the City. The first step in the enforcement process is to educate the person in violation of the code and explain the regulations and offer help to navigate through the permit process or through any other interactions with the City that need to be accomplished. It is the Officer's goal to not only point the citizens in the right direction, but to make sure that they understand the regulations and processes of the City. In practice, this reduces the number of cases that reach the City Attorney's office and improves the case clearance rate.

(Reference: Code Enforcement Manual)

Government Access Channel

In February, 2006, the City Council authorized the planning and implementation of the City's government access channel at the following levels of service:

- ♦ Character Generation (bulletin board messaging)
- ♦ Webcast of City Council meetings with use of media management software that facilitates the streaming and distribution of live and archived video and audio content.

Funding for Woodinville Television Channel 21 (WCTV21) comes from several sources:

- ♦ "Lump sum" grant received in 2002 to purchase equipment
- ♦ Annual franchise fees to purchase equipment and/or hire personnel
- ♦ City budget allocations
- ♦ Subscriber fees to purchase equipment

(Reference: Woodinville Government Access Channel Administrative Procedures)

Block/Business Crime Prevention Program

Block/Business Watch is a free, community-based, crime prevention program administered by the Executive Department to support the Woodinville Police Department. The program helps residents and businesses organize their neighborhoods and complexes to prevent crime in the community. Participants watch their neighbor's property and report suspicious activities to the Police. Block Watch provides general home security tips, an engraver to mark valuables, window stickers and street signs.

Organized neighborhoods and business centers can order standard and customized signs. These signs are ordered by the City and purchased by the property or business owners. The signs are installed by the City's Public Works Maintenance division.

Civics Academy

As an opportunity for the general public and persons interested in serving the City as a councilmember or commissioner, the Executive Department hosts a Civics Academy. The Academy is offered prior to elections years. The curriculum includes "Government 101," "The Basics of Budget," and "Understanding Comprehensive Planning & Capital Improvement Project Planning." In 2005, a "Question & Answer" session with elected and appointed officials was added to the program. "Graduates" receive a diploma presented by the City Council at a regular meeting.

Community Forums

The City will host, participate in and sponsor where possible community forums that help educate the public about issues that affect the health, safety and welfare of families, businesses and the general public.

Public Information

In addition to its outreach and education efforts, the City employs several means to issue public information to city residents, businesses, the community and the general public.

City's Traveler's Information Radio Station

In 1997, the City purchased a 2.5-mile radius traveler's information radio station system. This system provides for 7 minutes of recorded messaging which plays continuously. The call letters are WPKL360, 1610 AM. In the event of a disaster, the radio station will be a primary source of emergency information. The Communications Coordinator maintains the system and recording procedures.

Voice Mail System/After-Hours Information Line

The City's voice mail system allows the recording of general activities event information. This "After Hours Information Line" is maintained by the Communications Coordinator and is sometimes used in marketing. For example, it has been used to supplement event information and allow callers to receive detailed event information. The City Clerk maintains the City Council Agenda "After Hours Information Line".

Marketing/Advertising

Paid Advertising

Paid advertising is an effective method to market a city event, program or service. The Communications Coordinator develops advertisements that are placed in local and regional newspapers. City department budgets include an Advertising line item.

Legal Notices

Legal notices for environmental determinations, ordinance adoption, and request for proposal (RFP) are public information typically required by law to be published in an official newspaper. The City's official newspaper is the Woodinville Weekly. The posting of legal notices for all city departments is the responsibility of the City Clerk, Administrative Services Department. As a courtesy, legal notices are posted to the City's website at <http://www.ci.woodinville.wa.us/events/legal-notices.asp>.

Event Marketing

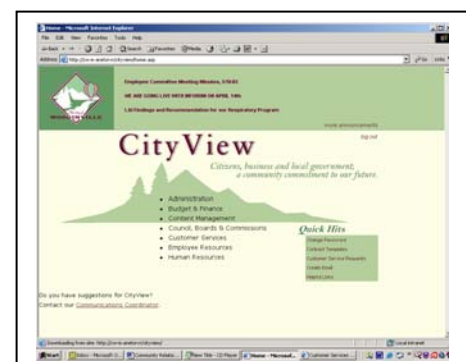
Event marketing includes design, layout, printing and distribution of printed materials such as brochures and posters. It further includes news releases, web updates, announcements in the City newsletter and radio station, paid advertising and other promotional activities. Marketing for the multi-departmental events is managed by the Communications Coordinator.

Employee Relations

Employee Intranet

In August 2001, an employee intranet was launched to improve employee accessibility to shared information and files.

The site was has content applications that allow for the



posting of City Council, Parks & Recreation Commission, Planning Commission and Tree Board agendas, staff reports and meeting minutes.

Upon log on, a customer service “tip” box appears for the user to read. The home page contains links to Budget & Finance, Employee Resources, Council/Boards/Commissions, Human Resources and a links page.

Another feature added in 2005 is the “PC Help” section that lists “how to” instructions about Microsoft software products.

Employee Recognition

Recognition awards are given to honor employees for 5, 10 and future years of service. Awards are purchased by the Executive Department and are typically presented at All Staff Meetings.

- ◆ 5 Year: Imprinted Mug
- ◆ 10 Year: Imprinted Silver Key Chain
- ◆ 20 Year: To be determined

Other recognitions are encouraged during All Staff Meetings and other employee venues.

City Manager's Employee-Communique:

In late-2003, an employee email newsletter was created as a means for the City Manager to communicate to all employees and highlight “For the Good of the Order” business items. Content is crafted by the Communications Coordinator and forwarded to the City Manager for approval and distribution to all city staff. Distribution depends on internal issues that should be communicated to employees.

New Employee Orientation

The Executive Department coordinates new employee orientation for fulltime and part-time orientation. Major topics covered in orientation include: “Who’s Who in the City Organization,” City policies, payroll and benefit review, and the Customer Service Program.

Media Relations

Governments should never underestimate the critical role the media plays in government’s ability to communicate effectively with the public. The role the media play in democratic process necessitates a relationship between media representatives and representatives of local government.²

The media serve as both observer and participant in government affairs. As observer, the media record and transmit information to and from government’s policy makers and administrators.³ As participant, the media act as government watchdog and critic.⁴

² Effective Communication: A Local Government Guide, International City/County Management Association

³ Media Relations for Local Governments: Communicating for Results: International City/County Management Association, 1996

For purposes of this document, media relations is defined as the City's programs and procedures that provide prompt, accurate and responsive information to the print, television, radio and Internet information providers. Woodinville's Media Relations Program includes distribution of city news releases (that are posted to the public website), proactive media relations, and training on the City's media policy.

(Reference: Media Relations Policy 2.01.)

City Sponsored Events

Special & Civic Events

Special events, ground breaking and dedication ceremonies are useful tools for creating excitement about developments in the City and for informing the public about these developments. Major community events sponsored by the City are a policy decision of the City Council. Such events generate community involvement and support; strengthen the City's positive public image, and create civic awareness and community pride.

Sponsorships are sought to support city events. The Event Manager is typically responsible for sponsorship recruitment.

Cityhood Celebration (as part of Celebrate Woodinville)

Prior to the City of Woodinville becoming an incorporated city, a community event commonly known as "Celebrate Woodinville" was held each year on the Saturday closest to April Fools Day. The day's events included the "All Fool's Day Parade," the "Basset Bash and Brigade," the season opening of the Woodinville Farmer's Market and a host of other events.

Following incorporation in 1993, the City of Woodinville joined in this community event by hosting a "Cityhood Celebration" commemorating the anniversary of incorporation (March 31, 1993). The hosting of the City's annual celebration is typically a coordinated effort between the Executive Department and Parks and Recreation Department. Each year the City Council participates in the parade and serves up a large "birthday" cake to event spectators.

City Sponsored Events

1. Cityhood Celebration/Open House & Community Art Show (March/April)
2. Chipping Event (April)
3. Arbor/Earth Day (April)
4. Spring Recycling Event (May/June)
5. 4th of July Fireworks Celebration (July)
6. Summer Concert Series (July/August)
7. Fall Recycling Event (September)
8. Sammamish ReLeaf (September)
9. Harvest Happening (October)
10. Woodinville Light Festival & Teen Art Show (December)

⁴ Media Relations for Local Governments: Communicating for Results: International City/County Management Association, 1996

Through Open Houses at City Hall and the Woodinville Community Center, the City's event creates an awareness and understanding of Woodinville's municipal services and programs. A Community Art Show is coordinated through Parks & Recreation staff and the City's Public Art Advisory Committee.

4th of July Family Fireworks Celebration

What began as a fireworks spectacular has evolved into a family-oriented event planned through the efforts of a volunteer-based steering committee. This event draws an average of 10,000 spectators to JB Instant Lawn in the City's tourist district area. Sponsored by the Parks & Recreation Department, J.B. Instant Lawn, Chateau St. Michelle, Redhook Brewery, Waste Management NW, and other contributors, this event brings Woodinville a positive identity and reflects the benefits of business sponsorship.

In 2006, due to the necessity of having to harvest the sod prior to July 4, the event was cancelled and a visioning process began to discuss future events.

Summer Concert Series

This popular summer event draws crowds every Thursday during July and August to DeYoung Park, located in downtown. Free performances entertain audiences of all ages and range from juggling acts to a cappella singers.

Light Festival

This event brings out the holiday spirit in everyone! Since 2000, the Parks & Recreation Department has partnered with Brittany Park Retirement Community to offer families an evening to make arts and crafts, enjoy holiday entertainment and music, ride on the Elf Express lighted train, and capture a photo with Santa. Local teen artwork is showcased in the annual Teen Art Show.

Annual Chipping Event

Typically held in early April, this free event allows Woodinville residents to bring their woody debris to be chipped. The chips are used as mulch along the Sammamish River.

Arbor/Earth Day Celebration

The City's Tree Board, as part of their Tree City USA designation requirement, hosts an annual Arbor Day Celebration. The State Department of Natural Resources honors the City with its annual Tree City USA award and Growth Award. In conjunction with Arbor Day, volunteers are recruited to participate in a restoration and/or planting event at one of the Sammamish ReLeaf sites (see below). Additionally, the Public Works Department has participated in the Spring Garden Fair sponsored by the Woodinville Water District. Rain barrels and/or compost bins are available for sale.

Sammamish ReLeaf

Each year, hundreds of local volunteers plant the banks of the Sammamish River or other waterways in Woodinville with native plants that enhance habitat as well as the recovery of salmon, an endangered species. This event is planned and implemented by the Executive, Public Works,

Spring & Fall Collection Events

Two special collection events are held in the Spring and Fall at the Woodinville Park & Ride lot. Area residents bring household items for recycling, thus reducing the amount of waste that goes to local landfills.

Holiday Events

The Parks & Recreation Department coordinates several holiday events such as the "Family Valentines Day Ball," "Daddy-Daughter Dance," and "Harvest Happening."

Civic Events: Ground Breaking, Grand Opening & Open House

Civic ceremonies such as the opening of a new park, road or city building, are opportunities to showcase the City to the community. Such ceremonies should always include a chance for the City Council and appointed officials to participate.

APPENDIX A

Communications Strategic Plan

Guidelines for Use of City Hall Council Chambers by City of Woodinville Neighborhood Groups

As a means to enhance its communication with City of Woodinville residents, the City Council approves the use of Council Chambers, Woodinville City Hall, in accordance with adopted City rental policies and laws pertaining to gifting of public funds, with the following guidelines.

Eligible Groups

- Must be City of Woodinville based neighborhood group.
 - Use Parks, Recreation & Open (PRO) Plan as reference for designated neighborhood areas.
 - Examples: Block Watch neighborhoods, home owner associations, SNAP neighborhoods, neighborhood preservation groups
- Neighborhood group leader(s) must be identified via written correspondence to the City's Parks & Recreation Facility Scheduler. Contact information (phone, email, mailing addresses) must be kept on file by the City. The identified leader(s) is the authorized person of the group to make the reservation.
- Formalized PTA groups associated with Wellington Elementary, Leota Junior High and Woodinville High schools (all located within city limits) may seek city-related topics to be presented to association members.
- Profit and commercial groups are not eligible.

Council Participation

- Upon reservation, City neighborhood groups will be advised that City Councilmembers will be in attendance at the beginning of the meeting.
- Senior management may be requested to present a topic of interest.
- The City Council may not discuss quasi-judicial matters.

Advanced Bookings

- Reservations shall be made through recreation staff at the Carol Edwards Center.
- Due to regularly scheduled City staff, council & commission meetings, no bookings for Monday, Wednesday or Thursday will be accepted.
- No bookings for July, August and December, January will be accepted due to high rental and program/event use during this time.
- To best manage bookings, there are two reservation windows:
 - For February, March, April, and May meetings, bookings may be made between January 1-31.
 - For September, October, November meetings, bookings may be anytime between August 1-31.
- Limit 1 meeting per year, per group, 4 hour time limit
- Yearly signed facility rental form must be on file and signed by the group leader(s).

Staffing

- Non-recreation staff will serve as monitors at each event. If no staff is available, the meeting cannot occur.

Monitoring/Follow Up

- Monitor rental rates to determine if there is a negative impact to normal facility rentals
- Track usage and provide 12-month status report to the Council.

REFERENCES

- Code Enforcement Manual
- Customer Service Program and Standards
- Customer Service Request Procedures
- Media Relations Policy (Administrative Procedure 2.01)
- City of Woodinville Logo Standards
- Volunteer Policies and Procedures Manual
- Woodinville Government Access Channel Administrative Procedures (future)
- Crisis Communications Plan (future)