

Communications Overview 2008 City Council Retreat

Introduction

In an effort to enhance communications with the Longmont community, City Council members asked for time at the annual City Council Retreat to review current City of Longmont communication strategies and to “brainstorm” other strategies and methods.

This report summarizes the City’s current communications strategies and methods for effectively communicating with both internal and external customers. This summary includes a detailed inventory of existing communication tools and strategies designed to enhance transmission of City-related information and it also describes the on-going communication functions/tasks performed by the Public Information Officer, the Public Information Team (PIT), Web page managers and by a number of City staff members who are continually communicating with the public.

Questions for Consideration

1. What is the vision of the City Council with respect to communications?
2. Are there other audiences that should be targeted for communication and community involvement?
3. Would Council like to further explore the role of Channel 3 with respect to public information?
4. Are Council Members interested in researching the use of the Internet for podcasting, blogging or other web-based communication, depending on the resources required?
5. Do Council Members want to be more involved in the Community Involvement Process? In what ways?
6. Is City Council interested in expanding the size and scope of the current City-wide newsletter?
7. Are there other communication strategies that City Council is interested in pursuing or ones that the Council would like to discontinue?

Target Audiences

The City’s communication efforts focus on three primary audiences—citizens (external), employees (internal), and the media.

- **Citizens** have unique and varied demands from their City government. In an increasingly technological world, researchers estimate the average person gets bombarded with more than 2,700 messages a day, all competing for the person’s time and attention. The City of Longmont must compete to get its important messages through to its citizens. It must be delivered at a time that is most

convenient and in the form they want to receive it. In addition, citizens want an increasing say in the way their City government works. Our communication strategies must address those challenges and desires. Finally, Longmont is faced with a growing number of Spanish-only speaking members of the community. An effective plan to successfully communicate with this segment of the population must be effective.

- **Employees** play a key role as ambassadors of our organization, because word of mouth is the most effective marketing tool. If employees speak well of their organization when out in public or privately with friends and relatives, they become powerful public relations representatives. In order to provide excellent customer service, employees must be informed about many parts of the organization.
- **Media** play a vital role in communicating with the public. Many citizens base their opinions of City government on what they read in local newspapers, hear on area radio stations or see on Denver-based television stations. Consequently, our organization must devote time and effort to ensuring that media coverage of Longmont is fair, accurate and as complete as possible. In addition, effective media relations carry a relatively low cost, aside from staff time, when compared to other strategies, which makes it a powerful tool in our organization's communication toolkit.

Current Communication Methods

In 2002, at Council's direction, the City of Longmont developed a comprehensive Community Involvement Process for communicating and involving residents in critical decision-making that affects the entire community. This process that has been recognized internationally by the International Association for Public Participation (IAP2) as "public participation that demonstrates the use of innovative techniques, solutions to problems that face the field of public participation, and the successful involvement of the public in new arenas." Key representatives in all City departments have been trained on using this technique and they are supported by the Department of Administration in using the Community Involvement process. This technique has been used successfully during many public processes, including the *Focus on Longmont* strategic planning process, the Education Summit, and the Pit Bull/animal management controversy. A detailed description of the City's Community Involvement process is attached. This resource manual was developed in 2002 and will be updated in 2008.

In addition to this award-winning community involvement process, the City uses a variety of other methods to communicate with the Longmont community. The Public Information Officer (PIO) is responsible for coordinating the City's overall information program. With the help of the Public Information Team (comprised of communication representatives from various City departments) the PIO prioritizes information and uses a variety of communication methods (listed below):

1. Media Relations

The PIO, acting as the City's spokesperson, works to build and maintain positive relationship with the news media by responding quickly to media requests in a factual and professional way. Many times, the PIO will direct reporters to the best spokesperson on City issues. On occasion, the PIO will "pitch" story ideas to reporters through news releases and personal conversation. The media remain one of the most valuable ways of reaching residents and media interviews should be viewed as an opportunity for the City to tell its story. Regular meetings with the editors and owners of the Times-Call are also an important component in maintaining a positive relationship. In addition, the City's Customer Satisfaction Survey indicates that the Times-Call is consistently the number one source residents use to get City-related information.

2. City Line

City Line is the City of Longmont's informational newsletter designed to keep the general public informed about important news and information that affects them. Mailed monthly in City utility bills, this four-page publication is edited by the PIO. Most articles are provided a by team of contributors who represent various City departments. The newsletter is translated into Spanish and delivered to the St. Vrain Valley School District, mailed to a list of Spanish-speaking residents and mailed to Spanish-speaking businesses for distribution to their customers. This publication is also available on the City's Web site as a download in both languages.

3. City Talk

This quarter-page ad appears every Monday in the Daily Times-Call on page three of the "Front Range" section. It is designed to provide timely and consistent information on City activities, meetings and events. The ad is produced and paid for by the City Manger's Office. (The Times-Call also publishes the weekly Council Meeting Agenda on Mondays at no cost to the City). All departments are encouraged to submit items for publication, especially for time-sensitive news. The information provided in *City Talk* is also added to the City's "What's New" section of the Web site every Friday and added to the Web site's RSS Feed (see item number 7 below).

4. City Source (ACIS)

The Automated Customer Information Service (ACIS) is a series of pre-recorded messages in English and Spanish about important City services. By dialing one number and entering an appropriate four-digit code, customers can get information on various services such as Animal Control, Jobs, Museum and Library Services, Utility Billing, etc. In total the public can access more than 280 messages about City services. A brochure, called *City Source*, printed in both English and Spanish, is published every April with a list of all code numbers and it is mailed to all Longmont residents in the monthly utility billing envelope. An ad is also purchased in the Longmont QwestDex Yellow Pages listing the ACIS codes and numbers. In 2007, this program was "web-enabled" and all of the text

messages in both English and Spanish are now available on the City's Web site as well as a copy of the ACIS Brochure which is available for download.

5. Employee Connection

Published monthly by the City Manager's Office Executive Assistant, the employee newsletter is designed to keep employees informed on many issues including HR news, benefits, employee recognition, comings and goings, a Wellness calendar and occasional messages from the City Manager.

6. Internet

The Longmont PIO oversees the content of the City's Internet site. The Website is maintained by a Web Administrator who manages the site and provides technical support. Each City department appoints a Web representative to manage their own content and to post departmental information to the site on a regular basis.

7. RSS Feeds (Really Simple Syndication)

RSS stands for "Really Simple Syndication." It is a format for sending news out through a process called syndication, which is similar to that method currently provided on many news-type sites. It's not just for news, because any type of information can be provided in this manner, since it helps the visitor to keep up to date with information on a particular page of a Web site. It's designed to share headlines or other Web content. The City's Web site currently provides two RSS Feeds: one for the "What's New" page and the other for information that is released through our new Longmont eAlert subscription service.

8. Streaming of Council Meetings over the Internet

As part of the City Council Chambers renovation at the end of 2007, a computerized component was purchased to allow minutes from the City Council meeting to be indexed and posted to the Internet. This system can also "capture" audio and video of the meeting to be posted and streamed as well. It is expected that this system will be working sometime in the first quarter of 2008.

9. Pre-recording City Staff Presentations for Study Sessions

A process to pre-record and distribute staff presentations to City Council Members should be ready for implementation in the first quarter of 2008. DVDs will be included in City Council packets and also made available at the City Clerk's Office, the library, on channels 3 and/or 16 and on the City's Internet site.

10. Longmont eAlert (Email/phone) Subscription Service

This online web program is available through the City's web site which allows for anyone to register their email address or telephone number and sign up to receive information on a variety of topics. Topic areas are selected individually through a user's online account.

11. Channel 16

The City's government access channel (not to be confused with channel 3, which is a public access channel) is another way to get information to the public. It transmits a character-generated "bulletin board" that is available to Comcast cable TV subscribers. The channel runs 24 hours a-day, seven days-a-week. It also has the capacity to generate scrolling messages on an as-needed basis. Staff used this scrolling feature in 2007 to alert residents of street conditions and trash pickup during the two holiday blizzards.

12. Employee Relations

To help fulfill the City Manager's commitment to communicate with employees and improve employee relations, the Employee Advisory Group (EAG) was created. The group plays an active role in accomplishing several key objectives including: represent an employee point of view in citywide decision-making; strive to resolve and improve employee work environment issues; strive to resolve other issues that would enhance City operations, customer service, and/or efficiency; increase overall employee job satisfaction; and enhance understanding of management and employees in each other's view. The intent of this group is to augment existing communication channels.

13. Customer Surveys

On a yearly basis the City contracts with a survey company to develop and administer a customer satisfaction survey that measures the community's satisfaction levels of local government services. The information obtained from the survey helps city departments set priorities and enhance customer service. In addition, City Council uses the survey to ask policy questions to gauge the feelings of the community on a variety of issues.

14. Customer Request Tracking System (CRTS)

The Customer Request Tracking System or CRTS was created to access and track all requests for service by name and address. In this way, a manager, supervisor or Councilmember can look up a person to find out what requests they have made and whether they have been resolved. It is also a way for employees to track their own progress on these requests. The desired outcome is to be able to provide efficient service, keep all levels of the organization informed and help reduce requests that "fall through the cracks."

15. Web Forms (customer complaints/requests for service)

These forms were created on-line as a convenient way for the public to make specific requests or state specific opinions to City Council Members and City staff. The forms are designed to address all of Council with one form and one push of a button.

In addition to the communication strategies used by the Longmont PIO (listed above), several other communication methods are utilized by various departments and divisions throughout the City, including:

1. Longmont Cable Trust

- Although the Cable Trust is not technically a City agency, this group broadcasts City Council meetings every Tuesday night via cable channel 3 and televises the Planning and Zoning Commission meetings to Comcast cable TV subscribers.

2. Police Department

- The Longmont Police Department has developed a formal 2008 public relations/marketing plan to direct and compliment our relationships with the residents and businesses in the City of Longmont and various media outlets locally and nationally.
- “Behind the Badge” is produced by the Longmont Police Department in conjunction with Cable Channel 3. This show has been produced twice a month since January of 1998 with police employees writing the scripts, running camera equipment and hosting the show.
- Weekly, the department direct mails a “Welcome to Longmont” letter from the Chief of Police to new residents. The mailing includes a brochure that provides commonly asked questions/phone numbers regarding abandoned vehicles, animal control, and traffic concerns. The brochure also describes the department size, services available and specialized units which serve the public.
- The police department “Community Report” is a newspaper insert in the Times-Call (18,000 distribution) produced quarterly, which updates readers on issues facing the community as well as sponsored events, prevention/education and crime statistics. This publication is also available in City offices as well as high traffic commercial properties.
- Park Watch, a program in partnership with Parks and Open Space, has implemented a one-way communication strategy which notifies residents via direct mail of damages sustained to local parks. Staff members believe that those in close proximity (and with a view of the park) are those that can best assist the police in becoming eyes and ears.
- In a new partnership with the school district in 2008, the department will once again submit articles to the St. Vrain School District for use in local school newsletters as well as district publications and web site.
- In partnership with the Chamber of the Commerce, the Longmont Police Department will be working to enhance the relationship with the business community through public speaking, information distribution and relationship development.
- The Longmont Police Department hosts two police academies to provide two-way communications with the public. The Citizens Police Academy and the Student Police Academy (high school) provides an opportunity for residents to learn about policing in partnership with a community first hand.
- The department regularly provides staff for a Speakers Bureau. The vast majority of the requests are a result of current community issues including:

stranger danger, gang, department operations, etc. However, the presentations may also be a regularly scheduled occurrence such as in the programs associated with *Play It Safe*, Traffic Class, etc.

- The department has begun actively pitching feature stories to local media to extend coverage for employee recognition, department news, awards, etc. Additionally, the department has created a separate data base for feature story based media including state/national law enforcement publications separate from news releases.
- The department produces a wide-variety of in-house produced collateral items including prevention/education materials on gangs, runaways, Halloween tips, domestic violence, etc.
- Research and Development at the Longmont Police Department produces an annual report available on the City website as well as in-house which outlines the year in review.
- In 2008, the department will be organizing and implementing a public relations campaign regarding public safety issues.
- The department has specifically addressed Latino outreach communication strategies in a number of venues including Latino recruitment, aided in the creation of El Comite, etc.
- In order to reduce communication challenges, the department has a formal liaison list which partners police staff with local government, non-profits, and the faith and business community.
- The police department conducts comprehensive community, business and youth surveys every other year to determine community priorities.

3. Public Works & Water Utilities

- The Public Works Division mails an information packet to all new residents, which includes information about the automated solid waste program, pickup dates, trash containers, recycling, and a special events calendar. On a two-year basis, every Longmont sanitation customer receives (through the mail) a recycling calendar. These materials are provided in English on one side and translated into Spanish on the other side.
- A Water Quality report is produced annually by Water/Wastewater and mailed to every Longmont resident. The Federal Government mandates that this report be produced yearly according to their guidelines. Staff also uses the report to provide information concerning the full range of services provided by the department.
- Transportation Engineering and Utility Engineering use a cone zone map in the Times-Call as well as the City's web site. They also survey citizens that live close to the project after projects are completed in order to get feedback on how the project went and what we can do better in the future. Construction notices and door hangers go out to people that live close to the projects in order to alert them to the upcoming construction and possible impacts.

- There is an annual Consumer Confidence Report (CCR) which is basically a survey that goes to every household in the city. The survey will ask questions pertaining to the service delivery and how the programs in PWWU can be improved.
- PWWU does a variety of brochures on the different programs that are offered to the citizens. These go out to various venues; some are available on the city website.
- PWWU frequently responds to citizen questions thorough the local “Johnnie St. Vrain” column – especially in the area of traffic and transportation.
- Department staff members participate in several public presentations each year to a variety of organizations upon request.
- In 2007 the Department led the creation of the Environmental Tent at Rhythm on the River.

4. Senior Services

- “GO” (formerly the Golden Outlook) is an 8 1/2 x 11 magazine-style booklet (approximately 45 pages) published by Senior Services for adults 55 and older. The magazine is available free of charge at the Senior Center and at various sites around Longmont. It can also be mailed (for a small fee) for those who prefer mail delivery. It is published every quarter and provides information about classes, seminars, activities events, trips and other relevant information for the senior population.
- Senior Services also produces a 3-fold brochure that explains some of their basic services such as recreation, consultation, and support services. This brochure is available at various City facilities including the Civic Center, Recreation Center and Senior Center.
- Senior Services has regular coverage in the Times-Call via the 55 and Better column two times a month and the once a month Senior Page.
- Senior Services has regular coverage in the countywide monthly publication Senior Marketplace News.
- Senior Services has a regular/weekly spot on KGUD radio 90.7 at 8 a.m. on Saturday mornings titled Senior Moments.
- Senior Services has a brochure about facility rental information.
- Senior Services is listed in the countywide brochure "Where to Turn" that lists all of the Resource Specialist throughout the county.

5. Longmont Museum

- The Museum produces a 3-fold brochure that provides a brief history of Longmont and general information about the Longmont Museum and Cultural Center including hours, phone numbers, exhibits, etc. It is available at various City facilities.
- The Museum’s “Explore” newsletter is produced and mailed on a quarterly basis to approximately 1,900 people - Museum members plus others who have signed up to be on the list.

- Additional printed collateral produced by the Museum includes brochures on children’s summer and fall programs, the Discovery Days education program for ages 2-5, and the Museum’s summer camps in history, art and science.
- The Museum maintains a general email list called eBuzz that reaches 557 subscribers on a biweekly basis, plus 3 other targeted lists for Discovery Days, Children’s Programs, and Membership information.
- Online submission of articles and photographs to the YourHub.com website often leads to printed articles in the YourHub insert in the Denver Post/Rocky Mountain News.
- “Beyond the Double Doors,” the Museum’s blog, at www.longmontmuseum.blogspot.com, provides periodic behind the scenes and/or informal articles on Museum activities.
- The Museum is in contact with six newspapers in the region on a regular basis, plus special-interest publications as warranted.
- Online calendars – Museum staff submit events to 29 online calendar sites.

6. Longmont Recreation Center

- The Recreation (activity) Brochure is published four times a year and offers information on all recreation activity programs offered by the City of Longmont. It is inserted into the Longmont Times-Call and an on-line version is available on the City’s Internet site.
- Recreation staff produces two full-color 9 x 4 cards that detail prices and hours of the Recreation Center and another for the Memorial Building. These cards are displayed in various city facilities including the Civic Center, the Museum, Memorial Building and Centennial Pool.

7. Longmont Power & Communications (LPC)

- LPC produces a variety of brochures and fact sheets on topics such as an annual report to the community, renewable energy, energy efficiency, compact fluorescent light bulbs, electric safety, rebate programs, rates and payment options, customer information and services, and others. These printed materials are available at various city facilities and are distributed at community and business events. Most are also available in Spanish.
- LPC produces a welcome packet for new commercial customers that provides a summary of utility services, rates and contact information. The packets are delivered in person or through the U.S. Mail.
- The department delivers a monthly electronic newsletter to large commercial and industrial customers with local and national energy-related news and industry information.
- LPC produces a monthly employee newsletter with department news and employee information.
- LPC participates in about 12 community events annually with an information booth, displays and demonstrations, sponsors 4-6 business

events annually with the Longmont Area Economic Council, Chamber of Commerce and Longmont Small Business Association and conducts 4-6 presentations annually to community groups.

- LPC purchases print advertising in the Longmont Daily Times-Call, Boulder County Business Report, Chamber of Commerce newsletter, Dex Yellow Pages, on the back of monthly utility bills and other media.
- LPC produces direct mail to customers on a variety of topics including the Annual Report to the Community, Renewable Energy Program, planned outages, streetlight projects, rate changes and system improvement projects.
- LPC conducts neighborhood public meetings on streetlight projects and system improvement projects.
- LPC conducts an annual Residential Customer Satisfaction Survey (mail), an annual Key Account Customer Satisfaction Survey (phone), and a monthly Recent Customer Contact transactional survey (phone). Customer complaints, questions and suggestions received on the monthly survey are followed up with a customer phone contact.
- LPC conducts/sponsors 4-6 customer workshops or seminars annually, conducts 15-20 electric safety demonstrations annually to schools, youth groups and businesses and provides media response, news releases and opinion columns on utility related issues.
- The department coordinates with Saint Vrain Valley School District and the Colorado Energy Science Center to sponsor energy efficiency and renewable energy programs in elementary and middle schools.
- LPC places electric safety and utility information displays in the Civic Center Mall and Twin Peaks Mall twice annually.
- LPC makes customer callbacks as part of power outage response system to verify power restoration.
- LPC manages content for more than 375 department web pages on the city web site on a variety of topics such as rates and regulations, billing, service extensions, electric efficiency, electric safety, incentive programs, renewable energy, utility history and more.
- LPC conducts face-to-face meetings with residential and commercial customers related to new construction, service changes, energy audits, billing, metering, rates and other topics.

8. Utility Billing

- The Utility Billing brochure provides information about utility billing hours, services and charges. It can be found at the Utility Billing payment window in the Civic Center.
- Utility Billing inserts an 8-1/2 x 3-1/2 inch card into the monthly bill. Every City department can utilize the card to provide information to all Longmont utility customers. It is printed in the City's in-house print shop.

9. Library

- The Library produces a general brochure that provides a brief overview of Library services, a description of the “train” sculpture on the west side of the Library, and general information about hours, phone numbers, programs, etc. It is available at the Information and Circulation desks.
- The Library produces a “Friends of the Library” eight-page newsletter that is published five times per year and is mailed directly to the Friends of the Library membership, which includes honorary members like the Longmont City Council, school board members and the historical society. Copies are also available in the library for the general public. The newsletter can also be viewed on the Library’s website.
- The Library also produces a variety of pamphlets, available at our service desks, about services and resources available at the Library. Circulation brochures and most information pamphlets are available in Spanish.
- The Children’s department of the Library produces a monthly calendar for children’s storytimes, events and special offerings. It also produces a separate calendar for the Children’s Summer Reading and Teen Summer Reading programs.
- Additionally, the Library produces posters and displays for special program events. These are displayed in the Library lobby and each entrance.
- The Library provides email pre-notification to patrons a few days prior to their borrowed items becoming due, as well as overdue notices, via email, regular mail or phone, depending on patron’s choice.
- The Library also sends notices to patrons who have fines and/or lost items.

10. Parks, Open Space & Public Facilities (POSPF)

- POSPF sponsors community-based master planning for parks and trails projects. This process involves several elements including a series of neighborhood and community meetings, design charettes, dotocracy, on-line voting and review, written comment cards and focus groups.
- The Golf and Parks Division also solicits customer feedback through the use of on-line evaluations, tabletop evaluations in the pro shops and hand-delivered customer comment cards handed out in the parks.
- Airport Operations has developed an electronic newsletter and hosts hangar owner meetings to interact and discuss issues of concern for the Airport tenants. In addition the airport host or attends a variety of neighborhood meetings including one on one contacts to listen to concerns and discuss solutions.
- Parks staff has deployed similar to the "beats" that the Police Department uses. This strategy allows for a personalized relationship between the Park Techs and the neighborhood. Spin-off efforts from this have included a formal Park Watch program coordinated with the Police Department to communicate park issues, generate investigation vandalism leads, etc. This is done by e-mail, postal mail and door hangars. In addition, the

Rangers are required to make visitor contracts on the trails and in the district parks to help educate; they are also trained as First Aid first responders. Similarly, Forestry uses door hangars and door knocks when they are in a neighborhood doing tree pruning or removal.

- In an effort to reach out to the teen population, Parks Managers attend the SVVSD #1 Police Academy at Longmont, Skyline and Silver Creek High Schools to discuss vandalism and graffiti in the community and in the parks. In addition, upon request staff attends the three high schools to discuss career opportunities in the profession as well as seasonal employment opportunities. In 2008 staff will begin participating in "Si Se Puede, Yes I Can" a grassroots effort to celebrate youth in the community who have turned their lives around.
- POSPF participates in a variety of special events to interact with the community including Rhythm on the River, Hometown Holiday Parade, neighborhood picnics, etc. In addition, a number of programs are generated by the division to help educate and interact with the community at the Sandstone Ranch Visitor Center.
- The Energy Management Team has developed a series of educational posters to educate our building occupants and visitors.
- The POSPF Division averages about two Johnnie St Vrain inquiries per week to answer questions for the community.

11. Building Inspection

- The Building Inspection Division uses quarterly newsletters sent to all registered contractors annually to cover various code topics, reminders of impending meetings, available code classes or other news items (for example, the recent move to the new Development Services Center).
- Staff also sends post cards at various times of the year for things such as reminders to contractors about their license renewal deadline, public meetings regarding code adoption or other meetings of interest (such as the Green Points program).
- An abundant supply of handouts is always available explaining various requirements for new building projects, remodeling, decks, porch or patio covers, re-roof, demolition and abatement of asbestos and lead based paint including contact and disposal information. Building inspectors also carry a supply of printed information on various topics to leave with contractors at the job site when they ask.
- The housing inspector carries contact information for resources available to sub-standard housing customers in need of basic necessities and help through Neighborhood Resources personnel. Code Enforcement inspectors carry some of this same material as well to help customers find volunteer help when they are unable to comply with weed abatement, snow removal or removal of junk and debris.

12. Planning and Development Services

- The Planning and Zoning Commission meetings are televised on Channel 3 every third Wednesday of the month. Complete agenda information and packets are available on the web site or at the Development Services Center Friday afternoon prior to the meeting.
- Planning and Development Services has a planner on duty from 8-5, Monday – Friday, for phone calls and to assist walk in customers.
- Planning staff is available and frequently speak on planning-related matters to community/service organizations.
- The Planning and Development Services web site offers complete land use and zoning information as well as current information on development and long range projects:
 - a. The ***Citizen Connection***, found on the Planning web site, is designed to provide information and resources to assist citizens in providing input into the development procedures and applications affecting Longmont.
 - b. Active Development Log- map and details on current development projects
- Planning and Development Services provides notification to adjacent property owners and interested parties with respect to development and long range projects. Notifications may include neighborhood meetings, notice of application and notices of public hearings for the Planning and Zoning Commission and City Council. Staff contact information is included in every mailing.
- Brochures and handouts for frequently requested information related to the land use and zoning regulations are available at the Development Services Center (DSC) front desk. Zoning maps, comprehensive plan maps and other related items are available for purchase at the DSC front counter. The Community Profile is published annually and is available on the Web or at the DSC.

13. CDBG/Affordable Housing

- A Performance Report is prepared each year and made available to the public via a printed report and via the Division web page.
- The annual Action Plan which details the housing and community development needs in Longmont as well as how the City plans to spend its CDBG and HOME funds is made available to the public during a 30-day comment period while the Plan is still in draft form. The final Action Plan is also available in printed format as well as on the Division web page.
- All actions undertaken by Council, or by the two advisory boards to the Division (Housing and Human Services Advisory Board and the Affordable Housing Technical Review Group) regarding the CDBG and HOME programs, are made public and community input is sought via formal public hearings and informal public meetings.

14. Community and Neighborhood Resources (CNR)

- Quarterly CNR newsletters
 - Longmont Mediation Program Newsletter highlights accomplishments, training schedule, and other information relating to the Mediation Program. This distributed primarily to our mediation partners.
 - CNR Times Newsletter provides information on upcoming trainings, programs, staff profiles, and code enforcement information. Distribution is to all of CNR mail and email lists.
- Brochures about services
 - Mediation Brochure
 - Fair Housing Brochure
 - Discover Neighbors, Discover Home
 - SOMOS Brochure
- Handbooks and Guides, all of these handbooks and guides are available in hard copy and on the internet (except the *Guia* – the Spanish version)
 - *Better Neighborhoods* provides information about all aspects of how to form a neighborhood group. It also includes City resource information.
 - *Landlord Handbook* provides information about many of the most common landlord tenant issues and resources to help resolve them.
 - *Neighborhood Leadership Handbook* provides an overview of the City's Neighborhood Leadership Training.
 - *Guia* provides information about Community Services programs for monolingual Spanish speakers.
- CNR maintains email lists that include NGLA, HOA, Mediators and others that want general information from CNR.
- CNR provides a number of workshops and seminars to support our customer base that include:
 - Landlord Symposium
 - Fair Housing Conference
 - HOA Trainings
 - NGLA Meetings
 - Mediation Trainings
 - Neighborhood leadership
- The community Problem Solving and Neighbor to Neighbor dispute resolution programs support sustainable community solutions to community conflict.

Summary

Some of Longmont's overall communication goals are to:

- Increase awareness, interest and participation of the citizens of Longmont in City government activities.
- Enhance communication between City Council members and its constituents.
- Foster positive relationships between Longmont local government and the news media to ensure fair, accurate and comprehensive coverage of City government activities.

- Increase awareness, interest and participation of City employees in the goals and activities of the City.
- Provide City Council, citizens and employees with the information they want in the manner they want to receive it.
- Enhance the connection between communication and technology (i.e. Web site, Intranet, e-mail, telephone, cable TV, etc.)

These goals are written to pursue “continuous improvement” rather than “reaching a pinnacle” of success and should provide a foundation for communication efforts for many years. Regardless of how technology changes the tools of communication (e-mail, Internet, cell phones, 24-hour news, etc.) the goal of increasing awareness and participation, fostering relationships, and providing timely information to the public, City employees, and the media should remain constant.

Attachments

Attachment 1 – Community Involvement Resource Manual