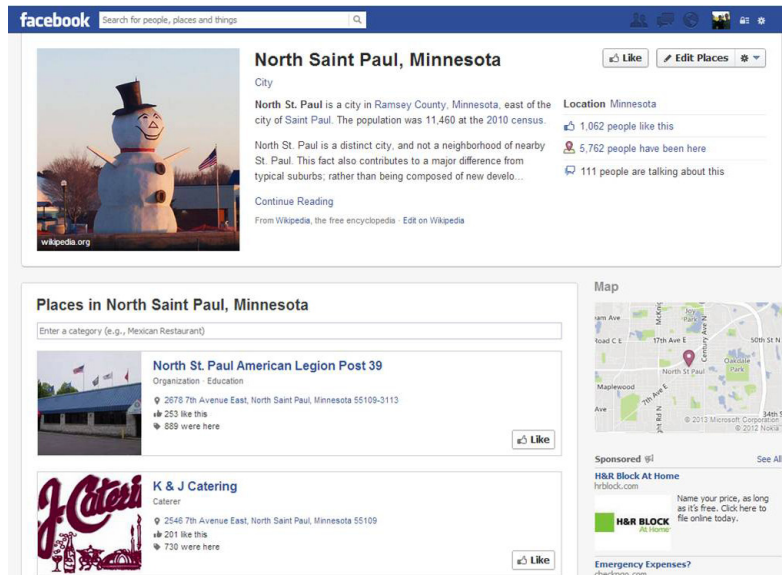




# Civic Engagement and Communication



## Description/Goals

Improved communication was one of the key goals outlined by the City Council for 2013. An aging community, North Saint Paul needs to explore appropriate strategies for communication and to engage residents of all ages and demographic characteristics. Currently, the City communicates via a monthly newsletter sent with the electric utility bill. The City has also recently entered the Social Media scene, with a presence on both Facebook and Twitter. This project's goal is to identify specific modes of communication best suited for the City and its residents, and to create an overarching communication plan.

## Action Items

1. Conduct a survey of residents to determine the most useful and effective communication strategies
2. Identify new communication and civic engagement strategies, such as mobile apps
3. Develop an overarching communication plan, including suggestions for how to phase in new modes of communication while continuing with ones that are already successful

## Sustainability Goals

Enhancing public participation opportunities, engaging underserved or marginalized groups, creating a stronger sense of community or place

## Staff/Partners

Staff Lead: Laurie Koehnle, *Communications*  
Staff Assistant(s): Wally Wysopal, *City Manager*

## Relevant Plans and Documents

2013 City Council Goals and Objectives (Communications)