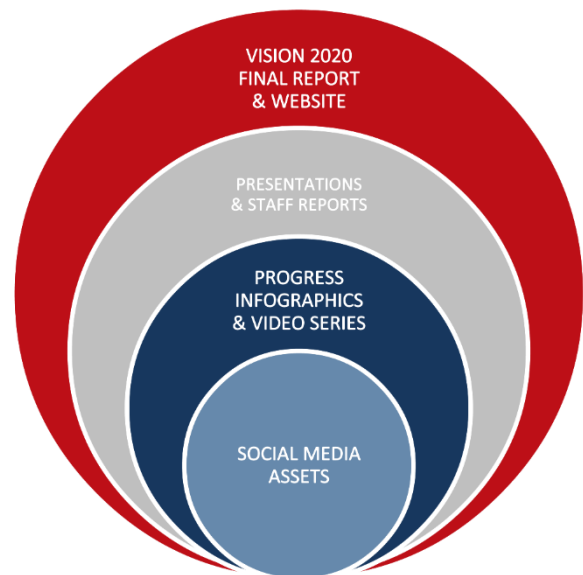**Communicating Pillar Actions**

Date: May 14, 2021

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Following implementation and measurement, we will communicate visioning progress through a variety of methods.

External Communication

- Community Pillars Website with Stat Dashboard – Fort Collins example
- Pillars in Action Video/Social Media Series
- Annual Progress Report in the Budget Guide – Salem example
- Quarterly Progress Updates to Council
- Incorporate Pillars into staff report template so we are consistently tying our activities back to Pillars
- Community Pillars Road Show/Meeting in a box – Visioning may be over, but we still rely on targeted feedback and meaningful interactions with the community to check the temperature, gain perspective, demonstrate progress. In keeping with our EDI/Accessibility goals, this idea encourages community members to host their own engagement meetings where we provide standardized materials (facilitator guide, questions, demographics, etc.) and an easy way to submit the feedback they gathered, back to the city.
- Leaders Future Project Open Houses

- [Highlight grant and other initiatives 'made possible by'](#) – expectations can be incorporated into grant/contract and we can provide the verbiage and materials to recipients.
- Park City Leadership, HOAs, Chamber, other partners – each time a new leadership class begins, it creates buzz. Let's get this group and others excited & talking about what we are doing and what we have accomplished.
- Community Days/Field Trips to tour or use facilities (MARC, Ice, Three Kings Treatment plant), guided hikes/snowshoe to demonstrate maintenance, weed mitigation, improvements.
- Micro-updates – Research shows we have between 3-7 seconds to grab someone's attention. Simple updates that can be digested in a glance: images, infographics, before & after pictures. These can be on social channels, on the screen during the 'be right back' message at council meetings, they can be the starting slide in our presentations, our Zoom/Social Media avatars, etc.

Internal Communication
- Pillar Team Leaders present to Management Team quarterly
- Citywide intro of Pillars at all-hands meeting
- Citywide monthly newsletter highlighting Pillar action/progress; include assets from video/social campaign
- Council Member Liaisons keep fellow council members informed
- Milestone Celebrations (internal/external)
- Staff Challenge/Prizes for ideas and efforts
- Incorporate into budget process – When presenting budget requests, managers outline what Pillar/Goal request aligns with as well as show performance measures (actuals or target)