



Meeting Date: 9.6.2017

Agenda Item: # _____

Mission Statement

To provide our growing dynamic community excellent municipal services to make Fernley a great place to live, work, and play.

Together, we enhance the desirability, safety, friendliness, aesthetics and quality of life in our city.

CITY OF FERNLEY CITY COUNCIL MEETING STAFF REPORT

REPORT TO: Mayor & City Council

REPORT THRU: Daphne Hooper, City Manager

REPORT BY: **Colleen Unterbrink, Assistant to the City Manager**

REVIEWED BY: Brandi Jensen, City Attorney

REVIEWED BY: Denise Lewis, Finance Director

AGENDA ITEM: Discussion and Possible Action to accept the City of Fernley's Communications Plan for FY 2018 - 2020.

ACTION REQUESTED: ___ Consent ___ Ordinance ___ Resolution X Motion ___ Receive/File

RECOMMENDED ACTION BY CITY COUNCIL

"I move to accept the City of Fernley's Communications Plan for FY2018 – 2020."

Key Points:

1. The City approved a contract with the University Center for Economic Development, University of Nevada, Reno to facilitate and create a Communications Plan in conjunction with the City's updated Strategic Plan.
2. Four community workshops were held in 2015 – 2016 to provide input and discussion in the development of the City's new Strategic Plan. The Communications Plan relied on the results of the Strategic Plan. The Communications Plan covers a two-year planning horizon of FY 2018 - 2020.
3. The City's Communications Plan for FY 2018 – 2020 is presented for approval.

POLICY REFERENCE

Nevada Statutes:

Fernley Municipal Code:

Policies & Procedure Manual: N/A

Community Assessment:

Other:

SUPPORTING INFORMATION

The Communications Plan relied on the results of the Strategic Plan planning that was conducted from 2015 – 2016. The Communications Plan has been developed for the two-year planning horizon of FY2018 – 2020.

The University Center for Economic Development faculty and staff prepared a Strategic Communications Plan for the City of Fernley in cooperation with city elected and appointed officials and staff. The plan consists of seven sections, including:

- Executive Summary
- Introduction and Overview
- Situational Analysis (including Audience Identification, Community needs and Issue Analysis and Identification, Local/Regional/National Media Trends, Social Media, Existing Communication Assets, and Community Resources and Opportunities)
- Strategic Measures
- Strategic Development (including Brand Management, Media and Public Relations Strategies, Direct Communication/Marketing/Advertising Strategies, Social Media Strategies, Customer Relationship and Citizen Engagement Strategies, Internal Communications, Issue Management, Crisis Communications, and Emergency Communications and Departmental Outreach)
- Implementation
- Measurement

The Communications Plan will be presented to the City of Fernley Planning Commission on September 13, 2017.

FINANCIAL INFORMATION

FISCAL IMPACT:

1. Is There A Fiscal Impact? No
2. Is it Currently Budgeted?
3. If Budgeted, Which Line Item/Account?

FISCAL SYNOPSIS:

There will be no fiscal impact from this presentation.

Future implementation of the plan may have a fiscal impact.

PRIOR COUNCIL ACTION/REVIEW

September 16, 2015 – Council unanimously approved a contract with the University of Economic Development to complete a strategic and communications plan for the City of Fernley not to exceed \$11,500.

ATTACHED INFORMATION

City of Fernley Communications Plan