

ROUTT COUNTY BOARD OF COUNTY COMMISSIONERS

Timothy V. Corrigan
District I

Douglas B. Monger
District II

Cari Hermacinski
District III

Work Session

April 2, 2018

1. 10:30 A.M. COUNTY MANAGER UPDATE
Tom Sullivan, County Manager
2. 11:30 A.M. LEGAL UPDATE
Erick Knaus, County Attorney
3. 12:00 P.M. LUNCH BREAK
4. 1:30 P.M. SHERIFF'S OFFICE UPDATE
Garrett Wiggins, Routt County Sheriff
5. 2:00 P.M. DEPUTY COUNTY MANAGER
Dan Weinheimer, Deputy County Manager

A. COMMUNICATIONS PLAN DISCUSSION

Documents:

[BCC WSAGENDA_ COMMUNICATIONPLAN 040218.PDF](#)

6. 2:45 P.M. MEETING ADJOURNED

All meetings will be held in the Routt County Historic Courthouse
522 Lincoln Avenue, Hearing Room, Steamboat Springs - or otherwise noted.

All programs, services and activities of Routt County are operated in compliance with the Americans with Disabilities Act. If you need a special accommodation as a result of a disability, please call the Commissioners Office at (970) 879-0108 to assure that we can meet your needs. Please notify us of your request as soon as possible prior to the scheduled event. Routt County uses the Relay Colorado service. Dial 711 or TDD (970) 870-5444.

ROUTT COUNTY BOARD OF COUNTY COMMISSIONERS

AGENDA COMMUNICATION FORM

ITEM DATE: April 2, 2018	ITEM TIME:
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FROM:	Dan Weinheimer
TODAY'S DATE:	March 28, 2018
AGENDA TITLE:	Communication Plan Discussion

CHECK ONE THAT APPLIES TO YOUR ITEM:	
<input type="checkbox"/> ACTION ITEM	
<input checked="" type="checkbox"/> DIRECTION	
<input type="checkbox"/> INFORMATION	

I. DESCRIBE THE REQUEST OR ISSUE:

Routt County has contracted with Slate Communications for an assessment of internal and external communication efforts. Slate Communications presented a preliminary report which listed numerous possible work items and staff has reviewed and prioritized these items. The purpose of this item is discussion with the BCC about future work items and the next steps with implementation of the communication plan.

II. RECOMMENDED ACTION:

Discussion with staff and Slate Communications.

III. DESCRIBE FISCAL IMPACTS (VARIATION TO BUDGET):

PROPOSED REVENUE:
PROPOSED EXPENDITURE:
FUNDING SOURCE:

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IV. IMPACTS OF A REGIONAL NATURE OR ON OTHER JURISDICTIONS (IDENTIFY ANY COMMUNICATIONS ON THIS ITEM):

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AGENDA COMMUNICATION FORM

V. BACKGROUND INFORMATION:

Routt County has received communication plan recommendations from Slate Communications. Slate conducted interviews with County staff and with select partner agencies and distilled those comments into an assessment of internal and external communication opportunities.

Staff has reviewed the communication plan proposals and, with Slate Communications input, has identified priority levels for proposed projects (A-B-C) and also identified internal versus Slate Communications-led projects.

Staff would prioritize the following projects as “immediate needs”:

- Form an internal communication coordination team
- Standardize monthly department head updates
- Improve utilization of County website and develop community outreach tools
- Analyze the County’s spending in the Steamboat Pilot & Today
- Develop/conduct trainings
- Address social media usage and conduct through policy development
- Develop and communicate a standardized Routt County identity
- Support tools and processes to gather public input to inform County processes

The Slate Communications contract stipulates 24 hours of training in 2018. Proposed training offerings include:

- Social media and website
 - Focus on best practices, writing for the web, and strategically reaching audiences
- Media training
 - How to write press releases, tips for media engagement, how to distribute
- Presentations
 - Best practices for presenting information to the public, Commissioners, and other audiences

VI. LEGAL ISSUES:

VII. CONFLICTS OR ENVIRONMENTAL ISSUES:

VIII. SUMMARY AND OTHER OPTIONS: