

KPB Communication Strategy and Implementation Plan

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Agnew::Beck Consulting

Engage Plan Implement



TODAY

- What is a communications plan?
- What are our project objectives?
- What is our team doing?



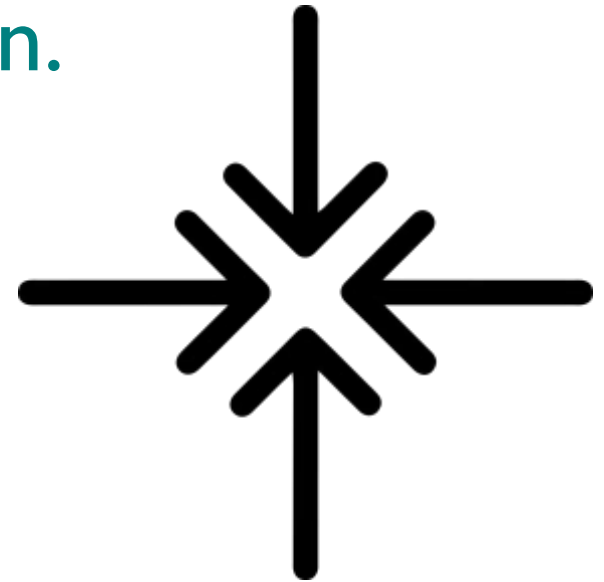
AGNEW::BECK

Multidisciplinary consulting firm skilled in analysis, policy development, planning, public engagement, and project implementation.



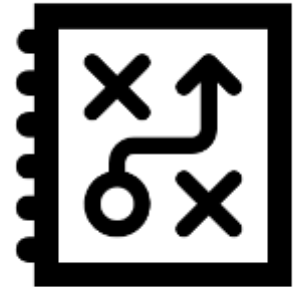
WHAT IS A COMMUNICATIONS PLAN?

Aligns public information activities
with the goals, objectives, and
messages of the organization.



WHAT IS A COMMUNICATIONS PLAN?

- Prioritizes needs
- Identifies audiences
- Determines the messages and delivery
- Measures success



WHAT IS A COMMUNICATIONS PLAN?

- The plan is assessed and updated.
- Includes measurable objectives and outcomes.



EFFECTIVE COMMUNICATIONS



OBJECTIVES

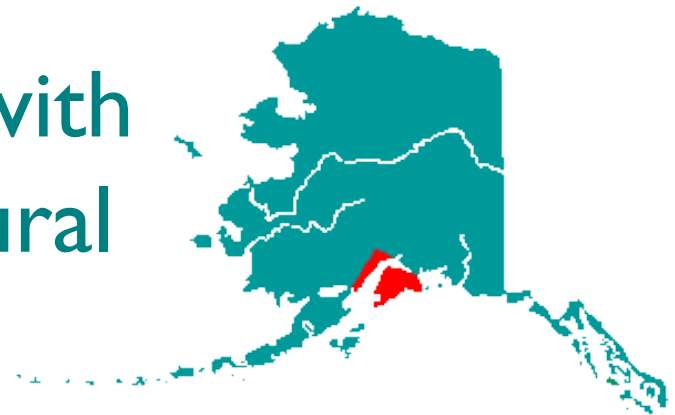
1. Uniformity
2. Identity
3. Economic Development
4. Flexibility
5. Endorsement

OBJECTIVES: **UNIFORMITY**

- Present a defined mission.
- Drive public understanding of Borough functions and services.

OBJECTIVES: **IDENTITY**

- KPB is vast.
- Includes communities with diverse economic, cultural and social factors.
- Must speak to residents and visitors.



OBJECTIVES:

ECONOMIC DEVELOPMENT

- Promote the Borough as a great place to live, work, and do business.

OBJECTIVES: **FLEXIBILITY**

- Plan must be adaptable.
- Meet the needs of individual departments and service areas.
- Maintain consistency with the overall brand.

OBJECTIVES: **ENDORSEMENT**

The plan must resonate with:

- Residents
- Businesses
- City municipalities
- Tribal entities
- Unincorporated communities
- Non-governmental organizations

SCOPE

- Data assessment, key informant interviews and public outreach
- Formalize objectives and goals
- Internal and external communications strategies
- Strategies for consistent brand experience
- Implementation plan
- Tools for measuring success

SCOPE: WHAT WE'VE DONE

- Data sources: Comprehensive Plan, KPB CEDS, KPTMC Objectives, analytics from KPB outreach tools
- Internal staff survey
- External public survey
- Public engagement at community events
- Interviews with Assembly members, service area representatives

SCOPE: **WHERE WE ARE**

- The following DRAFT objectives and strategies are based off of the work completed in the previous step.

#1 Prioritize Internal Communications

- Improve internal communications.
- Emphasize the role of employees as “brand ambassadors”.
- Evaluate use and efficacy of internal communications tools.
- Provide communications training and tools to public facing employees.

#2 Effective and Efficient Operation

- Develop organization infrastructure designed to improve and integrate effective communication at all service areas and that are tied to the Borough's strategic directions.
- Conduct regular research and evaluation.

#3 Increase Engagement

- Establish a key communicator network.
- Continue to develop a “shared leadership” style across the Borough and service areas.
- Continue to develop public engagement/outreach strategies.

#4 Increase Awareness and Understanding

- Develop Borough mission, vision, values and brand promise.
- Connect brand and guidelines for service areas that emphasize this as well as Borough services.

Thank you!

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Engage Plan Implement

