



Town Council
ONLINE MEETING
Tuesday, February 2, 2021
Public Meeting Room / Eagle Town Hall
200 Broadway Eagle, CO

*This agenda and the meetings can be viewed at www.Townofeagle.org.
Times listed are approximate and are subject to change.*

TOWN COUNCIL WORK SESSION ACCESS INFORMATION *ACCESS THE ON-LINE MEETING HERE Please note: All participants are automatically muted. In order to be called upon and unmuted, you will need to use the "raise hand." For technical difficulties please email bill.shrum@townofeagle.org and we will do our best to assist you.*

1. This will be an online meeting.

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WORK SESSION CALL TO ORDER - 4:00 P.M.

PRESENTATION/DISCUSSION

1. Town of Eagle's Communications Strategies

ADJOURN - 6:00 PM

I hereby certify that the above Notice of Meeting was posted by me in the designated location at least 24 hours prior to said meeting.

Jenny Rakow, CMC
Town Clerk

PUBLIC WIFI - TOEG – townofeagle2019



To: Mayor and Board of Trustees

From: Bill Shrum, Assistant Town Manager

Date: February 2, 2020

Subject: Town of Eagle's Communications Strategies

Purpose:

The purpose of this report is to outline the changes in Town of Eagle Communication protocol over 2020, report metrics on communication work accomplished, and outline strategic direction planned for improvement in 2021.

Communication Evolution:

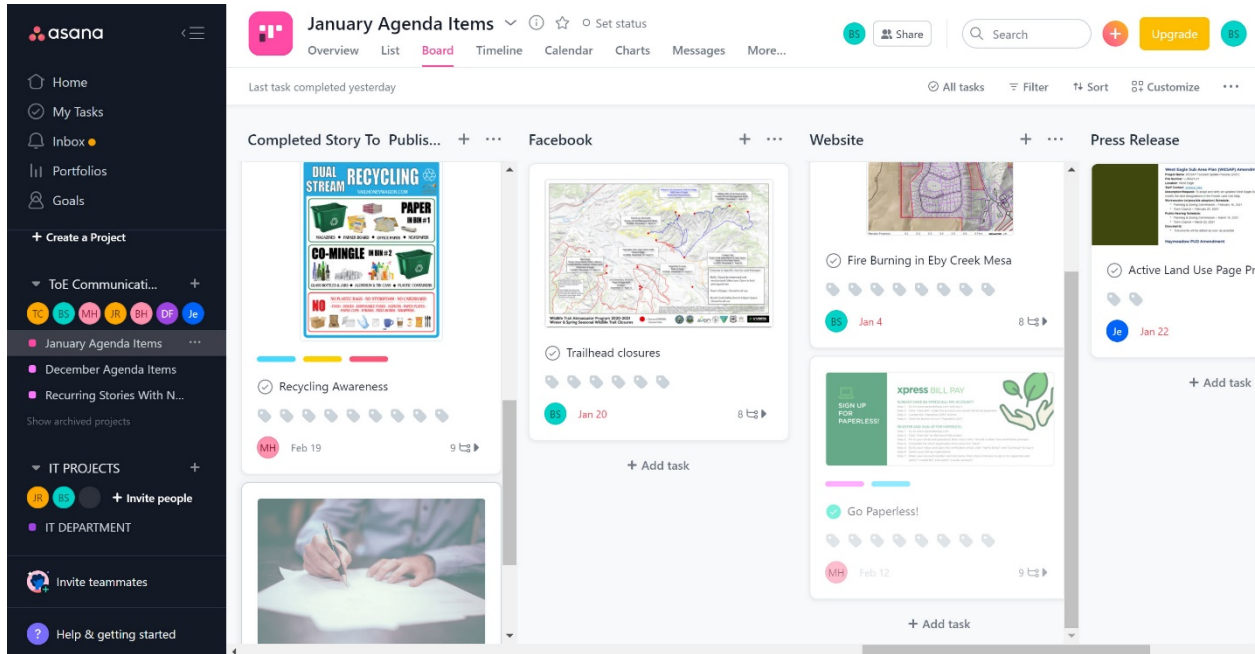
In December 2019, the Town opted not to renew an ongoing contract with PR Studios for communication support. They were initially retained in 2016 to assist with the Eagle River Park, and remained under contract for communication support, namely around events and specific projects.

When communication responsibilities were brought in-house, the staff assembled a Communications Team with representatives from all departments of Town. This team has met regularly through 2020 and is responsible for developing and executing Town communication. This includes the Town of Eagle website, email newsletters, social media, press releases, video production, and more.

Internal Communication Practices:

It can be a challenge to coordinate Town-wide communication without a specific point-person, yet the Town of Eagle has been able to do so throughout 2020 with our collaborative process. The Communication Team uses Asana to organize a workflow of communication across departments. Categories start with ideas for discussion, and escalate with additions of copy, photos, and planned distribution channels. Team members are responsible for publishing stories situated in their departments, though they often receive suggestions or assistance from other team members. Many stories and communication need for the Town are recurring, meaning that the same story is relevant based on the season or other regular occurrence. This process was labor intensive in the first year to craft each of these stories but going into 2021 a high number of our correspondence already has copy and photography ready to schedule and produce without any additional work. Asana helps store and coordinate the team, and an example of a segment of our workflow is included in Figure 1 below:

Figure 1: ToE Communication Workflow in Asana



External Communication Practices:

The Town of Eagle has a variety of external communication methods on which we directly publish:

- Websites: Town of Eagle Website
Eagle Outside Website
- Social Media: Town of Eagle Facebook
Eagle Outside Facebook
Eagle Outside Instagram
- Direct Email: Eagle Today
Town of Eagle Business Licenses
Town of Eagle Employee Newsletter
- Direct Mail: Utility Billing Customers
GIS-Based Mailing Lists
Town of Eagle Post Office Box Holders

Additional methods of external communication available to the Town include the Eagle Valley Enterprise and Vail Daily print and online newspapers, local radio stations, and project-specific websites and email lists like those used for Elevate Eagle, Grand Avenue Corridor Study, and Downtown Broadway Businesses.

Each method has strengths and weaknesses and can reach different demographics. Press Releases are distributed to external partners as well as published on all available channels. An update about snow plowing schedules may only be published to Facebook. The Communication Team discusses the intended audience for each story and routes a story for publication accordingly.

2020 Communication Metrics on External Platforms:

In 2019, PR Studios did a majority of the communication publication work for the Town of Eagle. In 2020, all publishing was brought in-house. The following data is for the Town-owned platforms.

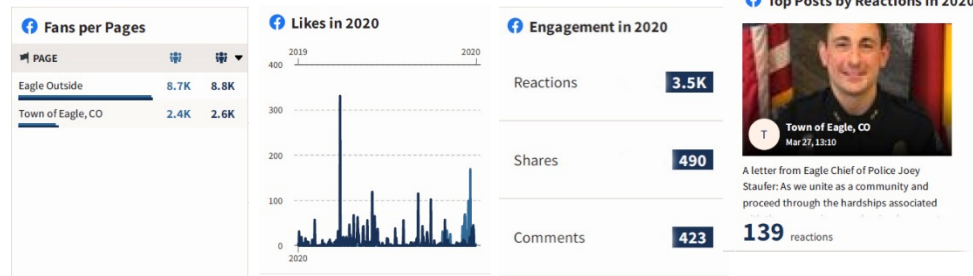
Email:

Eagle Today	2019	2020	Business License	2019	2020
Emails Sent	21	16	Emails Sent	8	4
Total Delivered	52706	46634	Total Delivered	2094	707
Average Delivered	2519	2914	Average Delivered	261	176
Open Rate	33.22%	42.89%	Open Rate	49.90%	55.02%
Growth	214	-26			

Website: <http://townofeagle.org>

Users	2019	2020	Change
visitors	103,531	108,191	4,660
bounce rate	62%	61%	-1%
actions	2.8	3.1	0.3
peak visits 5/9/19	683	943	260
unique pageviews	123,443	132,272	8,829
searches	6,663	7,775	1,112
downloads	114,884	152,070	37,186
Locations			
C. Springs	9,810	9,334	-476
Eagle	8,681	8,774	93
Denver	8,072	5,087	-2,985
Changi, Singapore	3,299	2,329	-970
Platform			
desktop	64,367	67,493	3,126
smartphone	32,396	35,129	2,733
tablet	5,100	3,261	-1,839

Facebook:



Communication Challenges:

There are several challenges to our current communications process. The most important is one shared by all municipalities, in that Town communication is inherently different than traditional marketing, but the platforms we use are optimized to support marketing and not other types of engagement. The data presented above demonstrates this challenge. Traditionally, more likes or fans would be considered good, but what if the fans don't live in Eagle? What if they don't visit? What if we do not need to create a call to action in our emails, only inform people? Do we want more engagement on Facebook, or do we want to measure how people respond to the message in person? We cannot apply traditional marketing theory to the needs of our Town communication strategy.

Awareness and engagement are two significantly different ends that our communication strategy must meet. Sometimes the terms are conflated, and a need for "good communication" is meant to mean more awareness, or more engagement. There are additional tools available for us to increase awareness, including the Vail Daily, radio promotions, partner organizations in Town, and residential groups. Each of these is outside of our direct control, so the challenge is to form stronger relationships and better utilize these tools when possible. There are also tools to improve engagement, including zoom for council meetings, participatory elements on websites to engage the public, the community survey and dashboard, and more ad hoc project-specific outreach.

Communication Opportunities:

The largest communication opportunity we have as a Town is the future Community Survey. In the survey we are asking five specific questions to help guide the Town's strategy for communication going forward:

- 46. In general, have you felt meaningfully involved in public processes or shaping community decisions?
- 47. Are there any town issues or projects that you would like to be involved in? If so, please describe the topic and your level of interest.
- 48. Would you like to be contacted by someone from the Town regarding the answer above?
- 49. How would you prefer to find out about Town events and issues?
- 50. How might the Town improve communications and better engage more people in the Eagle community?

The Town is also doing more to leverage shared communication with organizational partners like the Eagle Chamber. The recent collaboration provided a coordinated radio, email, and newspaper effort around the Eagle Bucks campaign, and has directly led to more community awareness and engagement.

Future Communication Strategies:

The Communications Team is planning to adjust communication strategies in 2021 based on the results of the community survey. The survey itself is a bold and important tool to improve communication from the Town to its residents and create an ongoing conversation with monthly reporting and surveys. The Town will continue to refine its internal process for communication, specifically looking to improve engagement among employees, volunteers, committees, and volunteer organizations.