



ART



PHOTOS



VIDEOS



WEBSITE



WORDS

COMMUNITY ENGAGEMENT PLAN

DRAFT SPRING 2018

COMMUNITY RELATIONS





COMMUNITY ENGAGEMENT PLAN





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THE TOWN'S FIRST COMMUNITY ENGAGEMENT PLAN

Our roadmap for a two-way communication philosophy for engaging residents and stakeholders.

The Town's first Community Engagement Plan is a road map to drive a two-way communication philosophy for engaging our residents and stakeholders.

The mission of the Community Relations Team is to serve as an internal, professional marketing, Townwide public relations, media relations and communication full-service agency supporting Town Council, the Town Manager's Office and each department. We work alongside Town departments to keep our community and our stakeholders informed of what is happening in Castle Rock today and tomorrow.

We listen. We engage. Our community is in a conversation, and we want to be a part of that discussion. To achieve communication and community engagement, a robust and diverse communications strategy is essential.

The best communication practices call for approaches that are integrated and use a variety of different tools to get information to the public. They identify key messages and the audience.

When we start to communicate about a Town project or community issue that arises, we begin by asking questions. We listen to the Town department's lead staff on projects to determine the communication and information that is needed. We set the goals for updating the community.

Then, we begin researching what our community wants/needs to know, and determine how they would like to receive that information. We select our engagement channels and tools based on that data. Next, we evaluate the information, and the timing of the information, needed to be released. From there, we assign the appropriate level of communication for reaching the community.

The ways our community members and stakeholders choose to get their news varies; from traditional forms of media and subscriber-based email communication, to word-of-mouth, websites, social media, following local media, direct mail and online mobile sources. The Town of Castle Rock is actively communicating where people are listening.

WE LISTEN.

WE ENGAGE.

IT'S ABOUT
CONVERSATION.





Levels of communication are extremely important

So much happens in Castle Rock that needs to be shared. This includes upcoming major projects, budgets, events, new programs, development in the community, elections, Town Council items, important Town updates, celebrations of success, and changes in small and large projects that can impact a resident or business owner.

We have an opportunity to share these happenings as a means of promoting the good things we are doing, as well as, to inform residents of timely news and projects. We customize our approaches to incorporate the communication needs and the level of engagement for the topic.

Why a level of communication? If we utilized every communication tool for every issue, we would create so much noise every message would be lost. That's why we evaluate the level of need.

Reaching our audience

To reach your target audience, you first need to know who they are. By getting to know our residents, focusing on their needs, building trust and credibility, creating an engaging and attention-grabbing message that is easy to understand, we start the conversation. We also strategically select different tools that fit our audience.

We want to communicate to the people in the community who are most likely affected by our projects, services and Town topics. How do we determine who our target audience is, and even more importantly, how do we reach out to them? We have many different tools to engage with the community, but just because we have those different mediums, does not mean we need to select them all, for every message.

Effective engagement begins with listening to your audience and then speaking to them and their needs. Residents want to know what we are working on and how we can make their lives better and simpler throughout the project. They do not want all of the the nitty-gritty details. Residents are busy and want the higher level of information - quickly.

For those who want to know more, we upload detailed information to CRgov.com. Additionally, a mailer may be sent to residents, or information passed along via an HOA meeting or an Open House hosted by the Town. We also utilize email communications, when warranted, to connect with folks who call Castle Rock home.

We understand people use different methods of communication to receive information – from the digital to the more traditional. As a municipality, we have a responsibility to disseminate our news in a variety of ways to each audience. Our goal is proactive communications, yet we are flexible and nimble with the responses needed to address a reactive community-driven issue communication plan.

Community Relations is a partner with each Town department, and we work alongside staff members. We listen to the Town team and create communications that educate for a diverse portfolio of topics:

- Proactive communications prior to the actual project; management of communications during the Town project
- Items/issues that have community impact
- Unplanned crisis events
- Media coverage, proactive and reactive (community crisis events)
- Town Council-driven communications and engagement needs
- Large-scale community projects
- Partner for communication coverage with community leaders and community groups
- Elections
- Focused communications on areas of great community interest





Significant media events are also within the purview of Community Relations. Overall, Town communications are managed by the Town Manager's Office and the Community Relations team.

When we are brought into a project, we analyze the impact and urgency of potential issues in order to develop a set of communication priorities necessary for managing the possible concerns and issues. These priorities shape our communications plan.

Planning communications from the audience's perspective

When planning communications for Castle Rock, we wear a "resident's hat." The Community Relations team will meet with the Town project team. We ask questions we think the community would ask. From those discussions, we capture both an 'inside' analysis (i.e., as seen from Town's perspective) and an "outside" analysis (i.e., as seen from the point-of-view of the public, media and external stakeholders). This highly valued practice ensures that we identify potential issues and plan necessary engagement to promote transparency and prevent misunderstandings.

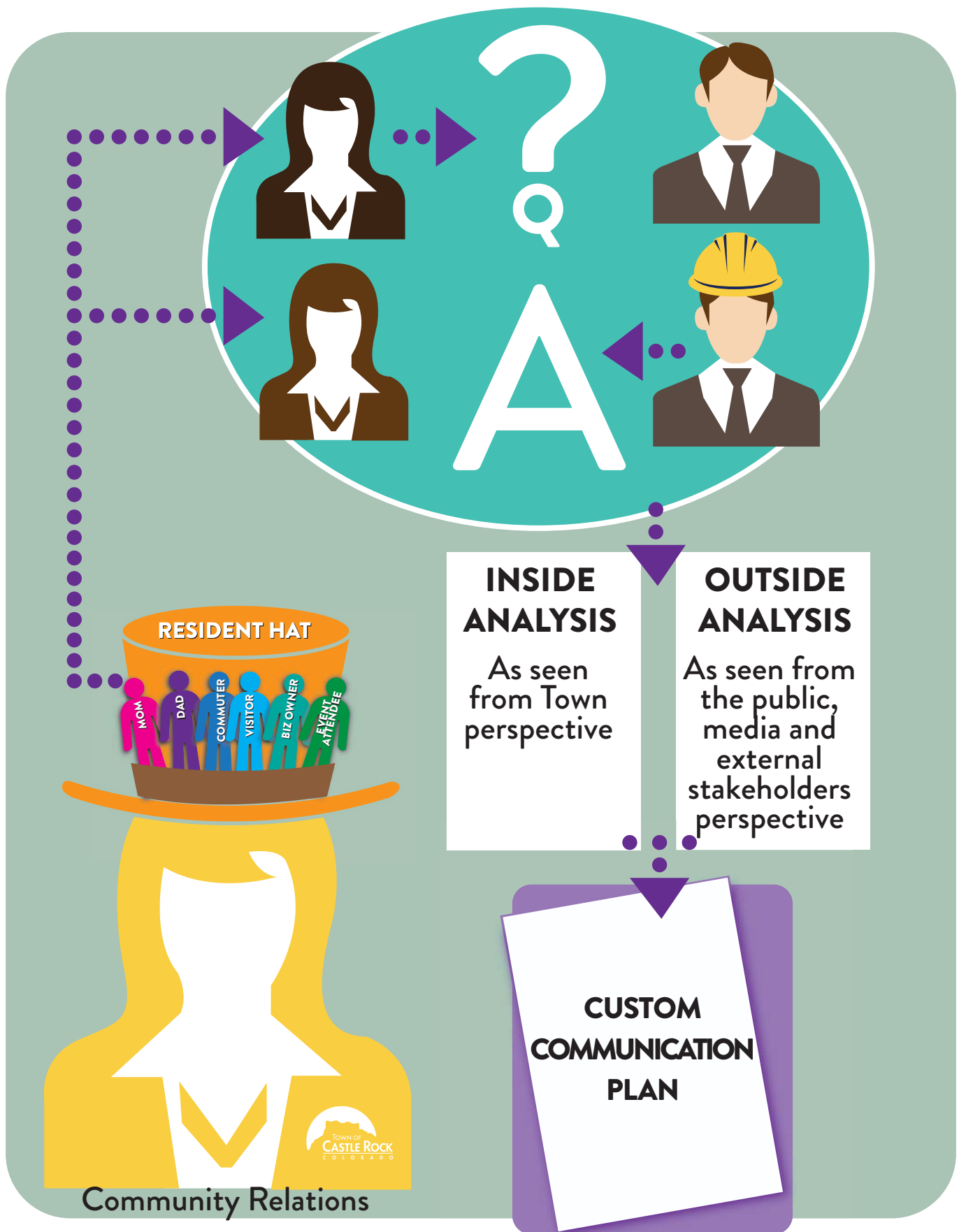
After we meet and gather information from the Town team – in order to ensure that we are capturing the right issues and prioritizing them so they can be managed effectively – we start our process.

The next step is to decide the level of communication. We create a Communication Plan that drives the level of communications needed, we define the goals, audience, key message, tactics, media relations (if needed); and we measure the success. These elements drive the community engagement approach.

Identifying the level of need

Some of the areas of engagement can fall into the same level of communication needs, year after year. There are unplanned community issues that quickly rise to a higher level. These issues will require more community-wide engagement, more frequency of the message and updates, and more educational content as the information unfolds. We also look at the specific platform tools we need to send these messages quickly, and select what is the best way to deliver the message using those tools and platforms.

Goals, Audience and Key Messages are important areas we define in





Defining the Town's Communication Objectives

Our communication plans have identified goals, target audiences, and key messages. They comprise the information needed to define specific objectives for our communication and marketing strategies. These objectives are measurable and can be tracked back to the strategy that lead to achieving the objective.

Townwide department responsibilities in community engagement

Castle Rock is a full-service municipality employing nearly 540 full time staff. Shared departmental responsibility for communication has evolved as Castle Rock has grown into a community of over 65,000 residents.

Community Relations is purposely located within the Town Manager's Office because our department works with Town Council, the Town executive team and line departments to provide accurate and timely information to stakeholders within our community.

Communication and engagement is a shared, organizational responsibility. While Community Relations initiates and leads many Townwide communication efforts, each department is responsible for supporting a 'communications mindset' with Town staff. In some instances, departments have created additional communication and customer support functions.

In 2018, the Police Department hired its first Public Information Officer. The Fire and Rescue Department has a Public Education Officer function in its Fire Prevention Bureau. The Water Department created a Customer Relations Manager, and the Parks and Recreation Department now has a Customer Relations Specialist position. All of these positions are intended to support Town communication efforts.

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While Community Relations initiates and leads many Townwide communication efforts, each department is responsible for supporting a 'communications mindset' with Town staff.



Communication outreach departmental partners in 2018



In 2018 the Police Department hired its first Public Information Officer. The Fire and Rescue Department has added a Public Education Officer in their Fire Prevention Bureau. Now, the Water Department now has a Customer Relations Manager.

The Parks and Recreation Department added a Customer Relations Specialist position. All of these positions are intended to support Town communication efforts.



POLICE



FIRE



WATER



PARKS
& REC



“VOICE an effect created by the writer that reaches the reader through his ears, even when he is receiving the message through his eyes. **”**

Roy Peter Clark



WHAT IS A VOICE?

According to Poynter Institute writing coach Roy Peter Clark, voice is “an effect created by the writer that reaches the reader through his ears, even when he is receiving the message through his eyes.”

Voice is one of the most important elements of writing. We define voice through word choice, tone and punctuation. As a government, it can be tempting to choose a formal, official voice. However, that tone doesn't resonate with residents.

In social media, our voice should be first person. It should be casual and conversational, yet knowledgeable. We should avoid jargon and acronyms. We are the helpful neighbor, who's in-tune, unbiased and can explain complex projects in a simple and compelling way. While our voice in news releases is slightly more formal, the conversational tone remains true.

We're objective, except when it comes to the hard work of our employees and the value we place on our community. We relate when things are frustrating, and we are serious when news is grim.

In this conversational tone, we focus on our audience. The most-tweeted word is 'you,' according to Public Relations Society of America's official writing coach Ann Wylie. Instead of writing about what we're doing, we write about the benefit to our audience. This is called the imperative voice, and it is how we achieve the tone defined above.

DATA-DRIVEN PROSE

After we define our voice, there are data-driven ways to increase readability. Here are a few things we consider when writing news releases, printed materials and social media posts:

STRUCTURE: Instead of opting for the archaic 'inverted pyramid' structure of newspaper days, we favor a feature-style writing approach: hook the reader with something interesting, summarize the topic (called a nut graph), provide background, and then give readers the three things they need to know. End with a quick wrap-up and kicker that links back to the lead — usually a link back to the Town's website.

LENGTH: While this varies by platform, the cliché “less is more” holds true. In fact, according to the experts, on web pages with just 111 words, readers consumed about 50 percent. On web pages with more than 1,200 words, readers consumed less than 20 percent of the content. (Jakob Nielsen).

We limit ourselves to one or two sentences per paragraph.

REGARDING SENTENCE LENGTH:

Sentences with eight words achieve 100 percent comprehension; sentences with 14 words achieve 90 percent. It goes down from there. To achieve our voice and readability, it's important to vary sentence length.

FUN FACT: divide the number of words in a piece by 200 to get the average words-per-minute it would take to read. (Wylie Communications)

ACTIVE VOICE: We write actively. We avoid passive voice. Period. Passive voice statistically increases the number of words and decreases readability. *(Note: engineers and other technical experts are known for passive voice. It's our role to write their content for an average audience, which means eliminating passive voice.)*





WHAT IS A TOWN AUDIENCE?

Audiences are stakeholder groups, and/or individual residents and visitors. The Community Relations team is able to reach and communicate effectively with Town audiences utilizing experience, plan-driven effort, along with established, clearly defined target markets specific to the project or event.

We match our outreach activities as closely as possible with our Townwide audiences' interests. Our goal with this approach is to make it easy for residents to hear 'the message', based on their own personal interests.

Audience groups: (varies with each communication plan, but usually includes)

| | | | |
|-------------------|-----------------|----------|--------------------------------|
| Residents | Business owners | Visitors | Employees |
| Community Leaders | Students | Retirees | Developers and property owners |
| Retail managers | | | |

We strive to build community around the Castle Rock audience. Our communication plans have goals to change behaviors or get results. We can't force a community to engage with our message, so we try to let it happen naturally, with our message.

- We simplify Town Department's (projects/budget/elections/etc.) message so that the resident can understand it easily.
- We strive to share a variety of content transparently and openly with our community.
- It is imperative that we get our audience involved.



LISTENING AND ENGAGING OUR COMMUNITY

Here's how we do what we do:

With an annual budget of more than \$241.2 million in Town expenditures for improvements and services, there are hundreds of projects and priorities being accomplished by Town staff at a given time. How then, do we decide what to communicate and when?

Effective communications are key to the success of the Town of Castle Rock and the well-being of its community including residents, businesses, employees, and community and stakeholder groups. Open and proactive communications ensure clear, relevant, timely and consistent information from the Town. A well-managed communications plan strengthens public confidence in its local government, and results in increased resident and business satisfaction.

Community Relations is the proactive communication team with the Town of Castle Rock community. We focus on raising public awareness of the organization and its work. We are the primary marketing, PR, advertising and media relations division.

Community engagement is the process of working collaboratively with community groups to address issues that impact the well-being of those groups. Activities that help firms engage the community include credible and transparent reporting, Town Hall meetings and collaborative decision making.

Our community engagement strategy is based on placing a high value on cultivating our transparent and open relationships with our community. We make strategic marketing and communication steps that embrace developing diverse marketing and Community Relations strategies so that we can understand our audiences. Our roles encompasses:

- Community issue management
- Enhanced public engagement
- Public awareness and education



WHO IS OUR COMMUNITY?

Community is at the heart of our communications strategy. While our primary focus is Town projects and priorities, we know we don't operate in a vacuum. Our community thrives on various other jurisdictions and entities that also have planned priority projects, or unexpected emergencies to communicate. That's why we've focused energy on meaningful community partnerships.

We work with other local jurisdictions:

- Douglas County
- Douglas County School District
- Douglas County Sheriff's Office
- Douglas County Libraries
- Colorado Department of Transportation
- Colorado State Patrol

As well as other local partners:

- Castle Rock Chamber of Commerce
- Castle Rock Economic Development Council (and related DDA, DMA)
- Homeowners Associations

We know each of these organizations have communications channels to reach our residents and business owners. It's important we bring them into our planning to share our key messages and do the same in return.

Specifically, these partnerships are strong when communicating projects and large signature events (such as Starlighting or the annual Western Heritage Welcome).

TOPICS, PROJECTS AND COMMUNITY ISSUES

Sometimes, our projects are planned. These include capital improvement projects, Council initiatives or other budgeted priorities. Other times, community issues, arise and we have to be agile communicators. This can be anything from a public safety emergency to a development project that garners community interest to a citizen-driven election process.

TOWN DEPARTMENT PROJECTS

Collaboratively, we work with each Town department on budgeted projects to achieve related communications goals. Specifically, we start at the project-manager level with a communications plan for the project. (See details on communications plans in this document.)



OVERVIEW OF OUR COMMUNITY

Castle Rock's community - are we engaging with you?

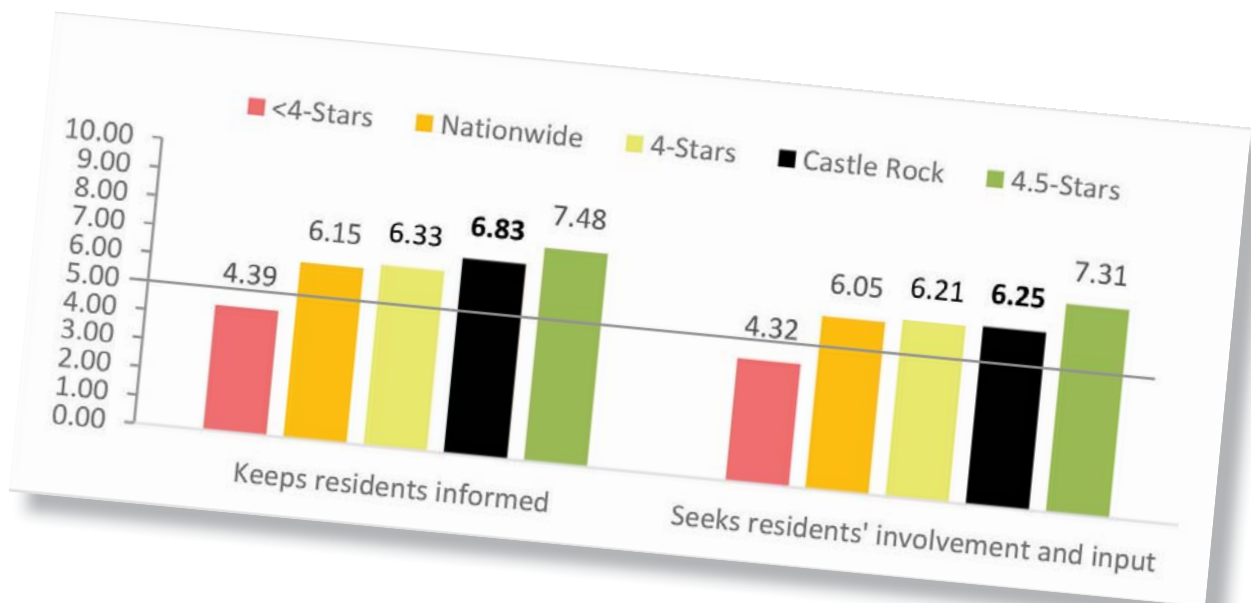
Effective community engagement needs to be data-driven. It should take into consideration the different platforms used by residents and stakeholders to get information and have community conversations about issues or matters that are important to them.

The Town's 2017 Community Survey asked residents two questions regarding how well they believe the Town does at keeping residents informed and seeking their involvement.

On a scale from 0 to 10, where 0 means "strongly disagree" and 10 means "strongly agree," residents' agreement with the Town keeping residents informed was 6.83. This is slightly higher than the national average of 6.15.

Residents' agreement that the Town seeks their involvement and input was 6.25. This is also slightly higher than the national average of 6.05.

Year-over-year ratings for both attributes have slightly decreased – an area that should be further explored as a learning organization.



2017 COMMUNITY SURVEY

WEBSITE AND SOCIAL MEDIA DATA



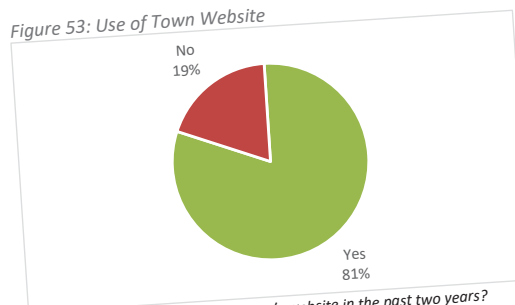
Town Website

Residents were asked a series of questions regarding the Town's website.

Four out of five residents have accessed the Town's website in the past two years. Those who have visited the website were asked a series of follow-up rating questions on various aspects of the website.

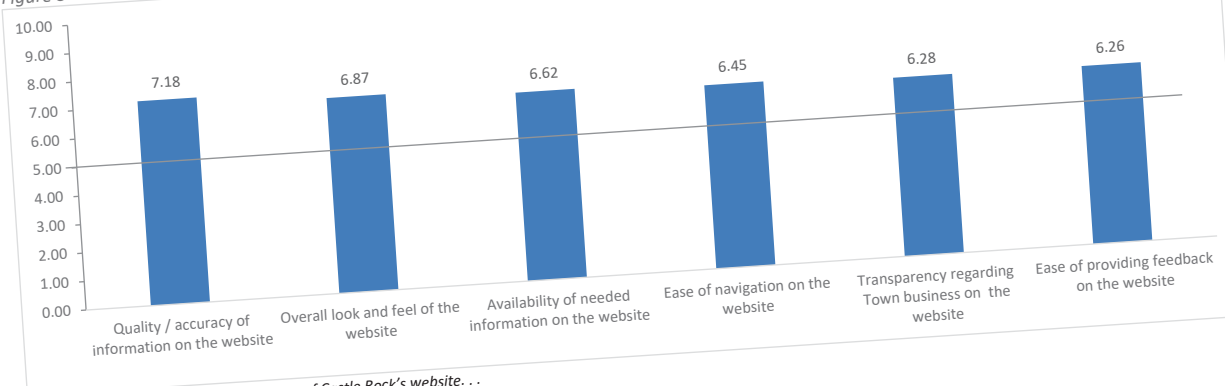
Overall, the website receives moderately high remarks with little variance between the highest-rated attribute—quality and accuracy of information—and the lowest-rated attribute—ease of providing feedback.

Figure 53: Use of Town Website



WEB1 – Have you accessed the Town's website in the past two years?
Base: All Residents

Figure 54: Satisfaction with Town Website



WEB2 – Please rate the following aspects of Castle Rock's website...
Base: All Residents
Mean score based on a scale from 0 to 10



COMMUNICATION LEVELS

order to assess the engagement level we will assign.

Our map and driver is the Communication Plan.

These detailed outlines are created and followed for almost all our projects. They set a goal, define the audience and prioritize and create key messages. The plan focuses on accurate, transparent, timely, educational content and the material and tools needed to support those targets. It will define who will write, create, approve and publish or post the materials and tools needed.

Basically, from the start of the Communications Plan, the level of community engagement tactics needed unfolds and develops. Then, according to the defined level of communication needed, we enlist the tools that help deliver the message most effectively.

Standard level of communication with news release tactics:

Content is written. Social media post will publish before the news release. If a news release is written, it is distributed



COMMUNICATION PLAN

Our primary driver for the conversation

Communication Plans are the "umbrella" action plans that define and describe how we will communicate. The plan will define the use of various engagement channels of communications. It will illustrate audience, goals, key messages and desired outcomes. It will sharpen the focus on the tactics, tools and platforms needed. Additionally, it will outline the level of engagement we will need.

As we develop a communications plan around a project, issue or need, we drive the communication to enhance the understanding of the project or issue. That is the first steps taken by Community Relations to determine the mechanisms needed to communicate clearly and effectively.

A targeted communications strategy will aid in relationship-building and foster trust between residents and theTown. Community Relations develops communications

strategies, that also and importantly - set goals. We want to engage and educate the public - what information is most necessary to accomplish this? What is the timeliness of the delivery?

Throughout the communication plan process, we focus on select communication channels based on intended outcomes.

July 21, 2016

Western Heritage Welcome 2016
Goal: Raise awareness and encourage attendance for the Western Heritage Welcome. This is the first year for the event and it will help kick-off/welcome the Douglas County Fair and Rodeo to Castle Rock.

Audiences:
 Residents, visitors and rodeo goers.

Key Messages:

- 1) The Western Heritage Welcome is a tribute to the historical Douglas County Fair and Rodeo.
- 2) Don't miss Searle Ranch driving a herd of longhorn steer and cattle through Downtown. The cattle will start at Rock Park and head down Perry Street to Festival Park.
- 3) Festival Park will be turned into the Old West with live music, poetry, art exhibits, food and cowboy cocktails.

Tactics:

| Deliverable | Date due | Person | Date Completed |
|---|------------------|------------------|----------------|
| Graphics | May 3 | Carrie | DONE! |
| Brand/poster | June 22 | Carrie | |
| Event banners | June 22 | Carrie | DONE! |
| Light-pole banners | June 22 | Jennifer | |
| Web site | July 15 | Jennifer | |
| Calendar events | July 6 | KerriAnne | DONE! |
| Web page with dates and event details - add link to rodeo information | July 6 | KerriAnne | |
| Website redirect /WesternHeritage | July 22 | KerriAnne | DONE! |
| News releases | July 22 | KerriAnne | |
| Publications/Printed materials | July 1 | Jennifer/ Carrie | |
| Town Talk | Aug. 1 | | |
| July - article | July 28 | | |
| August - calendar | | | |
| Postcard - partnership with DC Rodeo; DDA Boots and Brews event; and Parade | | | |
| • Include road info. | | KerriAnne | |
| Social Media | Starting July 22 | | |
| Facebook - weekly reminder/teaser posts | Aug. 1 | Carrie | |
| Facebook banner | Aug. 1 | Carrie | |
| Facebook profile picture | Aug. 1 | KerriAnne | |
| Facebook event post | July 22 | KerriAnne | |
| Twitter banner | Aug. 1 | KerriAnne | DONE! |
| Post news release online | Aug. 1 | Carrie/Karen | |
| Facebook graphics | July 22 | | |
| • News release | | Events/CR | |
| • Event banner | | | |
| Instagram photos from each event | Aug. 3 | KerriAnne | |
| Facebook DC Rodeo post shares | Week of Aug. 1 | KerriAnne | |
| Video | | | |
| Shoot video of cattle drive for next year's event video. | Aug. 3 | | |
| Other marketing | | | |
| Town LED | July 6 | CJ | |
| Outlet LED | Week of July 25 | Karen | |

Measuring Success:

- 1) Count people at the event
- 2) Measure number and sentiment in comments on social media



● **Communication Plans:**
The work of Community Relations is driven by Communication Plans.

The plans help guide and map out the path for communication engagement.

Some of the key ingredients to the Communication Plan are specifics like:

- The Goal
- The audience
- Key messages

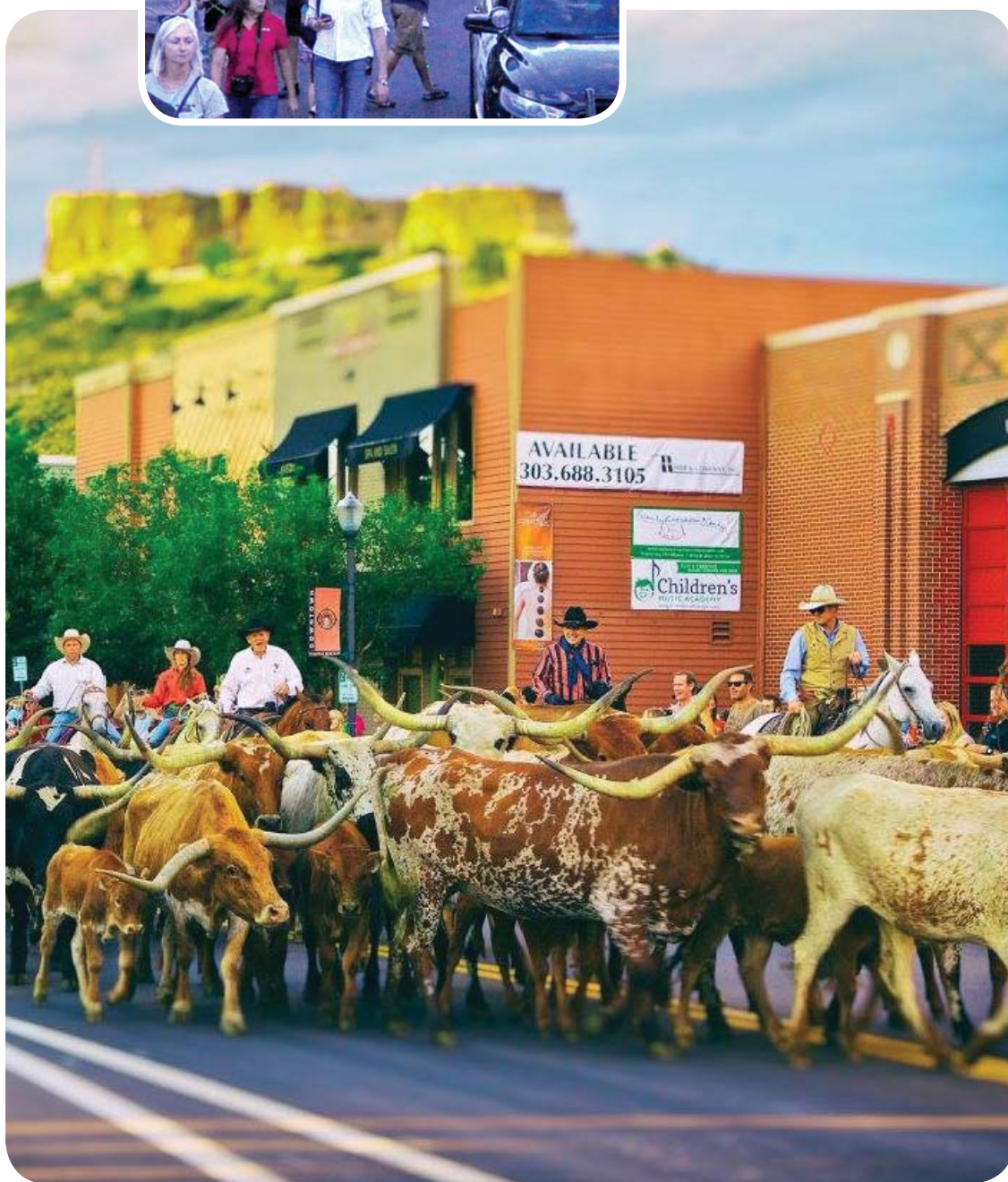
Tactics

Deliverable description

Date task due

Person responsible

Date task completed





We create communications strategies and key messages that can be utilized effectively with the news media, employees, shareholders and other important audiences.



The Public Relations Society of American defines best practices for communications planning as a six-step process:



- **Step 1: Research** - Before communications can begin, we must understand the issue, project or concepts, as well as our community.



- **Step 2: Goal** – Effective communications plans begin with an idea for change. What is the call to action? What opinion or behavior are we trying to change?
- **Step 3: Audience** – To whom are we talking? Whose behavior or opinions are we trying to change? It's important to be specific and understand as much as we can about the audience with which we are communicating.
- **Step 4: Key Messages** – What does our audience need to know? It's important to clearly define the three to five key things we want our audience to know. Studies show messages should be repeated at least seven times for people to really remember what they read or saw. These messages will be repeated throughout the tactics.
- **Step 5: Tactics** – This is how we reach our audience with our key messages to achieve our goal. Tactics are everything from web pages, to social media posts, to printed publications, signage and more.
- **Step 6: Results** – Did we reach our goal? Specifically, who did we reach and how did their behaviors or opinions change?

As the Town of Castle Rock Community Relations Division, we have adopted this best-practice process for planning communications related to Town projects and programs.

In fact, this process is our objective for achieving the Town's vision of "providing outstanding cultural, entertainment and educational opportunities". As stated in the 2018 Budget, the Community Relations Division will "develop and execute communications plans to provide outstanding education opportunities on Town initiatives and evaluate progress on active plans monthly."

We completed and tracked 59 communication plans during 2016 and more than 60 plans in 2017. For 2018, we are working 26 active plans.

Creating these plans requires a partnership with each Town department. Together, we work to understand the project and its impact (research). Then, we develop a goal. To achieve that goal, we need to understand who we are talking to and whose behaviors or opinions we want to change, or whose mind we want to expand with an education campaign (audience).

Then, we decide what to tell them about each project. We target our audience with well-written, eye-catching and engaging content on a variety of platforms, including print, web, email, social media, environmental signage and more.

At the end, it's important to evaluate the impact of the communication. Broadly, this is done every-other-year with the Community Survey. On a micro level, we track social media reach and resident feedback with every communications plan.

Many Town projects and priorities can be complex. This proven process provides an opportunity to be clear and concise with our messaging so we ensure our community gets it. This process enhances transparency.



Communications Plan Process and Procedures

- The plan assigns communication tools:

| | | | |
|----------------------|---------------------|------------------------|--------------|
| News Release | Web page / web tool | Direct mail | Publications |
| Email communications | Publications | Social media platforms | Video |
| Graphics | Media relations | and campaigns | Open Houses |

Also detailed is the expectation and levels of communication that Community Relations will work on and complete, in partnership with the Town Department.

Process

- Meet with Department Director or Town Manager and discuss project, community issue
- Work on the goal, key messages, facts and date of projects
- Create the outline – in most cases we work backwards from the date of the project, meeting or communication agenda item
- Look and determine what communication tools we will use:

| | | |
|--------------|----------------------|--|
| News release | Website page | Web – other areas (calendar, button/icon/adding to another web page) |
| Social media | Email communications | Direct Mailer: Educational brochure or postcard |
| Open House | Video | Email communications |
- Review the Communication Plan with Community Relations team/Manager
- Review the Communication Plan with Town staff project manager or Department Director
- Adhere dates and deliverable to plan action items
- Assign all needs to Community Relations and Town staff, get to work!
 - Writing
 - Social media graphics
- Web page creation or coordination with department WEBTEAM member
- News Release graphics
- Photography needed
- Proofing and approval process
- All items begin
- We review and look at the successes



in a news through the Town's news distribution channels.

News Release Tactic **LEVEL 1** Minor Town update or reminder items

Classes, water rebates, minor road work, updates related to Town activities, small neighborhood project, small open houses about a project in the area or development work; items that the community needs to be aware of.

- All news releases are published on Facebook, Nextdoor and Twitter
- Stand-alone social media post, if needed

News releases are posted on CRgov.com and sent to subscriber-based email distributions; additionally they are posted on Facebook, Twitter, Nextdoor and, if it is business or employment related, at times it is posted on LinkedIn (with a link back to the web news release or web page for information). News releases are also sent to media, area partners and HOA representatives.

Communication Plan possible tactics:

- Working with the department's WEBTEAM member, a project web page or update in an area of the department's web pages

(Community Relations work with the department on those pages. However, departments staff are required to keep their web areas and pages updated.)

- Article or update in Your Town Talk
- Fact or Fiction post on CRgov.com and on social media, if needed
- Update to Council – Community Relations will suggest and request that Project Manager or Department Director send an update to Town Manager/Council
- Neighborhood letter mailed to homes impacted with the project. Town Project Managers will send letters to update the neighborhood. Community Relations will edit the letters. We pay careful attention to how the message about the project or the work is written and if the messages are in-line with the corresponding Communication Plans. We will edit and craft of the message, for easier understanding if needed. We will coordinate our communications in line with the mailed letters.
- Small open house- As part of the Communication Plan, we will determine if this is needed

as part of the tactics of the engagement, with the Project Managers/Town staff.

- Postcard (or direct mail item) –As part of the Communication Plan, we will determine if this is needed as part of the tactics of the engagement, with the Project Managers/Town staff.
- Nextdoor social media post in neighborhood (before, during and after project)
- Project final letter or postcard to neighborhood (if needed, Project Manager will coordinate with Community Relations)

News Release Tactic **LEVEL 2**



DESCRIPTIVE
TEXT HERE

Castle Rock Water – Spring Up the Creek

April 2018

Goal: To inform residents and potential volunteers about the 2018 Spring Up the Creek event. Also, to promote the importance of keeping the community's water clean and protecting the environment.

Audiences:

- 1) Castle Rock and Douglas County residents
- 2) Potential volunteers
- 3) Past event participants

Key Messages:

- 1) Spring Up the Creek is a great way to get involved in the community.
- 2) Cleanup events like this help support the Town's water system and protect the environment.
- 3) This event offers community service hours.
- 4) Flood safety is the key theme of this year's event – Turn around. Don't drown.

Tactics:

| Deliverable | Date due | Person | Date Completed |
|--|---|-------------------------|----------------|
| Website | March 21 | Melinda/Sandi/KerriAnne | DONE |
| Calendar item | April 5 | KerriAnne/Nick | |
| News release online with graphic | March 21 | KerriAnne | DONE |
| Website redirect: /SpringUp | | | |
| Publications/Printed materials | March 29 | KerriAnne | |
| Town Talk article – April | April 5 | KerriAnne | |
| News release | April 5 | KerriAnne | |
| Poster | April 5 | KerriAnne | |
| Social Media | | | |
| Post news release – Facebook, Twitter and Nextdoor | April 5 | KerriAnne/Nick | |
| Facebook graphic for news release | April 5 | KerriAnne | |
| Facebook Event | April 5 | KerriAnne/Nick | |
| Facebook Event graphic | April 5 | KerriAnne | |
| Facebook campaign | Reminders • April 19 • April 26 • May 1 • May 4 – What to do this weekend | KerriAnne | |
| Twitter campaign | Reminders • April 19 • April 26 • May 1 • May 4 | KerriAnne | |
| Nextdoor post | Reminder • May 2 | KerriAnne | |
| Nextdoor Event | April 5 | KerriAnne | |



NEWS RELEASE

For Immediate Release
April 12, 2018

Media Contact:

KerriAnne Mukhopadhyay
kmukhopadhyay@CRgov.com
303-660-1381
303-489-5693

Keep Castle Rock's creeks clean; Town hosts annual Spring Up the Creek event May 5
Just like "April showers bring May flowers," spring temperatures bring spring cleaning. Enjoy the changing weather and take that cleaning spirit outdoors for the Town's annual Spring Up the Creek event.

This year's event will be from 8 to 11 a.m. Saturday, May 5 at Festival Park. Volunteers are needed to clean up areas of East Plum Creek and Sellers Gulch. Registration begins at 8 a.m. with the clean up running from 9 to 11 a.m.

The annual event helps keep the community's water clean and promotes the importance of protecting the environment. The Town hosts this event in partnership with Douglas County, Castle Pines Metro District, Plum Creek Water Reclamation Authority and the Chatfield Watershed Authority.

"This annual event is a real benefit to our community's drinking water supply," said Director of Castle Rock Water Mark Marlowe. "As Castle Rock moves to a more renewable water supply, protecting our drinking water sources is increasingly important."

Volunteers will be given gloves, bags and possible transportation to different area creeks and trails in need of a spruce up.

Preregister at CRgov.com/SpringUp. However, preregistration is not required. Last-minute volunteers are welcome the day of the event. Teens looking for community service hours should bring a community service waiver already signed by their parents.

Plus, don't miss out on breakfast burritos, coffee and a free T-shirt (while supplies last) provided to all participants. Keep in mind, in case of bad weather, the event will be held Saturday, May 19.

Get Town news straight to your inbox. Sign up online at CRgov.com/notifyme, or follow the Town on Facebook (facebook.com/CRgov), Twitter ([@CRgov](https://twitter.com/CRgov)), Instagram ([@CRGOV](https://www.instagram.com/CRGOV)) and LinkedIn (search Town of Castle Rock).

Community Relations Division
100 N. Wilcox St. – Castle Rock, CO 80104
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Neighborhood Letter





Mid-level communications:



Town projects that have a multi-neighborhood impact; community changes and issues that can arise from a project or change; Town Council agenda items (for example) that have budget changes or approvals; ordinance revisions and approvals on areas that impact the resident, new Town projects; re-occurring Town maintenance projects; events; open houses; public safety updates with community partners (schools, Douglas County Sheriff, DDA/DMA)



Town projects, Town Council agenda items, events, open houses that have community-wide impacts

- All news releases are published on Facebook, Nextdoor and Twitter
- News distributed on CRgov.com and to all communications listed below:

News releases are posted on CRgov.com and sent to subscriber-based email distributions; additionally they are posted on Facebook, Twitter, Nextdoor and, if it is business or employment related, at times it is posted on LinkedIn (with a link back to the web news release or web page for information). News releases are also sent to media, area partners and HOA representatives.

Communication Plan possible tactics

• Social media post (s)

A targeted social media campaign (numerous posts over the course of the project) most likely will be created for this topic.

- Reminder social media and or Facebook events will be created
- Working with the department's WEBTEAM member, a project web page or update in an area of the department's web pages (Community Relations work with the department on those pages. However, departments staff are required to keep their web areas and pages updated.)
- Article or update in Your Town Talk
- Fact or Fiction post on CRgov.com and on social media, if needed
- Update to Council – Community Relations will suggest and request that Project Manager or Department Director send an update to Town Manager/Council
- Neighborhood letter mailed to homes impacted with the project. Town Project

Managers will send letters to update the neighborhood. Community Relations will edit the letters. We pay careful attention to how the message about the project or the work is written and if the messages are in-line with the corresponding Communication Plans. We will edit and craft of the message, for easier understanding if needed. We will coordinate our communications in line with the mailed letters.

- Larger open house (if needed, Community Relations and Project Manager/Town team will coordinate, host and attend these)
- Postcard mailer – (if needed with Town staff)
- Educational mailer
- Nextdoor social media post in neighborhood (before, during and after project)



Castle Rock Water – Spring Up the Creek

April 2018

Goal: To inform residents and potential volunteers about the 2018 Spring Up the Creek event. Also, to promote the importance of keeping the community's water clean and protecting the environment.

Audiences:

- 1) Castle Rock and Douglas County residents
- 2) Potential volunteers
- 3) Past event participants

Key Messages:

- 1) Spring Up the Creek is a great way to get involved in the community.
- 2) Cleanup events like this help support the Town's water system and protect the environment.
- 3) This event offers community service hours.
- 4) Flood safety is the key theme of this year's event – Turn around. Don't drown.

Tactics:

| Deliverable | Date due | Person | Date Completed |
|--|---|-------------------------|----------------|
| Website | March 21 | Melinda/Sandi/KerriAnne | DONE |
| Calendar item | April 5 | KerriAnne/Nick | |
| News release online with graphic | March 21 | KerriAnne | DONE |
| Website redirect: /SpringUp | | | |
| Publications/Printed materials | March 29 | KerriAnne | |
| Town Talk article – April | April 5 | KerriAnne | |
| News release | April 5 | KerriAnne | |
| Poster | April 5 | KerriAnne | |
| Social Media | | | |
| Post news release – Facebook, Twitter and Nextdoor | April 5 | KerriAnne/Nick | |
| Facebook graphic for news release | April 5 | KerriAnne/Nick | |
| Facebook Event | April 5 | KerriAnne | |
| Facebook Event graphic | April 5 | KerriAnne | |
| Facebook campaign | Reminders • April 19 • April 26 • May 1 • May 4 – What to do this weekend | KerriAnne | |
| Twitter campaign | Reminders • April 19 • April 26 • May 1 • May 4 – What to do this weekend | KerriAnne | |
| Nextdoor post | Reminder • May 2 | KerriAnne | |
| Nextdoor Event | April 5 | KerriAnne | |

DESCRIPTIVE TEXT HERE



NEWS RELEASE

For Immediate Release
April 12, 2018

Media Contact: **KerriAnne Mukhopadhyay**
kmukhopadhyay@CRgov.com
303-660-1381
303-489-5693

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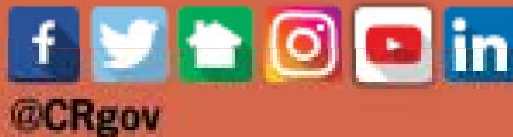
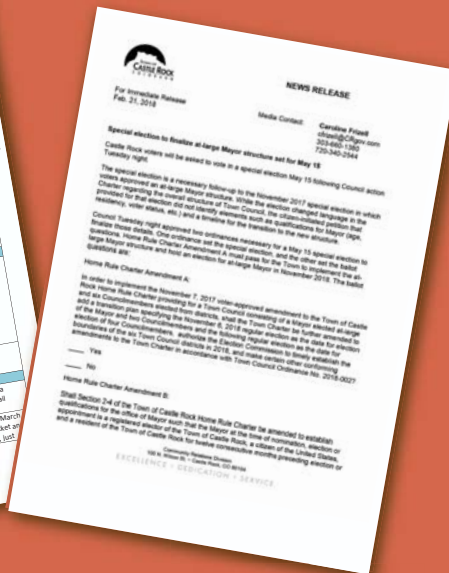
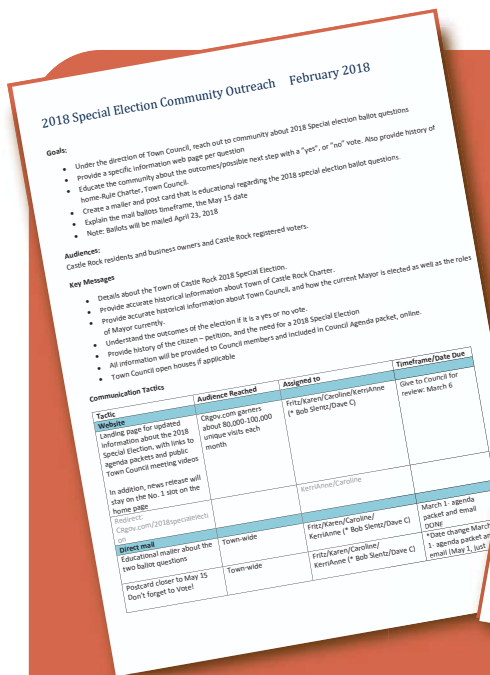


High-level communications:

Major Capitol Improvement Projects, long-term water projects and communications on milestones with partnerships, agreements and projects; Development plans and projects; new Town development/ funding/partnership land projects; Town projects with large impacts to the community; Council-driven agenda items, Castle Rock crisis communications (schools, neighborhoods, fires; community issues, Castle Rock changes and issues that can arise out of nowhere; public safety crisis with multiple jurisdictions with (Colorado State Patrol, Douglas County Sheriff); emergency crisis communications requiring working with media on-scene and after hours; Town financial budget communications; elections; citizen-driven issues that lead to an election; Town Council agenda item that needs community engagement; Town-managed project crisis incident; Confidential Town media report

- Possibly requiring numerous stakeholders' contributions.
- Factual, detailed information

News Release Tactic **LEVEL 3** Major Townwide projects, Town Council agenda items with community-wide impact, crisis communications, issues that are hot topics,



Communication Plan possible tactics

News releases are posted on CRgov.com and sent to subscriber based email distributions; additionally they are posted on Facebook, Twitter, Nextdoor and, if it is business or employment related, at times it is posted on LinkedIn (with a link back to the web news release or web page for information). News releases are also sent to media, area partners and HOA representatives.

- This level news release is sent to local Denver and Colorado Springs media channels.
- Proactive and reactive media relations
- Social media post(s)
 - A targeted social media campaign (numerous posts over the course of the project) will be created for this topic
- Reminder social media reoccurring posts and or Facebook events will be created
- Entire web section and landing page visibility created
- Project web page and timely updates
- Email list created and encouraged for subscribers (management of the email updates and content)
- Story in Your Town Talk (cover)
- Fact or Fiction
- Distributed on social media platforms and shared if possible
 - Boosted to a specific target market
- Update to Council – Community Relations works with Town Manager and Department Director
- Neighborhood communications
- If needed Town staff contact information included in the release
- Media management, all hours
- If needed, feedback and question forms; online and at open houses, Town Council meetings
- Project final letter or postcard to neighborhood (if needed, project manager will coordinate with Community Relations)
- Educational mailer or other direct mail communications
- Postcard or other direct mail communications
- Larger open house (if needed, Community Relations and project manager/Town team will coordinate, host and attend these)
- HOA meetings (Community Relations works with project manager for communication's)
- FAQ sheet (if needed))





COMMUNICATION TOOLS



ART



PHOTOS



VIDEOS



WEBSITE



WORDS



NEWS RELEASES

Today's news releases are news stories that use traditional and digital channels to get Town messages into the community. Our residents are busy, and they want to be updated quickly and accurately. We strive to write a news release that is a short, compelling news story. We send these to targeted members of the media, community, neighborhood HOAs, community leaders and partners.

One of our goals with the Town's news release is to contain all the essential information (who? what? where? when? how? And, most importantly, why?). More importantly, we place a high priority on writing in a manner that is engaging while being informative – a story the community wants to read. We strive to find the facts, and we are accurate in our news releases. But, what is it about a project or event that makes for a great story?

We also have our own defined voice.

As Community Relations works with Town staff to gather accurate information and write the news release, we are also the resident who has questions, the community who does not know - what they need to know. We are the investigator. We are the reporter who is writing an article. We are skilled journalists and communicators while we are also the reader.

Our goal is to deliver a written product that the community actually reads.

NEWS RELEASES TODAY

The modern news release is different because it actually tells an interesting story — one that is loaded with information the community needs to know. As we write, we look for the story. We value the lead and the hook. We search for the angle so that the reader will actually read updates and releases.

Today's news release is also a direct marketing vehicle.

Most of our news releases are for "immediate release." It means anyone can share the information as soon as the release is made public. These are common with public safety events and crisis communications.

Other news releases may have time limits, or are Town statements, that allow only certain media sources to report them immediately. They're offered to reporters when the Town does not choose to interview for a particular topic.

Additional purposes of news releases are to promote an event or something significant and specific. Or, let the media know about an event in hopes they will pass the information along to our community.

Keep in mind that Town's news releases are not guaranteed marketing tools. Don't anticipate that every news release the Town writes and distributes will always be picked up and passed along by our followers and media sources.



TOWN NEWS RELEASE PROCESS, DEFINITIONS & LIFESPANS

Writing process for news releases outside of Council Updates:

Research and key messages: In line with the Communications Plan, Community Relations Specialists will draft a news release that incorporates all key messages defined in the related Communications Plan. If a news release is a “one-off” release, Community Relations will get with the project manager on overall details of the project to draft the release.

Department editing: Community Relations Specialists send the draft release to the department project manager for initial review. The department project manager is to read for overall project-related accuracy. Edits from the project manager are then made by the specialist, who sends it back to the project manager to route to the department director for final department review.

Community Relations editing: Once the department signs off on accuracy of the project-related content, the specialist will review the news release with the Community Relations Manager. If there are any significant changes, the specialist will re-route the release through the department editing process.

DTMO/Town Manager editing: At the discretion of the Community Relations Manager, the DTMO or Town Manager may be asked to review the release.

Council distribution: With all sign-offs completed, the specialist will distribute the news release to Town Council at least one hour ahead of broad distribution. (Note: in emergency situations, Council will not get the one-hour lead time.) DTMO, Town Manager and the department director are copied on Council distribution.

BROAD DISTRIBUTION:

Once Council has the release, the Community Relations Specialist will distribute the news release according to the level assigned by the Community Relations Manager. At minimum, all news releases follow the below distribution:

- Everyone Castle Rock employee distribution
- News to HOA (area HOA representatives)
- Local media
- Post on homepage of CRgov.com (and automatically distributed to an email distribution list)
- Post on Facebook with link to CRgov.com
- Post on Twitter with link to CRgov.com
- Post on Nextdoor in its entirety (no link to CRgov.com)
- Post on Higher level (at the discretion of the Community Relations Manager).

At the Community Relations Specialists’ discretion, the news release may be sent personally to highly involved stakeholders. For example, personal distribution to the Outlets at Castle Rock, or The Meadows regarding the construction of Castle Rock Parkway. Some releases are also sent to regional media outlets, at the discretion of the Community Relations Manager.

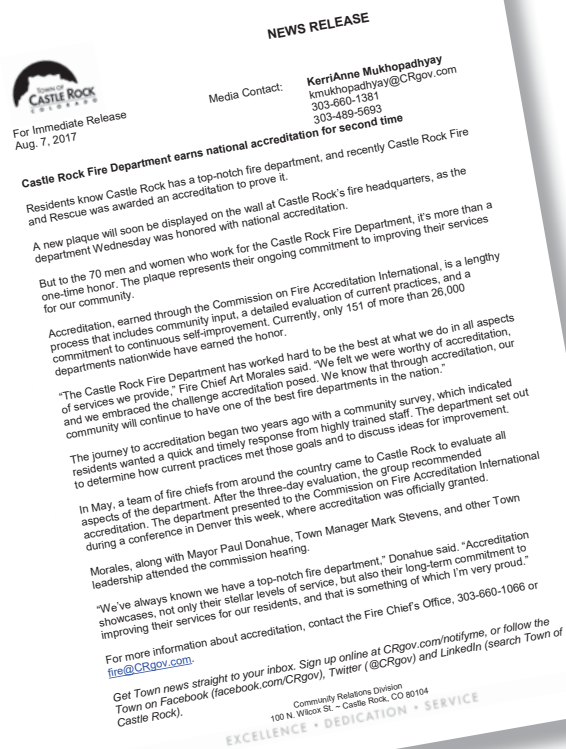
FEATURE NEWS RELEASES

Definition: Town news with no hard time element

Examples: Public Works accreditation, Fire ISO scores, Water recognition awards or plan updates, safe transaction zones, new pedestrian bridge, new roads, etc.

Time on CRgov.com homepage: 3 months

Time on CRgov.com: archive, or add to department page (depending on significance).



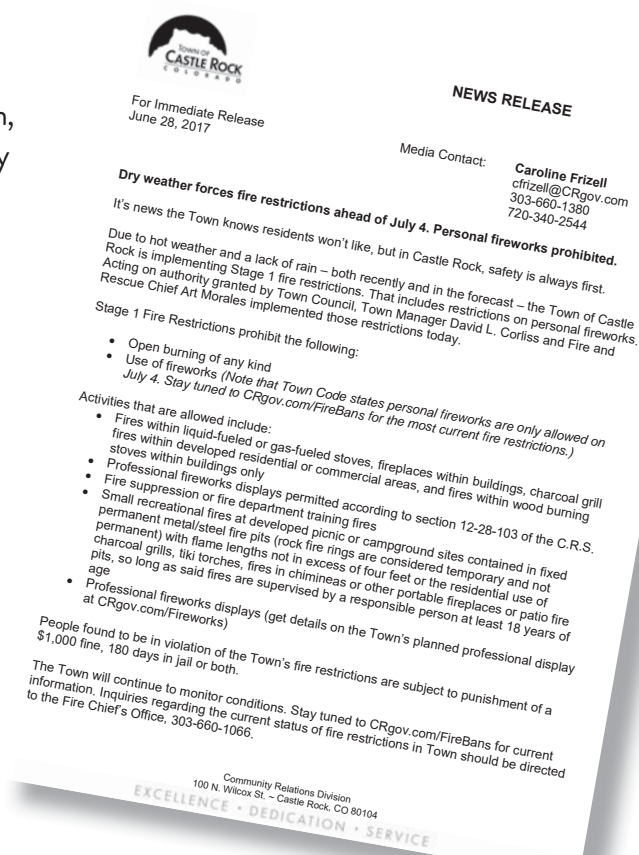
GENERAL NEWS RELEASES

Definition: Any Town news with a time element outside of events

Examples: election news, project openings or completion, general roadwork, preschool registration, citizen academy registration, budget, grant funding, etc.

Time on CRgov.com homepage: Until a week after the deadline, or work is completed. (For example: Election Day, roadwork completed, application deadline etc.)

Time on CRgov.com: archive, add to department page (depending on significance).





Definition: Events hosted as part of the Special Events Division series. In addition to updating the community about the event, the news release has a dual-purpose. These events have coverage in our news releases as part of the sponsorship agreement.

Example: Downtown After 5, Summer Concert Series, etc.

Time on CRgov.com homepage: 3 months after the event.

After 3 to 6 months, move to Special Events homepage (for sponsorship).

Time on CRgov.com Department's area: archive, or add to department page (depending on significance and if it will repeat next year).

GENERAL EVENT NEWS RELEASES

Definition: Events hosted by the Town, but not part of the larger series. Generally, department events and open houses.

Examples: Bike to Work Day, Hike and Bike Day,

Time on CRgov.com homepage: 1 month after event

Time on CRgov.com Department's area: archive, or add to department page (depending on significance and if it will repeat next year).

WEATHER NEWS RELEASES

Definition: Anything related to weather. Blizzard conditions for snowstorm, fire restrictions, mostly.

**Note, CRgov.com has an ALERT CENTER area that will be live during a major weather incident. Working alongside the Fire and Police departments, Community Relations will post all information in this area. A red band of color with content we update, will post on the homepage and all interior pages of CRgov.com.*

Code RED will also be utilized and content is distributed by Police and Fire Dispatch.

Examples: Blizzard conditions for snowstorm, fire restrictions

Time on CRgov.com homepage: 72 hours, depending on news coverage and updates needed. Then archive, or add to department page (depending on significance and if it will repeat next year).

COUNCIL PREVIEW / UPDATE NEWS RELEASE:

Definition: Town Council meeting agenda news releases



For Immediate Release
Aug. 1, 2017

NEWS RELEASE

Media Contact: **KerriAnne Mukhopadhyay**
kmukhopadhyay@CRgov.com
303-660-1381
303-489-5693

Cool change comes to Castle Rock with Little River Band Aug. 26

Take it easy on a hot summer night. Listen to great music, enjoy food and drinks in your own backyard, and spend time reminiscing at the latest Summer Concert Series event at the Amphitheater at Philip S. Miller Park. Little River Band takes the stage Saturday, Aug. 26. Tickets are on sale now!

Little River Band is considered one of Australia's most significant bands. They immediately claimed their place as one of the great vocal bands of the '70s...and the '80s. Between 1976 and 1983, chart success in America includes the following singles: It's a Long Way There, Help Is on Its Way, Happy Anniversary, Reminiscing, Lady, Cool Change, Lonesome Loser, The Night Owls. Take it Easy On Me, Man On Your Mind, We Two, and The Other Guy.

This perfect summer night in Castle Rock will always call your name. The gates open at 6 p.m. With opening performer, John Ford Coley, starting at 7 p.m., Little River Band will take the stage around 8:30 p.m. Bring a low-profile lawn chair or blanket and tell the babysitter you'll be home on Monday.

Head to CRgov.com/PSMConcerts for tickets. But, don't wait! We're playing to win and you won't want to miss it. Tickets range from \$20 to \$40 for adults and \$10 for kids in the lawn.

Little River Band is part of the Town's Summer Concert Series. Back for the second year, the concert series brings amazing events to the Amphitheater at Philip S. Miller Park on select weekends May through September. Enjoy live music from nationally known bands, along with craft beer and cocktails under the stars.

Learn more about event details, artists and ticket information at CRgov.com/PSMConcerts. Do you believe love is a bridge? We're looking for sponsors! Be among the first to present this exciting series to our community. Plus, join the events staff or become a volunteer. Email specialevents@CRgov.com for more information.

Get Town news straight to your inbox. Sign up online at CRgov.com/hotlyme, or follow us on Facebook ([facebook.com/CRgov](https://www.facebook.com/CRgov)), Twitter (@CRgov), Instagram (CRGOV) and LinkedIn (search Town of Castle Rock).



For Immediate Release
Aug. 29, 2017

Community Relations Division
100 N. Wilcox St. • Castle Rock, CO 80104
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NEWS RELEASE

Media Contact: **Karen Carter**
kcarter@CRgov.com
303-660-1365
720-290-2827

Free family fun gets engines revving at Touch a Truck Sept. 16

Get your motor running and get to the Castle Rock Touch a Truck event Saturday, Sept. 16, hosted by the Castle Rock Police Department.

These trucks are usually plowing streets, working construction sites and saving lives, but for this event they'll be at Castle View High School, 5254 N. Meadows Drive, from 9 a.m. to 2 p.m.

Kids will get a chance to sit in the driver's seats and explore police cars, military vehicles, helicopters, race cars and more! Plus, get the opportunity to hear from the operators about how everything works and what role these vehicles play in the community.

Castle Rock Police, Castle Rock Fire and Rescue, Fox 31 Weather Beat, Douglas County's Bomb and S.W.A.T., Elbert County Sheriff's Office, Rampart UH1H Helicopter, Colorado State Patrol and the United States Army, will be providing demonstrations and educational opportunities for the entire family.

Plus, don't miss "Lightning McQueen" and "Toy Mater" from the Pixar movie CARS.

Castle Rock Police Department is committed to providing a more inclusive community. "No Horn" hour from 9 a.m. to 10 a.m. is designed for children with special needs and auditory sensitivity issues - no horns, music or sirens!

After 10 a.m., the KYGO Radio Truck will get you dancing. Plus, food and refreshments will be available for purchase. Bring the entire family for a fun day focused on getting a closer look at our public safety vehicles, helicopters and more.

More information is available at CRgov.com/TouchATruck. Get Town news straight to your inbox. Sign up online at CRgov.com/hotlyme, or follow us on Facebook ([facebook.com/CRgov](https://www.facebook.com/CRgov)), Twitter (@CRgov), Instagram (CRGOV) and LinkedIn (search Town of Castle Rock).



For Immediate Release
March 28, 2017

NEWS RELEASE

Media Contact: **Caroline Frizell**
cfrizell@CRgov.com
303-660-1380
720-340-2544

Dry weather prompts Town to implement Stage 1 Fire Restrictions

It's been a very dry winter, and as weather warms, fire dangers will increase. That's why the Town is implementing Stage 1 Fire Restrictions beginning today.

Acting on authority granted by Town Council, Town Manager David L. Corliss and Fire and Rescue Chief Art Morales implemented the restrictions.

Stage 1 Fire Restrictions prohibit the following:

- Open burning of any kind
- Use of fireworks
- Activities that are allowed include:
 - Fires within liquid-fueled or gas-fueled stoves, fireplaces within buildings, charcoal grill stoves within buildings only
 - Professional fireworks displays permitted according to section 12-28-103 of the C.R.S.
 - Fire suppression or fire department training fires
 - Fire suppression fires at developed picnic or campground sites contained in fixed stoves within buildings only
 - Small recreational fires at developed picnic or campground sites contained in fixed stoves within buildings only
 - Permanent metal mesh fire pits (rock fire rings are considered temporary and not permanent) with flame lengths not in excess of four feet or the residential use of charcoal grills, tiki torches, fires in chimineas or other portable fireplaces or patio fire pits, so long as said fires are supervised by a responsible person at least 18 years of age
 - Professional fireworks displays

People found to be in violation of the Town's fire restrictions are subject to punishment of a \$1,000 fine, 180 days in jail or both.

The Town will continue to monitor conditions. Stay tuned to CRgov.com/firebars for current information. Inquiries regarding the current status of fire restrictions in Town should be directed to the Fire Chief's Office, 303-660-1066.

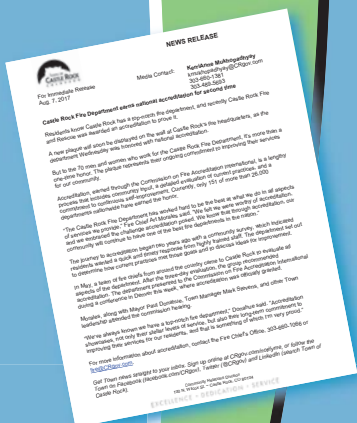
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NEWS RELEASES

2017:
170

2016:
109



SOCIAL MEDIA POSTS

2017:
1,474

2016:
1,260



MEDIA CALLS

2017:
281

2016:
389*



*
unusually
high number
of critical
incidents
in 2016



Example: Town Council Preview and Update news release and email communications

Time on CRgov.com homepage: 1 month after Council meeting

Time on CRgov.com Department's area: At this time, Town Manager's department is working on a Town Council area that will archive these updates about Town Council meetings. This will be in the Town Council area online, and we are looking at time-span (*depending on significance*).

PROCESS FOR TOWN COUNCIL MEETING PREVIEW & UPDATE:

- Community Relations waits for direction on Council agenda items to include in the Council preview from Town Manager and at times Department Directors (with major project or community issue).
- The Town staff team (Town Manager and Town Clerk) meet on the Tuesday prior to the Thursday agenda post.
- The Town team decides on the upcoming Town Council agenda and in addition Town Council preview communication (Community Relations is copied on email from Town Manager to Department Directors).
- From the approved-by-Town Manager final agenda, the Town Manager chooses what agenda items to focus the preview content.
- The decided preview content information along with draft memos is sent to Community Relations within the week of the Town Council agenda post. Agenda is posted the Thursday prior to Tuesday Council meeting.
- We write the Town Council PREVIEW and work with Directors (agenda memo information), for approvals the content. **It is important to note that arrives to us roughly on Tuesday the week that the agenda will post online (the week before Council meeting).*
- Town Council PREVIEW is sent to Council prior to news release process distribution.
- The "Town Council PREVIEW" is distributed on our news feed distribution, emailed and posted on CRgov.com on Thursday by 5 p.m. or Friday mornings. This is not distributed until the Council meeting agenda is published on-line and emailed.
- Town Council PREVIEW and UPDATE are emailed, placed on the CRgov.com homepage, published on Facebook, Nextdoor and Twitter. Please note, this is not posted to LinkedIn.

The Town Council meeting occurs:

- "Town Council UPDATE" is created with areas to add the Council vote on Tuesday by 5 p.m. This is in edit form.
- "Town Council UPDATE" is comprised of updated information from the items in the preview. Additionally, any other information that the Town Manager adds to the Town Council UPDATE.
- "Town Council UPDATE" is sent for approvals to Town Manager, Department Directors and Town staff on Wednesday, the day after Council meeting, by 1 p.m.
- "Town Council UPDATE" is distributed (as detailed above) by 5 p.m. on Wednesday, the day following the Town Council meeting.

CRgov.com

CRgov.com is a heavily used communications tool. We track analytics on a monthly and annual basis. From



For Immediate Release
April 4, 2018

NEWS RELEASE

Media Contact: **KerriAnne Mukhopadhyay**
kmukhopadhyay@CRgov.com
303-660-1381
303-489-5693

April 3 Council Update: CDOT I-25 GAP presentation, design contract finalized for Plum Creek Parkway work, proclamation kicks off a call to conserve

Your Town Council representatives meet twice a month, and during those meetings Councilmembers make decisions that impact residents and business owners. Stay up-to-date on those decisions with this meeting summary.

CDOT presents on I-25 gap project

Commuters may see CDOT start construction this year on projects to help improve the 18-mile stretch of Interstate 25 between Castle Rock and Monument known as "the gap." Final start dates, however, are pending funding and federal Environmental Assessment approvals. Town Council heard a presentation on the project Tuesday night.

According to CDOT, high speeds and climbing grades along that stretch contribute to severe crashes and long highway closures or delays. CDOT last year initiated a Planning and Environmental Linkages (PEL) study to identify immediate and longer-term solutions for the gap. Council heard the update and shared their interest in making this project a priority for the community.

The elements of the project that are still under consideration include: adding one travel lane in each direction, widening the shoulder for emergency incidents, and installing supporting infrastructure including lighting and guardrails. Additionally, CDOT will determine if the added lane in each direction will be a tolled Express Lane or a free lane. Maintaining trip reliability will be an important part of that decision. The final design of the project is expected to be complete this summer. Read through CDOT's PowerPoint presentation at http://castlerock-co.granicus.com/MediaPlayer.php?view_id=3&clip_id=656&meta_id=59813

Watch CDOT's presentation and the Council discussion: http://castlerock-co.granicus.com/MediaPlayer.php?view_id=3&clip_id=656&meta_id=59813

Design contract approved for Plum Creek Parkway widening and related roundabout project

As the Town of Castle Rock prepares for the future, planning safe and smooth access for the traveling public is a priority.

For drivers on the south side of Castle Rock, the Town is planning a two-phase project to widen Plum Creek Parkway between Gilbert Street on the west and Ridge Road on the east. In addition, the intersection of Plum Creek Parkway and Gilbert Street will be converted from the temporary signal it is now to a multi-lane roundabout. These improvements are expected to

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TOWN COUNCIL AGENDA PREVIEW



Twitter
Facebook
Instagram
YouTube
LinkedIn
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Town Council Agenda
TUESDAY
APRIL 3
2018
Mayor Jennifer Green, Mayor Pro Tem Bette Volante
Councilmember Jess Labaree, Councilmember James Townsend
Councilmember Jason Bauer, Councilmember George Teal
Councilmember Brett Ford
ADVERTISED PUBLIC HEARINGS & DISCUSSION ACTION ITEMS
Update/Presentation: CDOT I-25 "Gap" Project Update
Resolution Approving the Service Agreement for the Plum Creek Parkway Widening and Roundabout Project Design
Proclamation: Mayor's Challenge for Water Conservation

Email Town Council: TownCouncil@CRgov.com
or CRgov.com/Council

TOWN COUNCIL AGENDA UPDATE



Twitter
Facebook
Instagram
YouTube
LinkedIn
@CRgov



Town Council Agenda
TUESDAY
APRIL 3
2018
Mayor Jennifer Green, Mayor Pro Tem Bette Volante
Councilmember Jess Labaree, Councilmember James Townsend
Councilmember Jason Bauer, Councilmember George Teal
Councilmember Brett Ford
ADVERTISED PUBLIC HEARINGS & DISCUSSION ACTION ITEMS
Update/Presentation: CDOT I-25 "Gap" Project Update
Resolution Approving the service agreement for the Plum Creek Parkway Widening and Roundabout Project Design
Proclamation: Mayor's Challenge for Water Conservation

Email Town Council: TownCouncil@CRgov.com
or CRgov.com/Council

day's interchange with I- 25 and increase bicycle access

with engineering firm Kinley Horn & Associates at the widening and the roundabout will occur this year.

Feedback will be scheduled as design progresses. Stay up-to-date with email updates at CRgov.com/PlumCreekPkwy.

Phase one of the widening – between Gilbert Street and Ridge Road with phase one, the existing crumbling concrete will be replaced. Phase of construction – widening from Eaton to Ridge Road pending on available funding.

\$480,515 and is funded by the Town's Transportation related revenues from impact fees and building use tax. The Town's Transportation Master Plan and reducing the priority for Town Council.

castlerock-co.gov_id=3&clip_id=656&meta_id=59846

Water Efficiency Awareness month

Castle Rock stands conservation. For years, residents have made the community to cut back. While the Town has embraced water conservation over the last ten years, Mayor Jennifer Green is taking water efficiency to the next level.

Proclaimed April as Water Efficiency Awareness month. The fun, free pledge is being led by the Town, the Wyland Foundation, the National League of Conservation S. Forest Service.

Go to CRconserve.com/WaterPledge.

castlerock-co.gov_id=3&clip_id=656&meta_id=59714

Scheduled for Tuesday, April 17.

Join at TownCouncil@CRgov.com, or find your Council members at CRgov.com. Plus, sign up for email updates by clicking the "Get Updates" button. Council members are expected to include both summaries of top council meetings.

Also, watch Council live on Town Council Comcast Channel 22

303.660.1024





CRISIS COMMUNICATION NEWS RELEASES

Definition: urgent news releases related to emergency events

Examples: CodeRED alerts, Fire or Police activity, etc.

Time on CRgov.com: 1 month past event, depending on news coverage

Time on CRgov.com: archive, or add to department page
(depending on significance).

NEWS RELEASE PROCESS: CRISIS COMMUNICATIONS

A crisis event is an unexpected emergency that requires immediate PR attention. A police or fire incident has occurred, and media is on the way to the scene. In some cases, we may need the public to take action, such as evacuate or shelter-in-place. In these situations, timeliness and accuracy are the main drivers for news releases.

In these crisis situations, details change quickly as events unfold. Community Relations is answering media calls, while preparing the news release, and updating leadership and the community. Recognizing each event is distinct, here is a general process for communications during these critical incidents:

Crisis Incident Communication Plan – urgency to get information out quickly

- PIO is notified by Police Supervisor or dispatch
- PIO gathers information
- PIO updates Police Chief (if not already done by the Police supervisor, then specific to media inquiry)
- Brief synopsis of incident to be sent to Town Manager, Deputy Town Manager, Council, Community Relations, and any department director directly affected
 - These updates will not be of great detail, just that we are aware of the incident, basic details and if PIO is responding
 - Advising more information to come
 - Chief may contact the Town Manager as this communication is being drafted/sent
- Call additional PIOs/members of the Police Social Media Team
- Social media communication to community/media
 - Includes basic incident info
 - Includes safety message/call to action if needed
 - Media staging area
 - PIO is responding to media (Twitter location post for media staging area)
- Once on-scene
 - Media management
 - Designate an area for media internally
 - Immediately meet with media to give intentions for first briefing
 - Determine if media staging area is adequate or if needs to be moved
 - Information management meet with Incident Commander to:
 - Gather additional details
 - Determine what information is releasable





- Next steps
 - Validate information as necessary/meet with officers
- Update Chief
 - Chief determines if PIO continues to provide direct updates to Town Manager/Council
- Information is provided to Town Manager for update to Council by (PIO or Chief)
 - Draft internal communication for
 - Town Manager/Council/Everyone PD
 - Send communication
- Updated information
- Update should include media interview (who; time of broadcast; on-camera or not) information
- Draft external communication for
 - Early email update to media
 - Social media content/updates
- News release/update for
 - Town Web; Twitter; Facebook
 - Media
- Develop Communications and releasable interview information
 - Strategic communications plan, overarching message at that time during incident
 - Talking points/create bridges for messaging to primary message
 - Media packets (can delay depending on urgency)
 - Calls media as necessary

Routine (no urgency) Incident Communication Plan

- PIO is notified by Police Supervisor or dispatch
- PIO gathers information
- Information updates:
 - PIO updates Police Chief (if not already done by Police Supervisor)
 - Chief updates Town Manager, Deputy Town Manager,
 - With as much information as is known and validated that can be passed along to Council
 - Town Manager updates Town Council, unless otherwise designated by Town Manager
 - With information that is able to be released publicly
- If media is responding:
 - Call additional PIOs/members of the Police Social Media Team as necessary
 - Social media communication to community/media
 - Includes basic incident info
 - Includes safety message/call to action if needed
 - If PIO is responding
 - Media staging area



- Once on-scene
 - Media management
- Immediately meet with media to give intentions for first briefing
- Determine if media staging area is adequate or if needs to be moved
 - Information management with internal team at this time
- Meet with Incident Commander to:
 - Gather additional details
 - Determine level/detail of information to release
 - Next steps
- Validate information as necessary/meet with officers
 - Update Chief
 - Draft internal communication
- Send communication to:
 - Chief, Town Manager/Council/Everyone PD
 - Updated information

*Also advising of any on-camera interviews
- Chief updates Town Manager, unless otherwise designated by Chief with as much information as is known and confirmed that can be passed along to Council
- Town Manager updates Town Council, unless otherwise designated by Town Manager with information that is able to be released legally and publicly
 - Media updates/on-camera interviews
- Draft external communication for:
 - Early email update to media
 - Social media content/updates
 - News release/update for: Town Web; Twitter ; Facebook
 - Media that is interested (call or email directly)
- Develop
 - Strategic communications plan
 - Talking points/create bridges for messaging to primary message
 - Media packets (can delay depending on urgency)
- Calls media as necessary
- Manages all news and internal updates if needed. Additionally, reaches out to provide accurate communications to Town departments and community partners affected.



MEDIA RELATIONS WITH POLICE PIO ON SCENE CRISIS

Now in progress of outlining procedures and making any revisions needed with Police and Fire. We are in the internal training timeframe currently of Town's first full-time PIO role, and content will be added to this area.



When we are working with a reporter,
we focus our communication on delivering accurate,
knowledgeable and transparent information related to topics
of community issues, public safety and crisis communications.



When we are working with reporters,
we are working to educate and inform Castle Rock's:
• Residents • Business owners • Property owners • Employees
• Other municipalities • Elected officials



The Town of Castle Rock understands the value of effectively communicating with the news media. Community Relations staff members are the Town of Castle Rock media relations experts and Town spokespeople. Our media relations capabilities as Town spokespersons are skilled to effectively engage with the news media in an accurate, concise, timely and organized manner when telling the Town's story and conveying useful, relevant information to residents and other public audiences.

We facilitate the media training of appropriate Town staff, with one-on-one media skills coaching, including on-camera assessment and instruction. We help create the talking points and issue the content to create "bridging points" for the Town staff member. This creates a base message to use as foundation for most media situations, where we work with staff on how to "bridge back" to the important information our community needs to know. We organize, predict and deliver effective responses to reporters' questions.

In addition, we have extensive experience providing real-time communications for reporters' inquiries and questions; crisis counsel as-needed communications and in times of crisis the management of ongoing communications issues. We are currently on-call 24/7, but that role is changing with the addition in 2018 of the Police PIO role. Additionally, Police and Community Relations are in the first phases of working with Fire in a possible PIO role in the future.

Community Relations is the Town spokesperson(s) for non- public safety media inquiries. We work with Town staff to coordinate accurate and informed responses. Additionally we will coach Town staff regarding on- camera skills, or will represent the Town as spokesperson for the topic.

We work to prepare and then deliver the Town's important messages the structure of a Communication Plans through the news media. We answer and coordinate reporter(s) inquiries with Town staff, Councilmembers and community partners. We create and build relationships with reporters, and we utilize their media platforms to assist with getting the word out on Town priorities, issues and activities.

We pitch stories to media that are good news. At the same time, we manage the bad stories. That means we work with the media to avert negative, innaccurate stories about Castle Rock. The Community Relations team regularly trains for skills management and behind-the-scenes work. This ensures factual, accurate management of the story, and it's presentation to the public.

When we are working with a reporter, we focus our communication on delivering accurate, knowledgeable and transparent information related to topics of community issues, public safety and crisis communications. We coordinate the facts and provide clear pathways to the correct and accurate information they need for the report.



MEDIA REQUEST

COMMUNITY RELATIONS

- 1 TALKS DIRECTLY TO REPORTERS/MEDIA ABOUT THEIR REQUEST
- 2 DETERMINES BEST COURSE OF ACTION BASED ON REQUEST
- 3 REACHES OUT AND WORKS WITH THE APPROPRIATE DEPARTMENT DIRECTOR AND STAFF TO CRAFT THE BEST RESPONSE, SPECIFIC TO THE REQUEST

PUBLIC SAFETY ISSUE

CHIEFS AND PIO



POLICE



FIRE

NON-PUBLIC SAFETY ISSUE

DIRECTOR SPECIFIC TO THE MEDIA REQUEST



WATER



PUBLIC
WORKS



PARKS
& REC



DEV
SVS



FINANCE

COMMUNITY RELATIONS

- 1 WORKS WITH DEPT. DIRECTOR/STAFF TO DETERMINE THE LEVEL OF RELEASE
- 2 HANDLES MEDIA MANAGEMENT, LOCATION, INTERVIEW, SOCIAL MEDIA, INTERNAL/EXTERNAL COMMUNICATION, UPDATES
- 3 SENDS EMAIL RESPONSE FOR MEDIA REQUEST TO MEDIA, ALONG WITH EARLY UPDATE TO TOWN MANAGER WITH INFO ABOUT THE MEDIA REQUEST, AND CONTENT RELEASED. UPDATES TWITTER, FACEBOOK, THE TOWN WEBSITE AND THE MEDIA. PLACES A FOLLOW-UP CALL TO MEDIA.



Our goal is to provide:

- Media strategy communications plans:
 - Plans coordinate the possible media relations, social media and direct mail.
 - Finalize communications strategies and key messages that can be utilized effectively with the news media, employees, shareholders and other important audiences.
 - Maximize or minimize attention on an issue or event. There are times when you want to be out in front on an issue. And there are times when the best offense is a good defense.
 - Provide educational information to members of media on the background in an effort that the media will cover and write accurate, fair and balanced stories on complex issues. This not only includes working reporters, but also photographers and editors.
 - Work effectively and closely with other valued advisors, including legal counsel.

When we work with reporters, we are actually working to educate and inform the Castle Rock community including :

- Residents
- Business owners
- Property owners
- Other municipalities
- Elected officials
- Employees

COMMUNITY RELATIONS PROCESS MEDIA COMMUNICATIONS

- Community Relations works with all media requests for Townwide departments
 - If the request is a Public Safety issue, refer the inquiry to Police PIO and/or Fire
- Contacts Town staff for availability for interview
 - Works with Director first, Department Director then refers Town staff member
- Contact Town staff for information to answer media inquiry
- Media management/location/interview, social media content/updates, internal/external communication, information liaison with officers; on-camera PIO (lead)
- Works with Department Director/Town staff as to the level/detail of communication to release
- Sends email on to media to Town Manager with early update information about the media request; content released; interview; or attendance at a meeting (open house, Council meeting)
- Writes news update for distribution: Twitter • Facebook • Town Web • Media
- Calls media who has contacted Community Relations and or Town staff

EMAIL COMMUNICATIONS

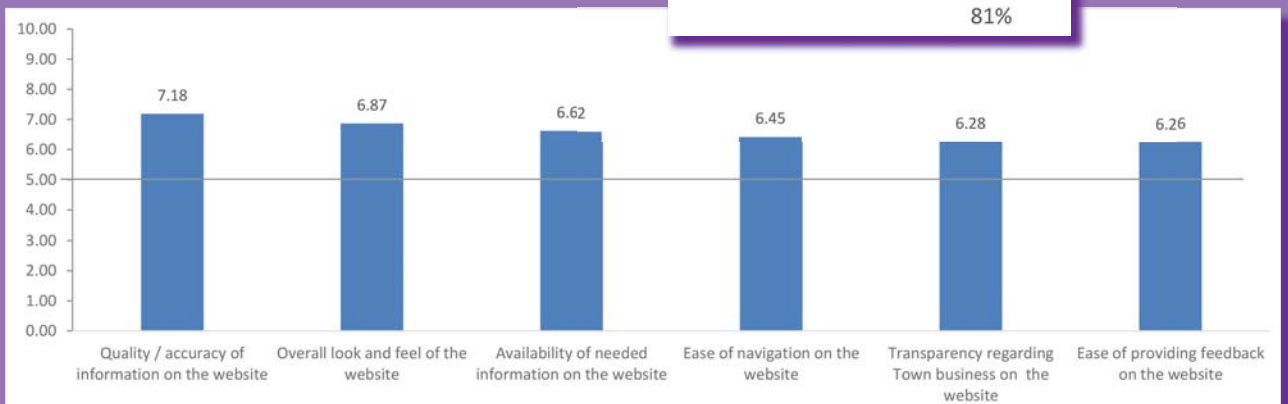
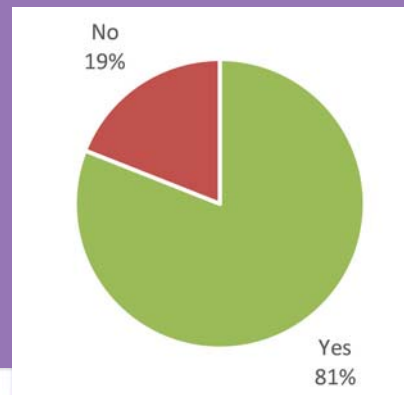
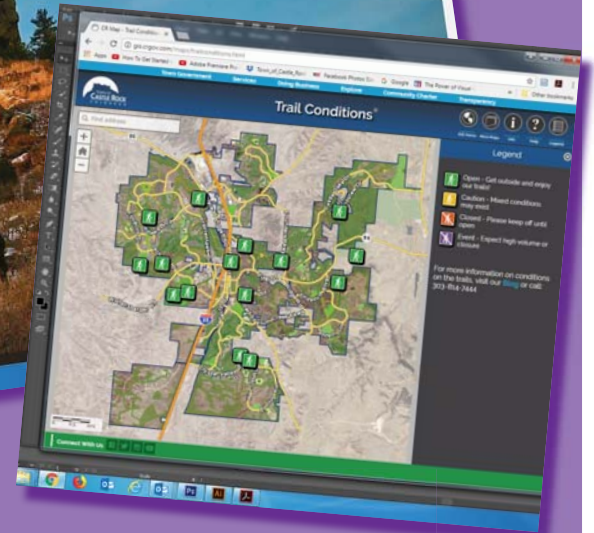
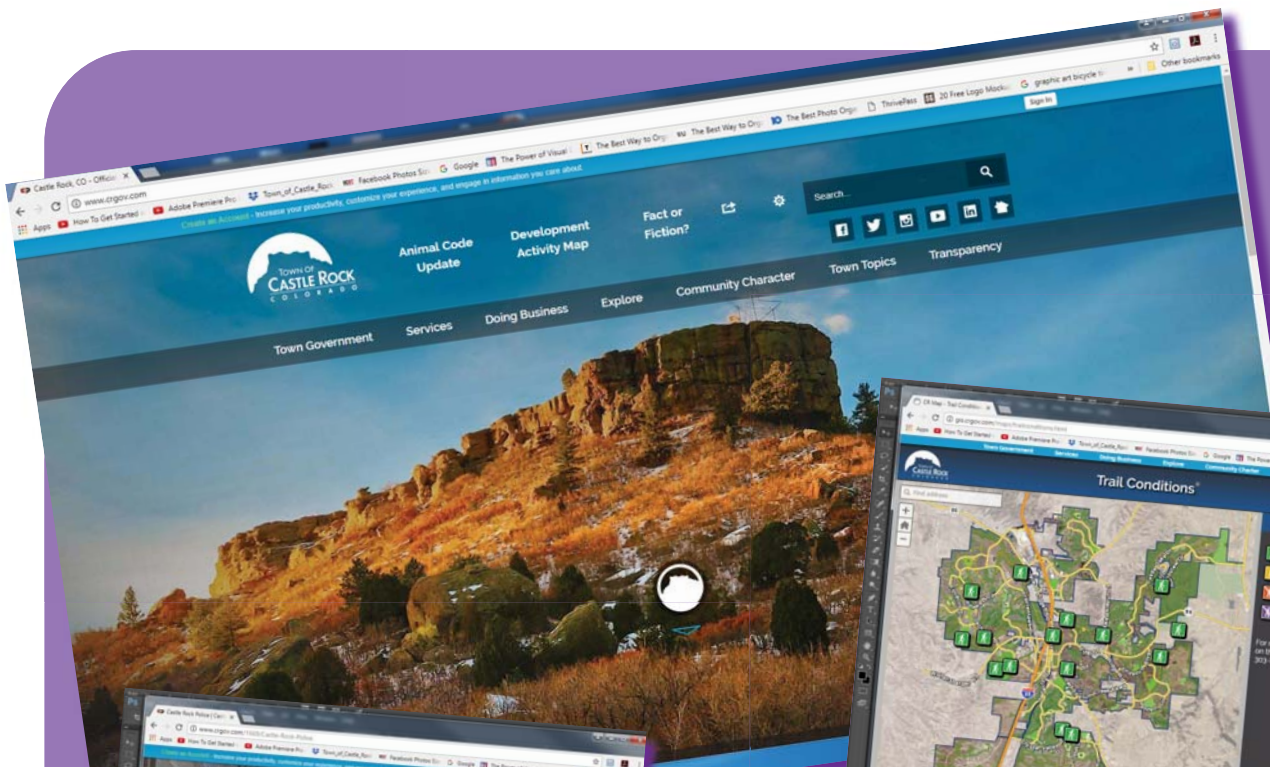
Communications is about getting the right information, to the right person at the right time and in the right way.

MEDIA AND ON-SCENE CRISIS MANAGEMENT

Strategies for communicating with the public and the media during times of crisis, including police/fire emergencies and inclement weather/natural disasters are detailed on page

Town Manager/Town Council process media communications:

- Community Relations updates the Town Manager
- Copy Town staff on the update email for Town Manager who updates Council
- Town Manager updates Council
- Community Relations emails a follow-up with story link or media broadcast link to Town Manager and Town staff





January to December of 2017, we had 872,362 unique visits to the Town's website, averaging 72,696 in a month. Additionally, 2017 saw a record number of visits in July, with 106,672 unique visits.

According to the Town's most recent Community Survey (2017), four out of five residents have used the Town's website in the last two years. On a scale of 0 to 10 - quality and accuracy of information, look and feel, availability of needed information, navigation, transparency and ease of providing information garnered above-average scores.

Our website has defined navigation, icons buttons, videos and is mobile friendly. The mobile app is managed by the website, and updates daily with any updates made to the website. We are also maintaining the ease of use, beautiful photos and newer technology.

Audiences: Our website user/mobile/social/resident/business/community members/employees

CRGOV.COM WEBTEAM

CRgov.com achieves high traffic because of its content and accessibility.

Community Relations' approach to the WebTEAM has garnered national recognition and become a model for our provider, CivicPlus, which recommends Castle Rock's WebTEAM framework to new and existing clients.

Community Relations leads the content of CRgov.com, and the Division of Innovation and Technology assists with the technical and analytic pieces.

At the department level, more than 30 employees Townwide serve on the WebTEAM. With guidance from Community Relations, Town employees from each department, who are experts in their related fields, are responsible for updating the department's areas of CRgov.com.

These updates are submitted to Community Relations for review and publishing. It's important at least two sets of eyes see key updates to the website. This helps ensure accuracy and reduces typos. Everyone needs an editor! On average, this WebTEAM submits about 150 website updates for Community Relations' review every month.

With this many people working together on one site, it's still important for the site to have a cohesive look and feel. To achieve that goal, Community Relations has put together both a CRgov.com Style Guide and a CRgov.com User Manual.

The Style Guide (**Appendix A**) is modeled after the Associated Press Style Guide and defines content style, such as date formats, naming conventions, etc. The User Manual (**Appendix B**) training is more technically based and defines how the team can use various features on CRgov.com such as photos, FAQs, calendar events and more. Community Relations will edit and review pages using these guides. However, WebTEAM members are also versed on the styles and are expected to follow them.

WEBTEAM MEMBERS



CRgov.com is effective.

Community Relations uses a third-party site, called Siteimprove, to measure the overall quality, usability and accessibility of CRgov.com.

For overall quality, Siteimprove ranks CRgov.com at 88 on a 100-point scale.

According to Siteimprove, the industry standards is 79.3. Achieving this rating is a Townwide team effort.

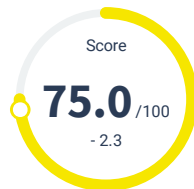
Siteimprove

4/6/2018 11:11 AM

Site
Town of Castle Rock

DCI Score Dashboard

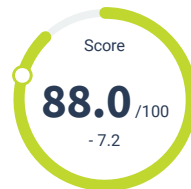
Digital Certainty Index



Fix this issue and reach 81.7 points: Pages at level 3 and above with multiple Level A/AA errors

[DCI overview](#)

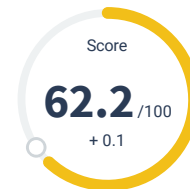
Quality Assurance



Fix this issue and reach 94.8 points: Pages at level 3 and above with broken links

[Improve score](#)

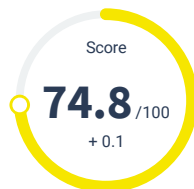
Accessibility



Fix this issue and reach 82.3 points: Pages at level 3 and above with multiple Level A/AA errors

[Improve score](#)

SEO



Fix this issue and reach 79.3 points: Pages missing SSL

[Improve score](#)

Analytics

Visits (Last 30 days)
0 ▲ 0.00%



Start tracking your website performance
Measure and collect data and insights on your website by subscribing to the Analytics Suite

[Get in touch!](#)



Wait! There's more: why and what is Siteimprove?

If Community Relations enlisted the help of an individual staff member 24/7 to check every page, check every link and document, spelling, addresses and contact information, phone numbers, it would be more than a full-time position. And, their first name would be *Site*, last name *Improve*.

We researched and found technology that systematically looks for errors. This provider combs through our web data, and measures our website success. Siteimprove and its unique Digital Certainty Index™ take care of numerous time-consuming tasks, that would require hours upon hours of dedication. By utilizing this service it allows Community Relations and department WEBTEAM members time to focus efforts tackling proactive communications for community projects, answering questions, and so forth.

This platform sends an update email to our WEBTEAM department members based on the pages that the department is responsible for keeping updated and accurate. This helps in the effort of optimizing content and design, and aligning digital metrics with organizational goals.

Quality assurance, it is important to us.

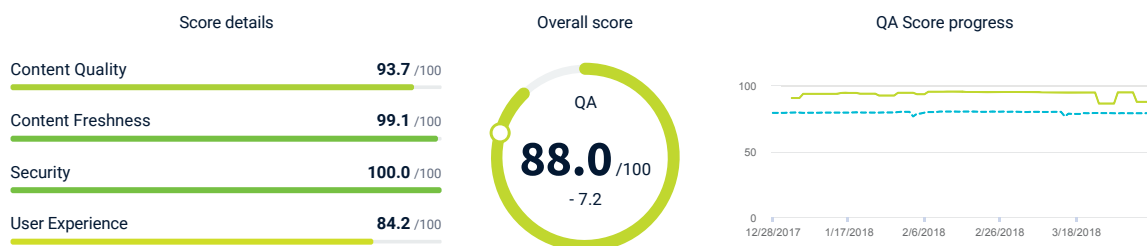
A high-quality website not only achieves our goals but helps our visitor achieve theirs. Siteimprove sends customized reports straight to WEBTEAM members in-boxes, delivering the insights and areas that need improvement with direct links, so they can be updated and corrected.

Siteimprove

4/6/2018 11:13 AM

Site
Town of Castle Rock

Quality Assurance Overview



Fix These Issues to Improve Your Score

| Issue | Points you can gain |
|--|---------------------|
| Pages at level 3 and above with broken links | 6.87 points |
| Pages at level 2 with broken links | 2.67 points |
| Broken links (overall) | 1.23 points |
| Pages with long sentences | 0.49 points |
| Pages that are difficult to read | 0.45 points |

Fixed Issues

| Issue | Points already gained |
|---|-----------------------|
| Unsafe domains | 7.00 points |
| Misspellings on homepage | 5.40 points |
| Pages at level 1 (homepage) with broken links | 3.50 points |
| No new pages added within last 30 days | 3.00 points |
| Publicly exposed personal ID numbers | 3.00 points |

Last completed crawl: 4/3/2018

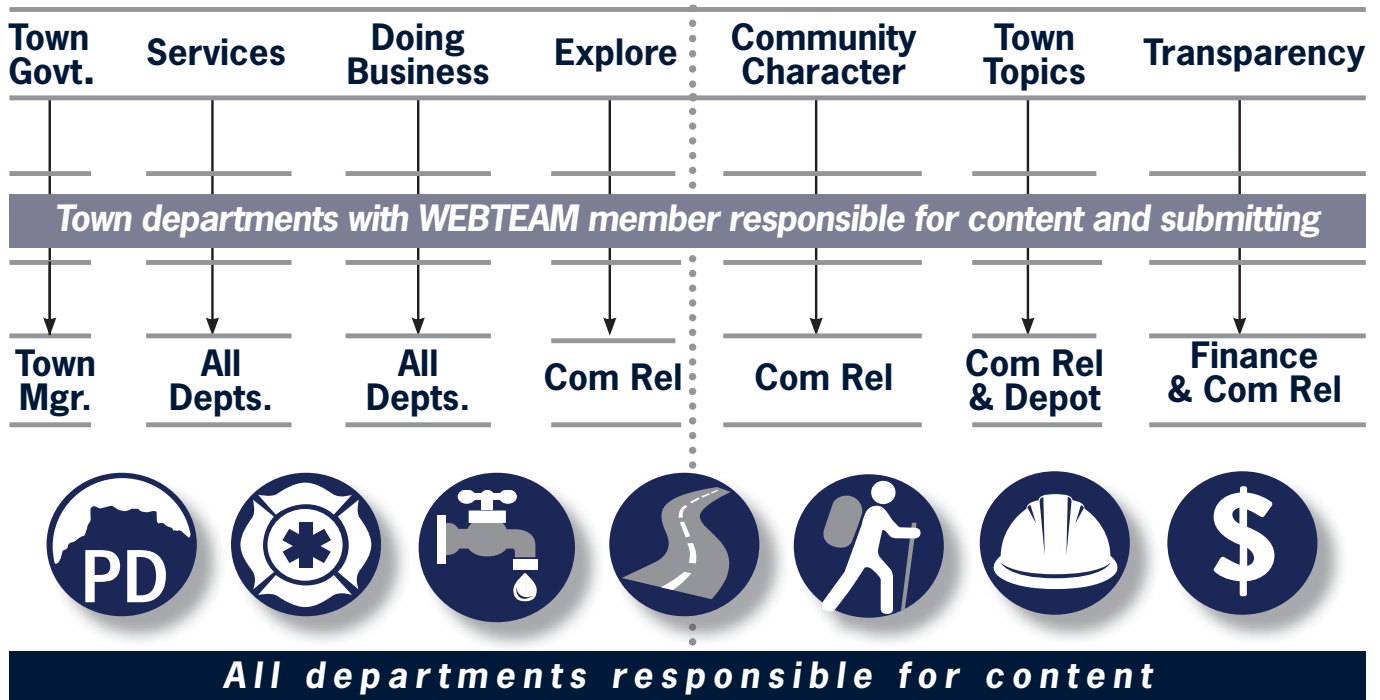
Next complete crawl scheduled for: 4/7/2018



CRgov.com



Community Relations



News Carousel

Com Rel

Town Mgr.

Calendar

All departments responsible for content

Content approved and published by Community Relations after approval if needed by Town Manager's office, Deputy Town Manager and Department Directors



CRgov.com *continued*

- **Global Navigation:** in addition to a basic search, user experience data from CivicPlus indicates full drop-down menus are preferred. These menus display all the options within an area of the site, so a user “knows before she goes.”
- **Site-wide Graphic Buttons:** These site-wide graphic buttons are based on Google search analytics and remain consistent. They are evaluated every year.
- **News and Announcements:** This is the Town’s news carousel. All Town news releases are posted here when distributed. When items are removed, they are removed from the site entirely.
- **Calendar:** events are an important part of the quality of life in Castle Rock. This area highlights upcoming events, which are posted on the CRgov.com calendars. There are a total of five calendars, and subscribers can sign up for email notifications from each one: Events, Public Notices, Volunteer Opportunities, Classes and Meetings.

COMMUNITY RELATIONS

Karen Carter
Caroline Frizell
Carrie Martin
KerriAnne Mukhopadhyay

Deborah Stanley

TOWN MANAGEMENT

Shannon Eklund
Catherine Jorgensen
Fritz Sprague
Kristin Zagurski

POLICE

Becky Hernandez
Erin Stahl
Sara Ruby

COURTS

Deborah Westwood

DEVELOPMENT SERVICES

Sharon Chavez
Denise Hendricks
Jackie Jensen
Julie Parker

TOWN CLERK

Lisa Anderson
Robbie Schonher

WATER

Sandi Aguilar
Melinda Pastore
Carolyn Richards
Dawn Tiffany

PARKS AND RECREATION

Maia Aman
Laurie Bartee
Matt Gasser
Courtney Glass
Margie Hutton
Jennifer Martin
Tara McGraw
Heather Rossiter
Jennifer Reinhardt (Special Events)
Lisa Sorbo
Dan Wahl
Janice Weed

FINANCE

Kellie Helm
Matt Kipp

HUMAN RESOURCES

Donna Howard
Lauren Welch

PUBLIC WORKS

Linda Angus
Megan Bednar

FIRE

Jamie Duncan
Colleen Sanderlin

Facebook (and other social sites) have created online
CommunityRelations@CRgov.com



WHAT IS A GOVERNMENT/MUNICIPAL GOAL WITH WEB?

The No. 1 goal is to give easy access to your constituents to accomplish the tasks necessary for them to stay engaged and satisfied with the community they work and play in. This means paying attention to the services you offer, and how those tasks are completed in a digital environment.

WHAT ARE WEB TRENDS

WHY SCROLL?

The importance of mobile has made scroll more prominent recently. The smaller the device, the longer the scroll, and users intuitively know how to interact this way. Scroll can be a quicker way to access information than clicking page to page. Social media has also made users understand the scrolling technique – it naturally accommodates user generated content.

WHY SEARCH?

We are used to “Google” and search engines – users instinctively think to search for what they are needing. Search also enables the consumer to feel a higher access point to information.

MICRO-INTERACTIONS

This is in reference to the small, often unnoticed details in a design that are significant contributors to a successful project. This can be demonstrated by a slight animated hover effect on a button, or a scroll triggered fade-in of a content area when the user pans to a section of a site. This is what is referenced to as “Experience Building” when designing and is quickly becoming more important than ever across devices.

ACCESSIBILITY

We have seen continual commitment in the market to building highly accessible websites, and it is an area that we are very passionate about. Ensuring readability of text and maintaining proper contrast ratios will be one of the most important aspects of a successful design.

TOP BUTTONS

Animal Code
Update

Development
Activity Map

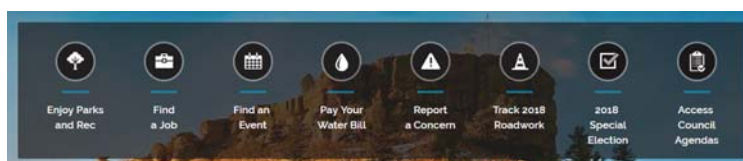
Fact or
Fiction?

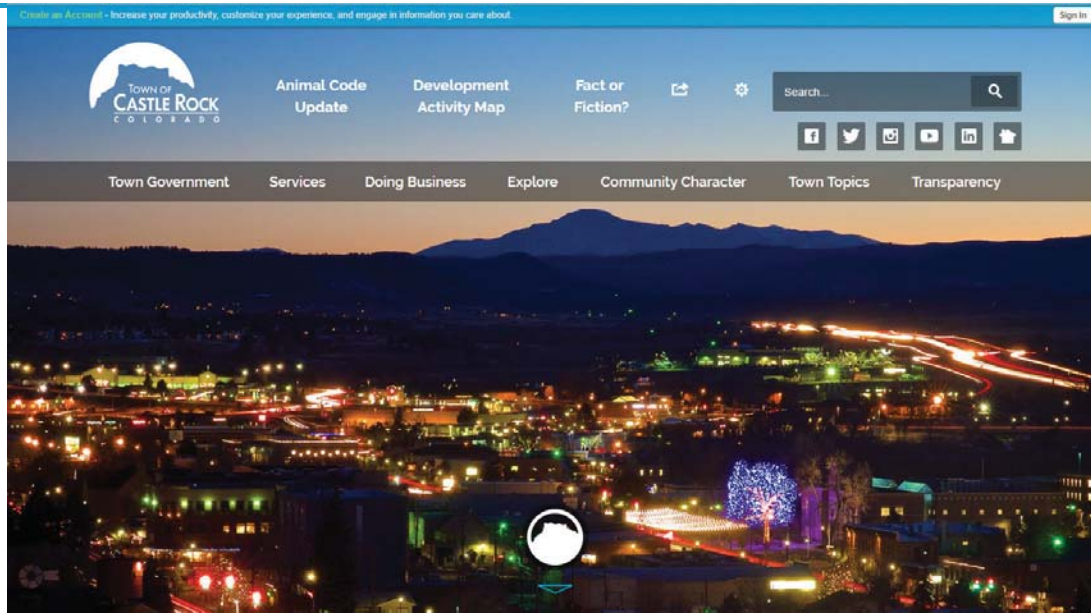
These buttons were added for hot-button items at the request of Town leadership.

Analytics help us understand how CRgov.com is used. During the redesign, we looked at overall page hits to answer the question “what are our users using”? To answer the question of “what are they looking for?” We evaluated our top Google searches. This data gave us our homepage icons.

These icons link to specific information data indicated our users wanted. They are another way for us to get our users where they want to go.

HOMEPAGE ICONS





CRGOV.COM TOP NAVIGATION PAGES

The horizontal list of menu options at the top of CRgov.com is known as the site’s “global navigation.” Global navigation is meant to be a hierarchy of information, so these top navigation groups needed to be fairly general. They are based on the Town values and built around target audiences.

During the redesign process, the Core Team determined the main audience for the site is residents. That’s why you won’t see a “resident” drop-down menu. The entire site is for our residents. Topics like “Town Government” and “Services” get residents to the information they need from their local government.

Some navigation, on the other hand, was designed for specific audiences: Doing Business (for business owners) and Explore for visitors.

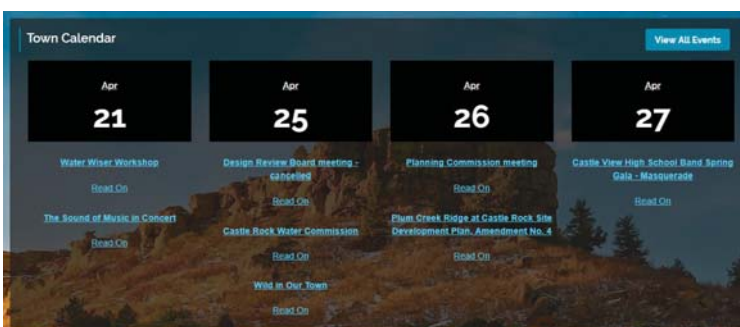
Community Character, Town Topics and Transparency address key Council priorities at the time of the redesign.

NEWS FEED

The best websites keep users coming back. That takes fresh content. Our news feed houses our current news releases, as defined in our communications plans.



CALENDAR SECTION

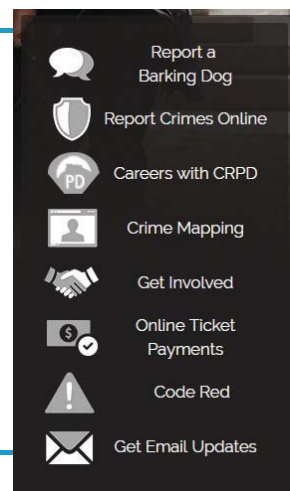


In the same way our news feed helps keep the homepage fresh, so does the event calendar. We know by attendance, events are important to our community. This widget automatically pulls calendar items from the online calendar and posts events on the home page. The WebTEAM is responsible for adding events to the online web calendar.



INTERIOR PAGE ICONS

Google search data, combined with WebTEAM input from customer service calls and emails, helped us determine information users were looking for from each department. That yielded the interior page icons, which highlight important information on the department's landing page.



TOWN DEPARTMENT PAGES

As a full-service municipality, it is important that our website maintain the Castle Rock government brand. But, based on feedback from the WebTEAM, we knew each department wanted a unique identity within CRgov.com. That's how our department areas were created. Each has its own landing page, background photo, top-level navigation and graphic buttons. But each department section lives within our full-service website. Each department has a webslinger dedicated to updating the department's area of CRgov.com.

TOWN COUNCIL PAGES

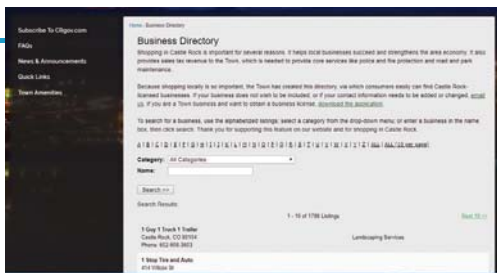


Town Councilmembers are our community's neighbors, work colleagues, business owners, parents and more. It's important our community knows who represents them. Get to know Town Council members at CRgov.com/Council.

ELECTION AREA

Elections are at the heart of democracy. That's why the Town takes extra care to publish information about upcoming elections, as well as ways to make a policy change through an initiative or referendum.





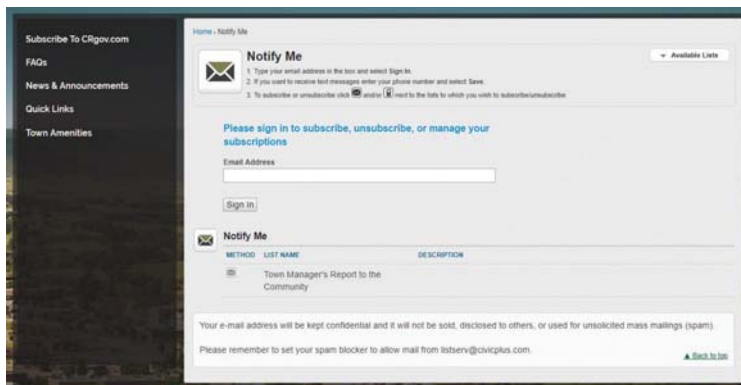
BUSINESS DIRECTORY

Sales tax is an important revenue stream for the Town of Castle Rock, but our business owners are more than a Town paycheck. They're part of the fabric of Castle Rock's character. That's why we list all new businesses in our business directory. The Revenue Division updates this area with each new or updated business license. Visit CRgov.com/411.

GIS MAPS



Sometimes, a map is the best way to tell a story. What's being built as part of the new Meadows Town Center? What roadwork can I anticipate in my neighborhood? What trail will connect me from home to Downtown? Interactive maps created by the GIS Division are published at CRgov.com/maps. It's time to explore!



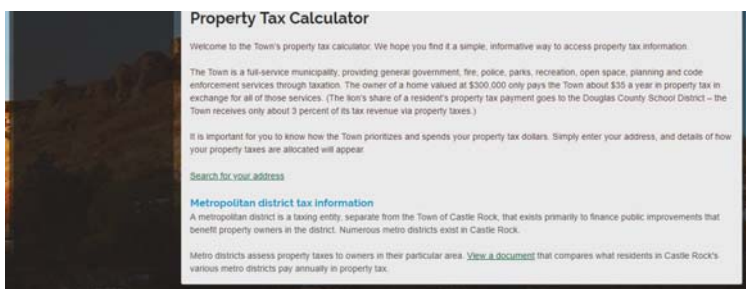
NOTIFY ME

CRgov.com is our virtual Town Hall. It's a wealth of resources. Still, we know sometimes we have to go to our audience. CRgov.com/notifyme is where people can sign up for email updates on everything from Castle Rock Water initiatives to parks and recreation classes. There's lists for road project and high-profile Town projects. Each department works with Community Relations to build the list and distribute news in line with communication plans.

ONLINE FORMS

Online forms help make our local government even more efficient and accessible. Request a house watch from Castle Rock Police; schedule an educational visit from Castle Rock Fire and Rescue; or opt out of door-to-door solicitations. The CRgov.com online form center makes it easy for our community to access local government resources.

PROPERTY TAX CALCULATOR



Less than \$35 per month – that's what the average Castle Rock homeowner pays to the Town for services provided by the Town. This was a key message for Castle Rock for many years. To push that message, DoIT and Community Relations created the Property Tax Calculator. Enter your address to see how your property tax dollars are distributed to various taxing entities in our community, such as the Town, school district and even the local cemetery.



When are Town Council meetings?

How can I receive emails about Town happenings?

Where can I learn about events and open houses?

Transparency is vital to community. While the Town invests in distributing information in line with Council's projects and priorities, we also know community members have questions on a variety of topics. That's why the Town created its Fact or Fiction effort.

Hosted at CRgov.com/Facts, Fact or Fiction is a one-stop-shop for residents or business owners to get their questions answered. Here's how it works.

Anyone can submit a form at CRgov.com/Facts with their question. Community Relations staff then gives the Town Manager and Deputy Town Manager a brief email, letting leadership know a question has come in. At that same time, the TM or DTM can share specific messages or direction on that question.

Then, Community Relations will get with the appropriate department to research the answer. Community Relations then drafts a response and circulates it back to the department. When the department director has signed off, the draft answer is circulated to TM and DTM for final approval.

Once approved, the question is posted on CRgov.com/Facts, and Community Relations emails the person who submitted the question. At the direction of the TM, the Fact or Fiction question and answer is posted on Facebook.

The program launched in June 2017. By March 2018, the Town had answered 28 submitted questions. In addition, the section was populated with some of the typical Q and A the Town receives.

(The Town reserves the right to rephrase inflammatory questions before posting. Questions that include profane, discriminatory, abusive or potentially malicious language or personal attacks will not be posted.)

Development Questions

Public Safety Questions

Other questions

Finance Questions

Transportation Questions

Parks and Recreation Questions

Water Questions



2017 Community Survey
2018 Budget Development
Animal Ordinance
Annual Road Maintenance
Development Activity
Downtown Construction
Festival Park
Long-Term Water Projects
Promenade At Castle Rock
Fact or Fiction?

Home | Town Government | Town Topics | Fact or Fiction?

Fact or Fiction?

Your questions - answered!
If you have a question about your Town, we want to help you get accurate information. This page is a one-stop resource for the important topics in our community.

Have a question? [Email us](#) or [submit this form](#). We'll review your question and post it with an answer here.

Please know the Town reserves the right to rephrase inflammatory questions before posting. Questions that include profane, discriminatory, abusive or potentially malicious language, or personal attacks will not be posted.

FAQs

- How is the Town planning to increase parking in the downtown area, to support the new businesses and planned residences, in addition to losing existing parking spaces?
- Is the open space at Mickelson & Lantern north of Mainey Park going to be developed anytime soon?
- Is the land at the end of paved road on Ridge Rd next to the Tree Farm going to be developed soon for houses?
- Is it true that Castle Rock's growth is bringing more crime?
- I've heard Pit Bulls will no longer be banned. Is that true?
- How is the Town spending voter-approved TABOR revenue?
- What road construction is happening in Castle Rock?
- What is happening at Festival Park?

Contact Us

Community Relations
Email

Directions

Mailing Address
100 N. Wilcox St
Castle Rock, CO 80104

Phone: 303.680.1365

Directory

CRgov.com/Facts

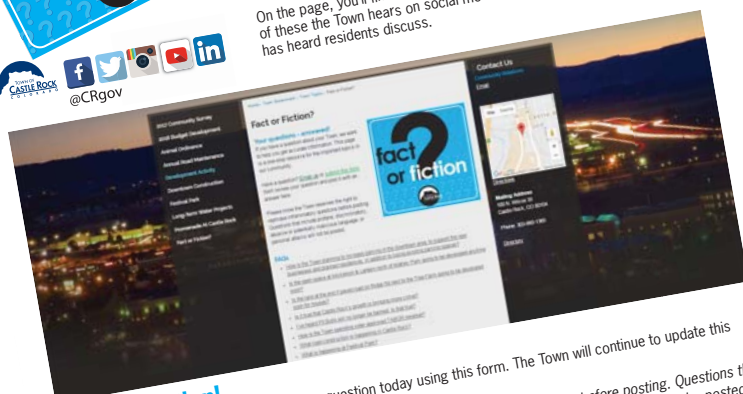
Fact or Fiction?

If you have questions about what's happening in Town, your local government wants to make sure you get an accurate answer.

CRgov.com is like a virtual Town Hall, with plenty of information about what's happening in Town. Now, a "Fact or Fiction?" section of the website helps answer all of your questions in one place.

Visit [CRgov.com/Facts](#).

On the page, you'll find answers to frequently asked questions. Some of these the Town hears on social media. Others are items the Town has heard residents discuss.



Ask a question!

If you have a question, just ask! Submit your question today using this form. The Town will continue to update this page as questions come in, or are posted on social media.

It's important to know the Town reserves the right to rephrase inflammatory questions before posting. Questions that include profane, discriminatory or abusive or potentially malicious language or personal attacks will not be posted.

Name: _____

Email: _____

What question do you have for the Town?

Feature Links | (DRAFT) Fact or Fiction confirmation

Thank you!

Thank you for submitting your question! We'll get back with you soon.

Get connected to more info
Transparency is a core value for the Town of Castle Rock. Have you seen the information displayed in the [Transparency area of this website](#)? There, you'll find information about Town finances, Community Surveys, Council meetings, Development, open records, public meetings and more. Or, check out these links:

- [Annual road maintenance](#)
- [Community Survey](#)
- [Development Activity](#)
- [Events Calendar](#)
- [Festival Park](#)
- [Long-term Water](#)
- [Promenade at Castle Rock](#)

Stay updated
Maybe you want all this info in your email! [Sign up for email updates](#).



CRGOVGO!

TOWN OF CASTLE ROCK'S MOBILE APP

Community Relations knows it's a mobile world out there, and the Town's mobile app is meeting residents and business owners where they're at with CRgovGo! The mobile app connects residents to news releases, fitness schedules, Town Council, Council Agendas, Town Departments, Town calendar, Development Activity Map pool schedules, information about water bills, Plow Tracker, CodeRed, buy concert tickets, along with parks and trails, as well as, the directory of Town businesses that's also available at CRgov.com/411.

The Town news feature keeps residents informed about the Town priorities and projects. There's also a connection to the Town's social media pages, so the community can get news and share their thoughts.

The mobile app development and launch was part of the web's redesign. As technology evolves, Community Relations is researching additional technology to add to the current mobile app. New icons to connect to newer areas on CRgov include: Town Topics , Fact or Fiction, Crime analytics and epolice Reporting.

It's fit for iPhone and Android. It's the same timely, important information, and, it fits right in the palm of your hand. The features on the app are based on our website's data, so it's focused on the information residents and business owners want most.

CRgov Go! Available on Google download for Androids

CRgovGo! Available for iPhone

IN THE KNOW WITH CRgovGo!

*Resolve to be involved;
Town launches new mobile app*

How many times have you checked your phone today?

The Town of Castle Rock knows it's a mobile world out there, and your Town government is meeting residents and business owners where they're at with a new mobile app, **CRgovGo!**

It's fit for iPhone and Android, and it's the same timely and important information you get at **CRgov.com**, but hand-held and convenient. The features on the app are based on the Town's website data, so it's focused on the information residents and business owners want most.

The new app, available for download now, will connect residents to Recreation Center and MAC schedules, pool schedules, information about water bills, along with parks and trails and the directory of Town businesses that's also available at **CRgov.com/411**.

The Town news feature will keep you informed about the North Meadows Extension, Philip S. Miller Park and other schedules, information about projects in the same way as **CRgov.com**. There's also a connection to the Town's Facebook and Twitter pages, so residents and business owners can not only get news but also share their thoughts.

As technology evolves, the app will adapt, so expect to see more features over time.

Watch for more information at **CRgov.com/go**



Get Connected!



On the go?

Check out the Town's mobile App - **CRgovGo!**
It's got all the official Town information you're looking for, including events, **news, fitness schedules, public safety information, parks and recreation, snow plow information, road updates**, and more.



CRgov.com

Follow us
@CRgov





SOCIAL MEDIA

Now more than ever, people are constantly connecting. They are using social media to stay in touch with family and friends. They also ask questions and share opinions on a variety of public policy issues. They are talking about their nation, their state and their local governments. They are talking about Castle Rock.

At our core, the Town of Castle Rock is about customer service and transparency. That's why we are an active part of the conversations on social media.

Castle Rock was one of the first municipalities in Douglas County to engage in social media. And why wouldn't we be? Our values outline clear communication and transparent government. We are customer-service oriented.

The first platforms to launch in Town were Facebook and Twitter in 2008. Since then, these platforms have been wildly successful. The Town has more than 14,000 followers on Facebook, more than 7,700 followers on Twitter. The Town launched Instagram, LinkedIn and You Tube in 2015. The Town now has more than 1,300 followers on Instagram and more than 600 connections on LinkedIn – all significantly higher than industry standard for government social media connections. On newly launched Nextdoor (launched in 2017), the Town is engaging more than 10,800 households (more than 15,200 Nextdoor members).

As new technologies come online, it is important to adjust communications strategy to meet new demands and to update policies and procedures to account for new industry best practices. It is equally important to understand the differences of the individual social media platforms currently in use by the Town, to maximize social media engagement opportunities.

Think of the different social media platforms as tools designed for specific, different purposes. Just as a hammer isn't the best tool to use when putting a screw in the wall, you wouldn't display your most recent family vacation pictures on LinkedIn. It's as important to use the right tool to get the right results in social media, as it is for home improvement projects.



Think of the different social media platforms as tools designed for specific, different purposes. Just as a hammer isn't the best tool to use when putting a screw in the wall, you wouldn't display your most recent family vacation pictures on LinkedIn. It's as important to use the right tool to get the right results in social media, as it is for home improvement projects.





Social media explained with ice cream cones



Hi! I like ice cream cones.
What's your favorite flavor?



I'm eating
#icecreamcone



Here's a happy picture of me
eating an ice cream cone



Here is a video of me
eating an ice cream cone.



Eating an ice cream cone
is one of my skills.



Ice cream cone eating
contest at the block party,
this Saturday.

Social Media *continued*



To further the concept that each social media platform has a specific job to do, we've created the infographic on page 60 to help educate, in a fun, hopefully memorable way, the best way to use each platform, using ice cream cones as an analogy for best practices.

Along with being created for specific purposes, some social media platforms work and play well with other platforms, and some do not. We've created another fun infographic to help you gain a better understanding of those dynamics, below.

NOW LET'S CONNECT.

Voice is one of the most important aspects of running a successful social media platform. To that end, the Town of Castle Rock government becomes its own personality on social media. For consistency, it's important to have guidelines for how we do social media.



The Town of Castle Rock

Social Media Handbook (Appendix C) is more than a set of policies of what NOT to do on a social media platform. It is a guidebook.

It defines how social media is part of the Town's overall integrated communications strategy and how social media is used to provide accurate and timely information in any situation.

Before the Town adds a platform, it is imperative the platform be well-researched and planned.

We need to know how the platform will advance our communication goals and achieve our outreach objectives. Typically, the Town would add a set of guidelines (backed by research) to this guidebook before launching a new platform.



WHAT IS FACEBOOK?

SOCIAL MEDIA EXPLAINED AS ICE CREAM CONES

2 billion users

(as of June 2017)

According to **Facebook's** Facebook page, it's mission is to **"give the people the power to build community and to bring the world closer together."**

The Cambridge Dictionary defines Facebook as **"the name of a website where you can show information about yourself, and communicate with groups of friends."**

—<https://dictionary.cambridge.org/us/dictionary/english/facebook>

It's also a verb in that dictionary—**"to spend time using Facebook."**

"Facebook is an American online social media and social networking service company based in Menlo Park, California. Facebook has more than 2 billion monthly active users as of June 2017."

—Wikipedia.org

"Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family, and colleagues. The site, which is available in 37 different languages, includes public features such as Marketplace, Groups, Events, and Pages."

—whatis.techtarget.com/definition/Facebook

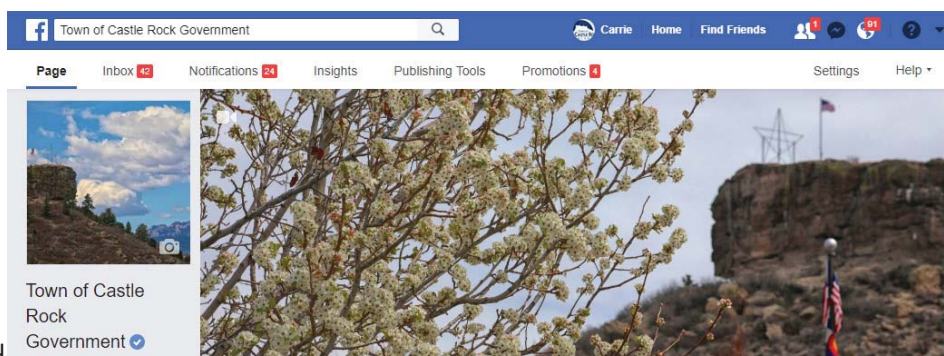


Hi!
I like ice
cream cones.
What is your
favorite flavor?



@CRgov

communities where people share ideas, discuss issues and connect with friends and family.



For governments, Facebook is a unique opportunity to meet our residents and business owners where they are. Since the Town launched its site in 2008, it has been used to share news, event information, road closures, crisis communications, event photos, Facebook Live feeds, and to answer questions from our customers directly. Facebook has evolved and changed and evolved, and the Town's Facebook page has taken steps to also grow, change and embrace the changes.

As of March 2018, the Town had more than 14,706 people following the page. This number continues to grow, and the Town will continue to leverage this tool as a two-way communication tool.

WHERE WE ARE

The Town of Castle Rock currently has 14,706 followers. The Town posts information from all Town departments on Facebook and responds to questions. We pay for "Boosting" our posts and videos, and we target our market for these boosted posts and ads. We pay attention to our analytics, boosted and organic growth on posts and Facebook event items.

Note: The Town also has secured a number of automatically generated location-based pages. While we have secured them, we are not actively managing them. We are working alongside Police on their social media launch, process, procedures and what Town's Facebook will share with them and for them.

WHERE WE ARE GOING

This year, Facebook is slated to make significant changes to its algorithm. This move is known as "Facebook Zero." Facebook typically keeps its algorithm close to the vest, but here's what we know:

- Less public comments will be shown, as Facebook focuses news feeds more on friends and family
- Reach, video watch time and referral traffic from Pages (like ours) will decrease
- Posts will be ranked differently, giving priority to "posts that spark conversations and meaningful interactions between people."

****Source: Social Media Examiner, a social research company with nearly a half-million followers**

The Town should anticipate making changes to its Facebook strategy. Some considerations being published by Social Media Examiner include:

- Post less frequently
- Create content that stimulates conversation among fans/followers
- Use more live video
- Buy more Facebook ads

WHERE WE ARE



WHAT IS TWITTER?

SOCIAL MEDIA EXPLAINED AS ICE CREAM CONES

330 million users

(as of October 2017)

“Twitter is what’s happening in the world and what people are talking about right now.”

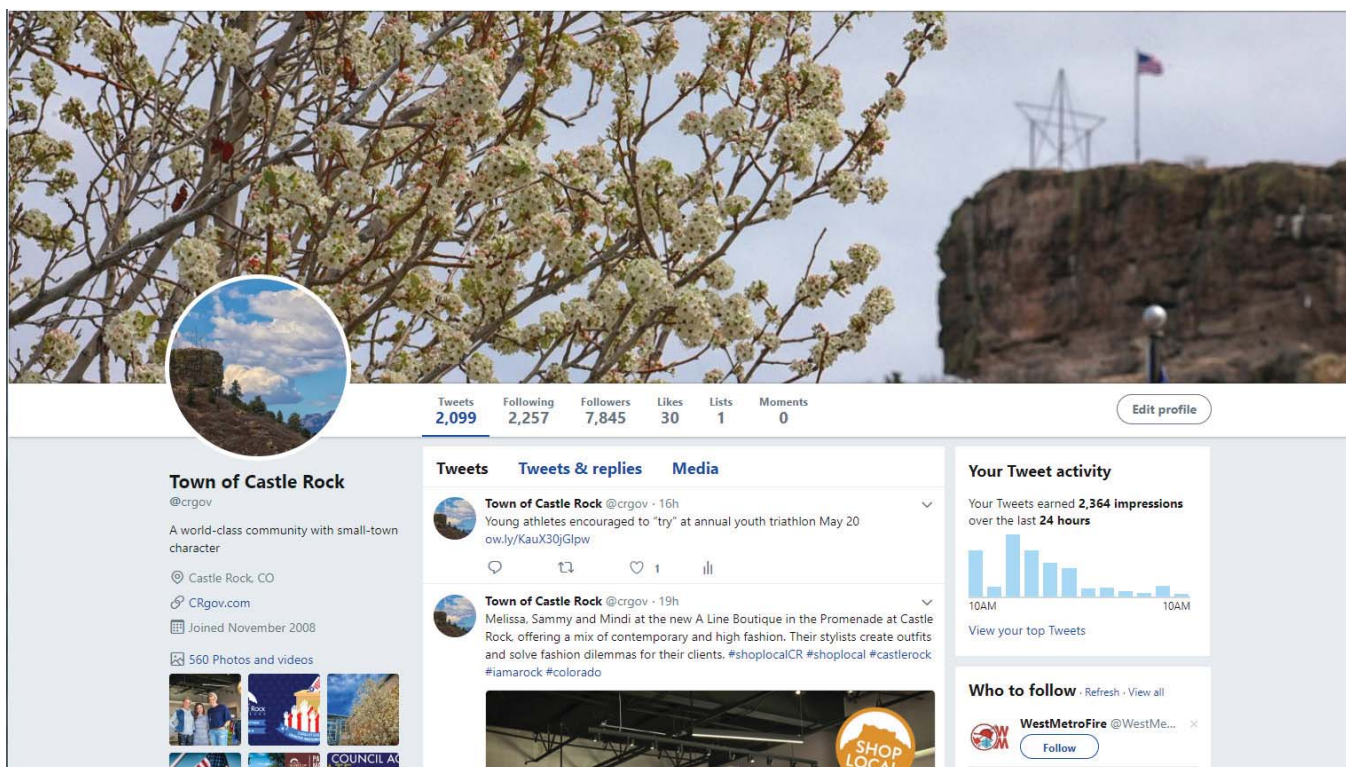
—Twitter.com

“Twitter is an online news and social networking service where users post and interact with messages, known as ‘tweets.’ These messages were originally restricted to 140 characters, but on Nov. 7, 2017, the limit was doubled to 280 characters. Registered users can post tweets, but those who are unregistered can only read them.”

—Wikipedia.org



I am
eating
#icecreamcone



@CRgov

The Town currently uses Twitter as a second platform for publishing news releases, event announcements, etc. Currently, not everything posted on the Town's Facebook page is posted on Twitter. We look at what the information is, and if it relates to the expectation of the Twitter user. This platform is most widely used by media outlets as it is known for releasing short informational captures at a quick rate.

WHERE WE ARE GOING

Over the next year, Community Relations will be working to craft information specifically for Twitter. Because the platform moves at such a quick pace, users are accustomed to receiving a lot of information quickly. This could mean multiple tweets on the same topic in a more-timely manner. The Town's Police and Fire departments could benefit from a more robust Twitter presence, as could Town Council.

As of April 2018, Castle Rock Police launched its own Twitter feed, and the Town's Twitter feed will re-tweet some of their information, and vice-versa.



WHAT IS NEXTDOOR?

SOCIAL MEDIAL EXPLAINED AS ICE CREAM CONES

10 million users in 100,00 neighborhoods

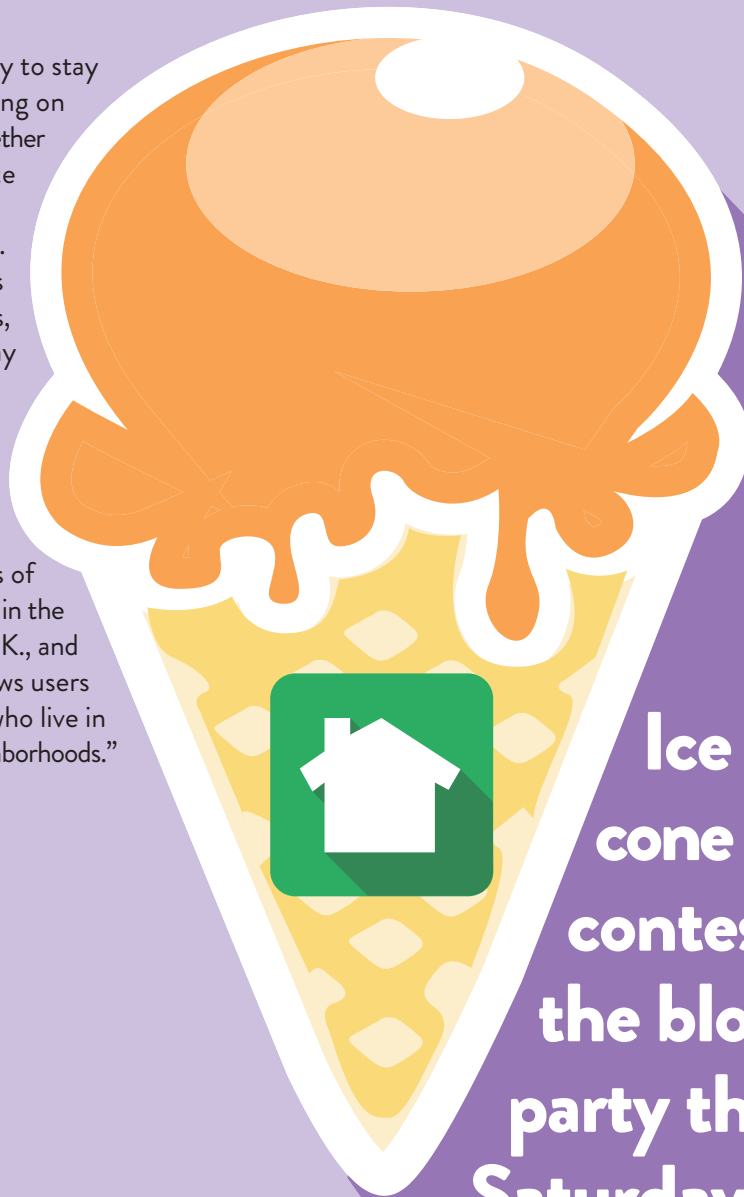
(as of June 2016)

“Nextdoor is the best way to stay informed about what’s going on in your neighborhood—whether it’s finding a last-minute babysitter, planning a local event, or sharing safety tips. There are so many ways our neighbors can help us, we just need an easier way to connect with them.”

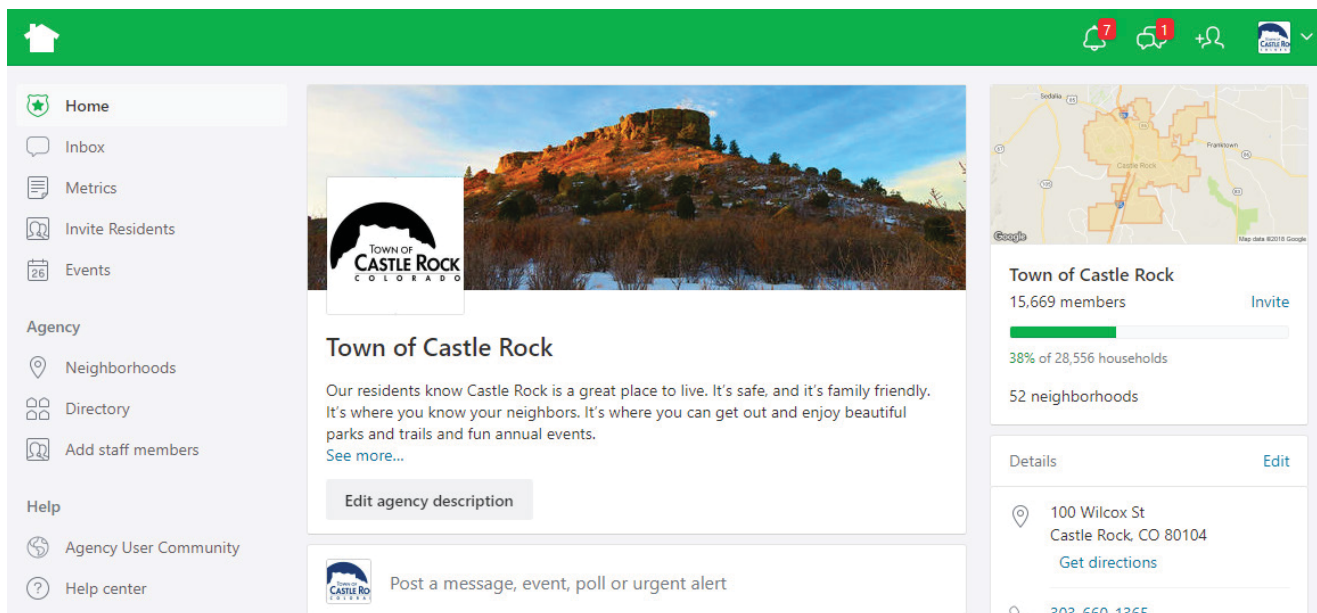
—Nextdoor.com

“Nextdoor is a private social networking service for neighborhoods and as of Summer 2017, is available in the U.S., Netherlands, the U.K., and Germany. Nextdoor allows users to connect with people who live in their own and nearby neighborhoods.”

—Wikipedia.org



**Ice cream
cone eating
contest at
the block
party this
Saturday.**



WHERE WE ARE

Town of Castle Rock

The Town of Castle Rock launched Nextdoor in January 2017. Prior to that launch, in 2016, we created and secured a Town of Castle Rock "Agency" page, that was not published live. We met with Nextdoor representatives, and followed other municipal public safety areas that were using Nextdoor. We kept up with the areas that needed research and improvements to the platform. Currently, the most-engaged neighborhoods include The Meadows, Founders, Terrain and Castlewood Ranch. In sum, there are more than 15,000 residents subscribed to Nextdoor.

WHERE WE ARE GOING

For now, the Town has not been invited to participate in neighborhood-specific communications. For that reason, posts on Nextdoor should have Townwide impact. There will be posts that are specific to neighborhoods, (open house reminders, construction in their area).

In February 2018, we worked with Nextdoor on uploading and changing to our correct Town boundaries, neighborhoods, with an emphasis on Council Districts. There is some overflow from one District to another, but prior to this, some of the neighborhoods created by users spanned as far as Parker and Monument areas. Nextdoor is about what impacts to our residents' life and safety. Therefore, we recommend posting information about roads (including snow), water, public safety, development and Town Council.

In the latter part of 2018, we will assist Castle Rock Police with a CRPD Nextdoor Agency or staff representative. Police and Community Relations are researching public safety best practices, and working with Nextdoor on what that will be.

WHERE WE ARE

Currently, Community Relations receives help from a contractor for Instagram. The main purpose of the platform is to show visual images. Users post pictures and short videos that highlight their lifestyle. The CommunityRelations@CRgov.com



WHAT IS INSTAGRAM?

SOCIAL MEDIAL EXPLAINED AS ICE CREAM CONES

800,000 million users

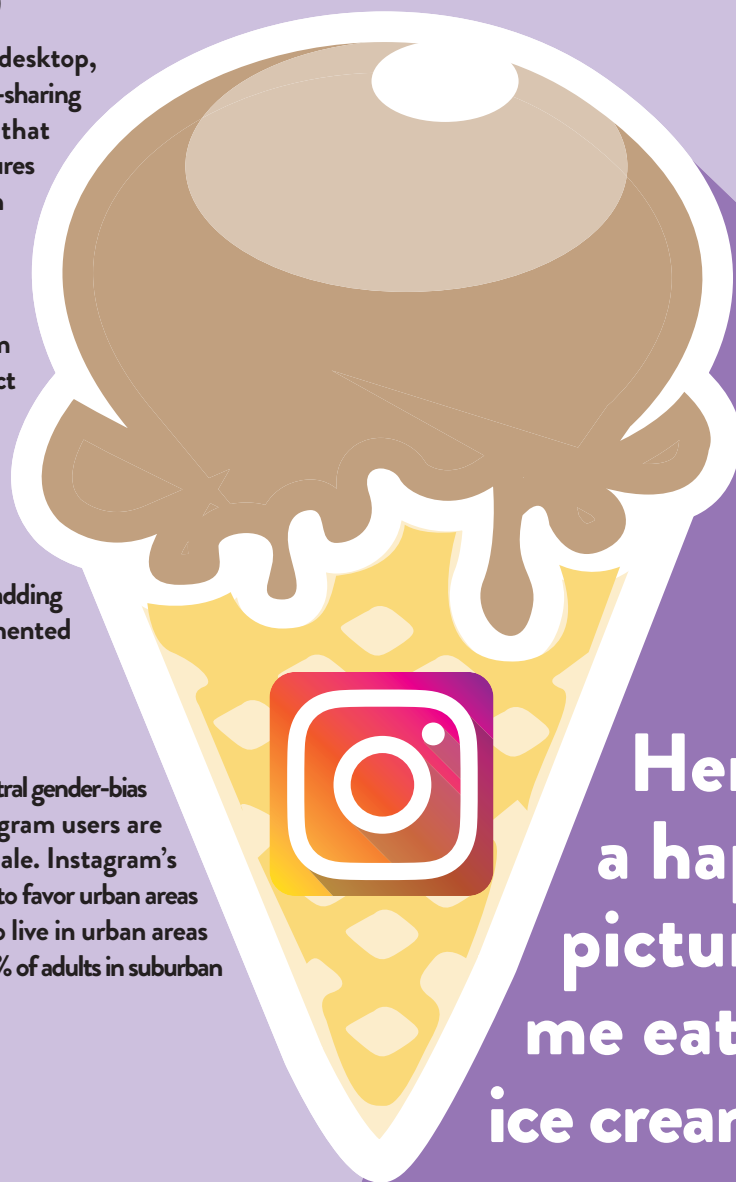
(as of September 2017)

“Instagram is a mobile, desktop, and internet-based photo-sharing application and service that allows users to share pictures and add locations through geotags. They can add hashtags to their posts, linking the photos up to other content on Instagram featuring the same subject or overall topic. In August 2016 Instagram introduced a ‘Stories’ feature, letting users add photos to a 24-hour temporary story, with subsequent updates adding virtual stickers and augmented reality objects.”

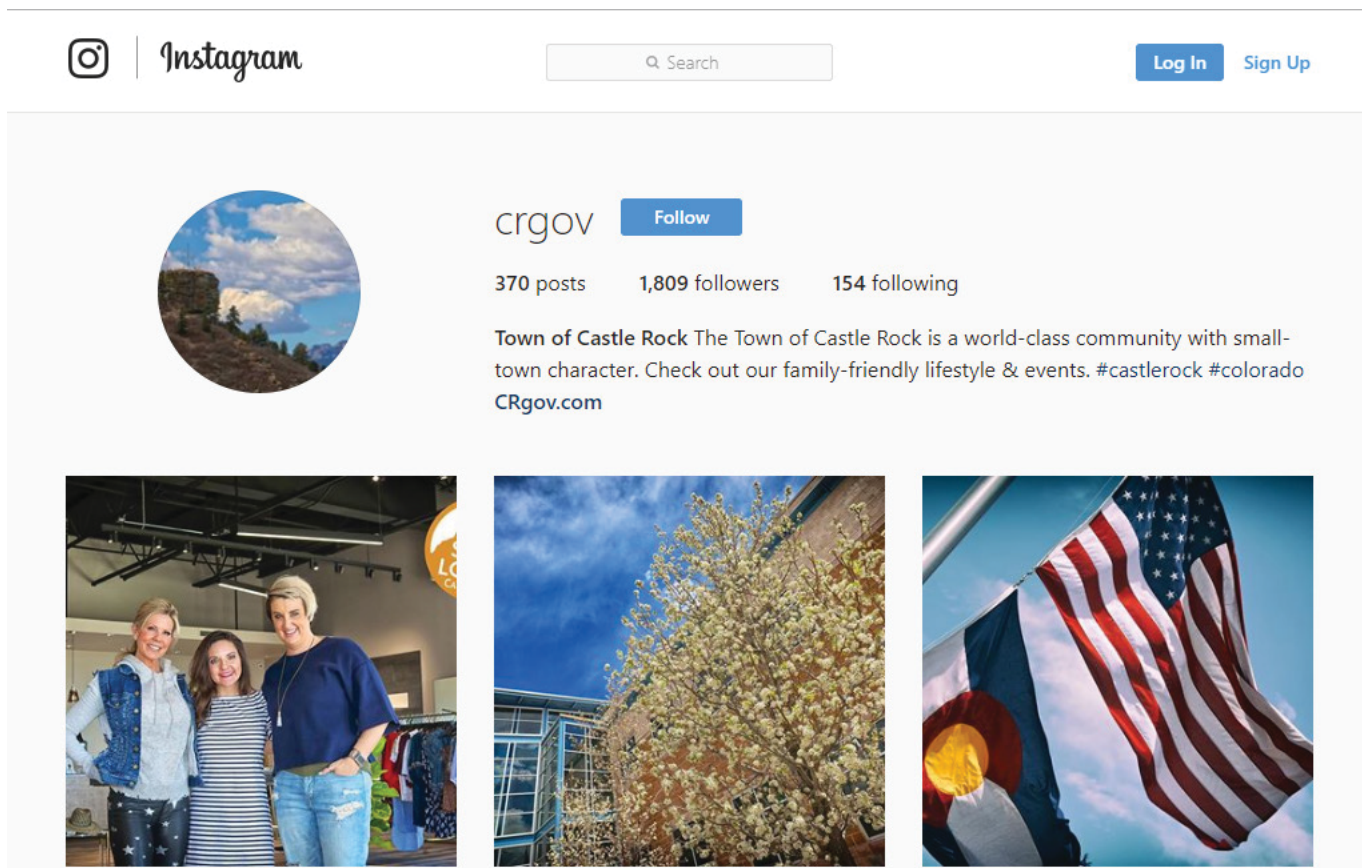
—wikipedia.org

“While Instagram has a neutral gender-bias format, 68% of Instagram users are female while 32% are male. Instagram’s geographical use is shown to favor urban areas as 17% of U.S. adults who live in urban areas use Instagram while only 11% of adults in suburban and rural areas do so.”

—wikipedia.org



Here is
a happy
picture of
me eating an
ice cream cone.



@CRgov

Town uses its Instagram as a way to show the visuals of Castle Rock. Scenic, lifestyle and event photos are the best types of content for this platform. We currently focus on all three of those content types with our Shop Local promotion, scenic photos of Castle Rock, event and lifestyle posts. Instagram is about showing off how beautiful things are, and we are lucky that Castle Rock has a lot to show.

WHERE WE ARE GOING

Since soliciting services from a contractor, our followers on Instagram have increased from 200 followers to 1,313. We have also seen an increase in our other social media (Facebook) that we share these on. This is a direct result of the scenic photos, good news imagery we have been posting. We would recommend this approach continue with increased used of hash tags and cross promoting to increase follower base and awareness of shopping local.

WHERE WE ARE

YouTube is all about video. Since the Town dived head-first into the video realm, YouTube is the main plat-



WHAT IS YOUTUBE?

SOCIAL MEDIA EXPLAINED AS ICE CREAM CONES

1 billion hours of content viewed each day
(as of August 2017)

“Our mission is to give everyone a voice and show them the world. We believe that everyone deserves to have a voice and that the world is a better place when we listen, share and build community through our stories.”

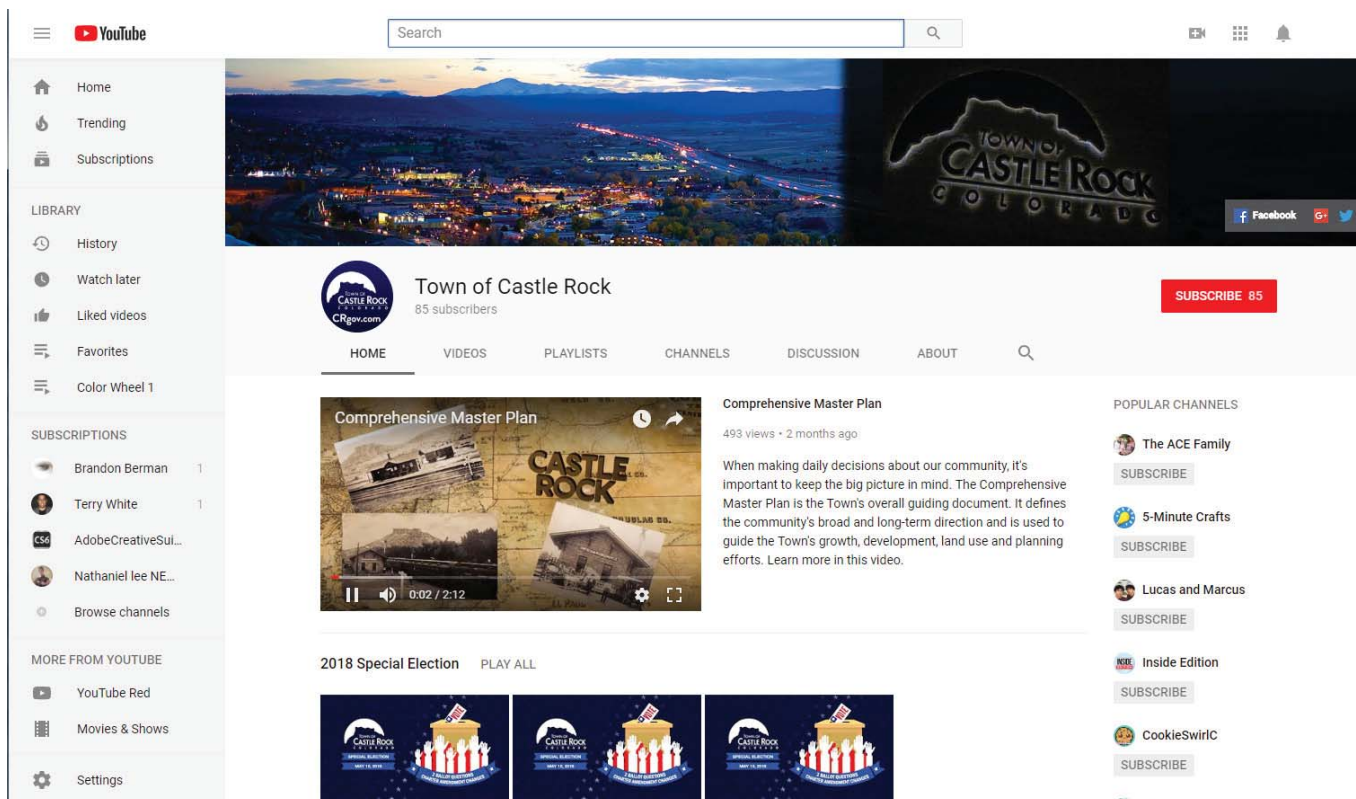
—YouTube.com

“YouTube is an American video-sharing website. YouTube allows users to upload, view, rate, share, add to favorites, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. As of February 2017, there are more than 400 hours of content uploaded to YouTube each minute, and one billion hours of content are watched on YouTube every day. As of August 2017, the website is ranked as the second-most popular site in the world by Alexa.”

—Wikipedia.com



Here is
a video of
me eating an
ice cream cone.



Town of Castle Rock

form where a majority of our videos are housed. Through the platform, users can set up “channels” to display their projects. We have playlists and trailers that help show the user what type of video they can expect to see on the Town’s YouTube Channel.

WHERE WE ARE GOING

We would recommend YouTube continue to be our main video-housing platform. However, some attention could be spent on increasing interactions with the public. This year, we are planning to devote more time to increasing our YouTube subscription numbers. Once users subscribe to the channel, they will be notified as new videos are posted. Additionally, focus could be placed on playlists. Currently, the playlists are organized by department; however, we could explore catering some playlists to the user – new homeowner, family, etc.

WHERE WE ARE



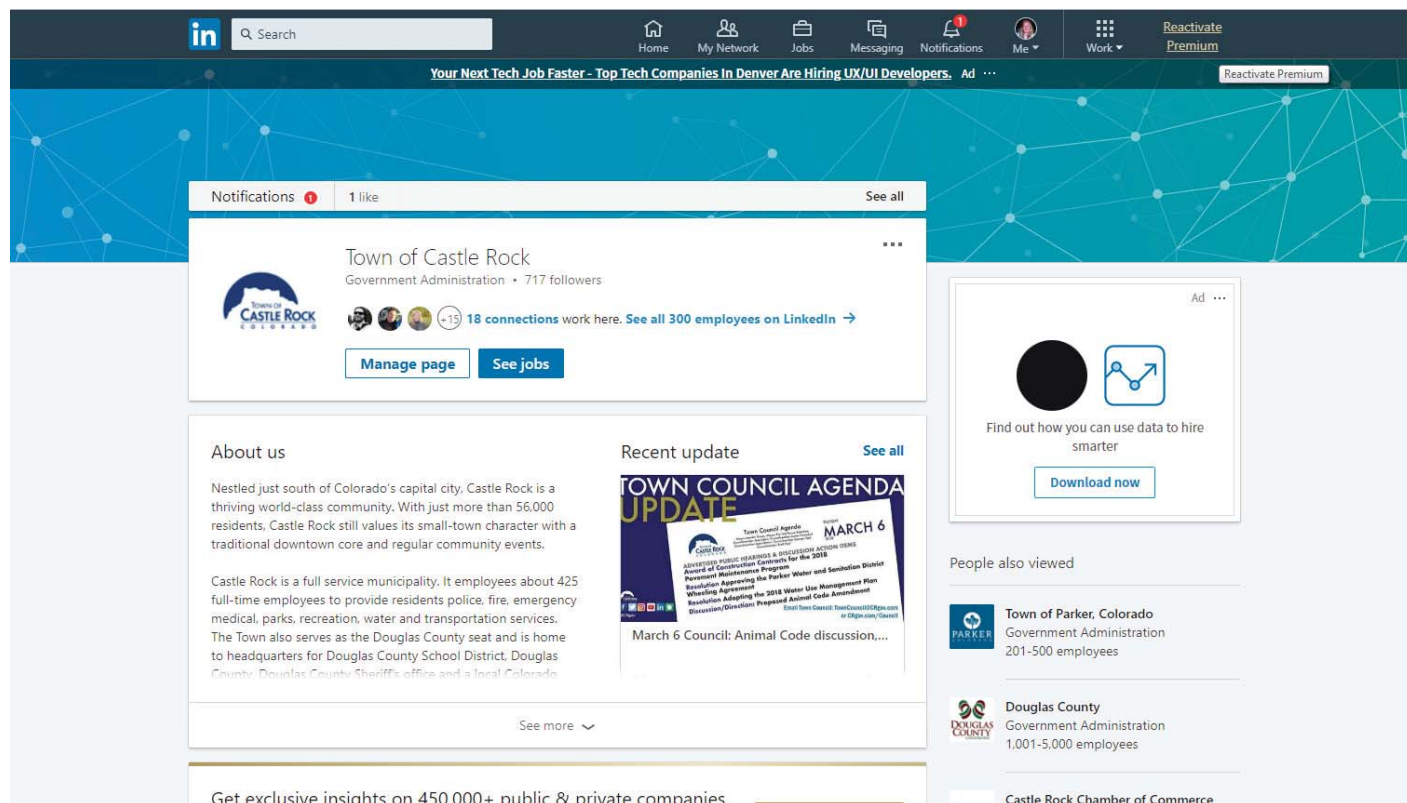
WHAT IS LINKEDIN?

SOCIAL MEDIA EXPLAINED AS ICE CREAM CONES

Whatever motivates and inspires you, we're a community that helps you realize your definition of success. #InItTogether Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 546 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions, and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.



**Eating an
ice cream
cone is one
of my skills.**



Town of Castle Rock

The Town of Castle Rock focuses its LinkedIn outreach on the business community, which has included job postings, news releases related to Downtown, department planning efforts (such as the Transportation Master Plan and Comprehensive Master Plan), budget information, Town Council news and Town priorities.

WHERE WE ARE GOING

We recommend this strategy continue.

- Articles from Department Directors, about the area that we are searching for an executive candidate, when a new high-level executive level position is posted in our job postings online.

VIDEO

In this day and age, the Community Relations Team knows, video is king. That's why since 2015 a sub-





stantial amount of resources have been dedicated to the team's overall video program. Videos are used to illustrate complicated topics, simplify governmental process and advertise community events. Examples of past video topics include:

- Comprehensive Master Plan
- 2017 Special Election
- Summer Concert Series
- Police/Fire Recruitment
- Town Council Monthly Events

This program is growing in popularity, social media reach and shares. To aid, assist and produce in this effort, we use a video production contractor for production of these videos. At the beginning of each contract year, Community Relations determines a list of anticipated video needs for the coming year. Typically, every department gets two videos annually to be produced out of the Community Relations budget. However, additional video needs may be accommodated for, according to project needs. The annual list is a guideline to help set a budget and complete the contract. That list is subject to change as the year progresses.

The video project list is brainstormed by Community Relations, as is the creative and storylines of all of the videos. We develop ideas from projects that were either of high impact the past year or are anticipated to have a high impact in the coming year. The list is then vetted through the Deputy Town Manager and the Town Manager's Office. Department Directors also review the list to share additional thoughts and ideas. As the contract year progresses, this list is adjusted based on need. These needs are dictated by Department Directors, the Community Relations Manager and the Town Manager.

Throughout the year, special project videos may also be needed. These videos would include the Most Hydrated Man series for Water and the NPR Gold Medal award video for Parks and Recreation. These special project videos are added to the workload list in addition to the typical video project list. Often times, Departments will pay for these special projects out of their own budget. Overall, it is Community Relations' goal to balance video assignments Townwide.

Website and social media

Video is used as an integral part of the Town's social media. Once completed, the video is posted on the Town's Facebook page and YouTube Channel. This is the main driver of our viewership. Analytics show these videos receive between 2,500 and 50,000 views on average. Boosting is an important feature that allows us to pay for additional time in users' news feed. Typically, every video is boosted between \$25 and \$75, in an effort to increase sharing, views and overall engagement. On the Town's YouTube page, playlists are created to combine video topics and gain additional viewership. Those playlists are created on an as-needed basis.

As for the website, CRgov.com/**Watch** is the main webpage that hosts the Town's videos. It is updated every time a new video is produced to keep the most relevant and timely videos readily available. The webpage is organized per department with a "Watch what's new" section highlighted up top. New or high-profile videos are featured in that section.

Videos, looking forward





Videos are produced in a timely and as efficient of a manner as possible. The approval process is always the biggest challenge when trying to get a final video produced. Community Relations works hard to minimize the rounds of edits. This helps the contractor work more efficiently and ultimately gets the Town a more-timely product. Another challenge with video production, is keeping the runtime of the video as short as possible. Statistics show, the shorter the video, the more likely someone is to watch it. Community Relations works diligently to keep these videos between 1:30 and 2:30 in length. If that is not possible, best management practices would dictate to cut the video up into two shorter features whenever possible. Also noted is creating videos that are no more than 45 to 60 seconds in length.

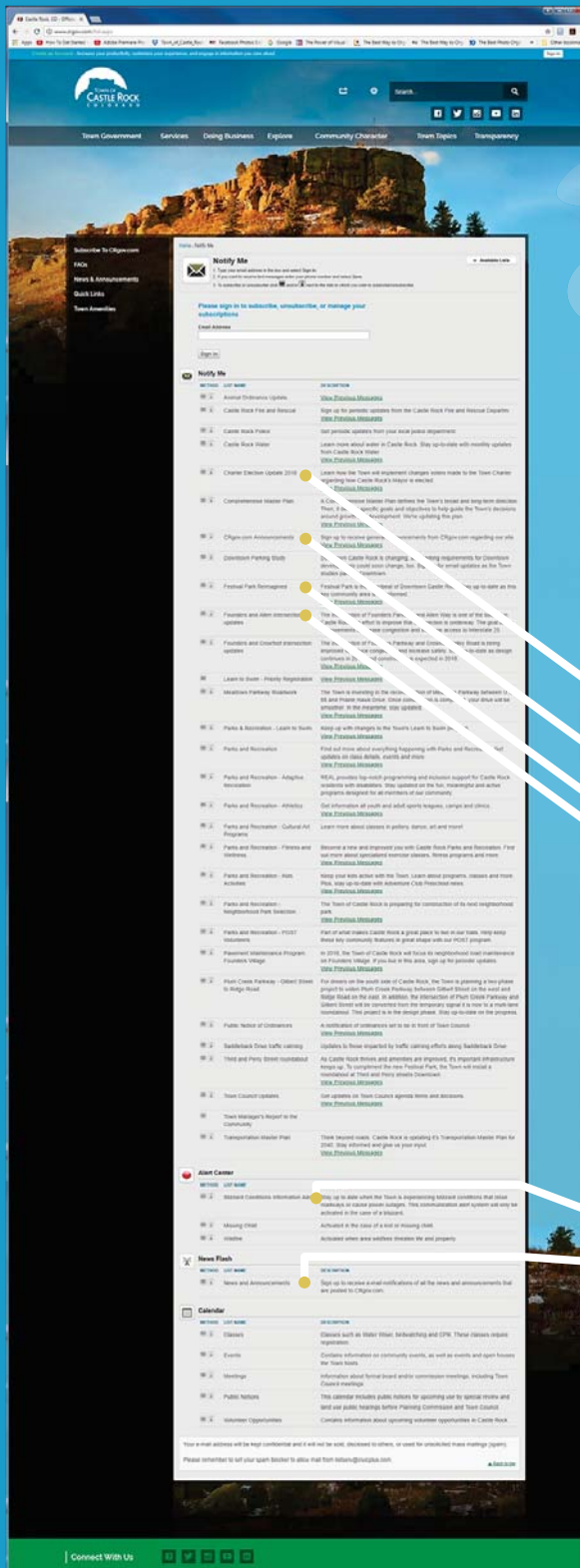
As the video program progresses, a main goal of Community Relations is to feature Town videos on Comcast Cable Channel 22. This is a government-access channel which the production is primarily run by Douglas County, but Town oversees the contracts and content.

Community Relations will work on the programming, scheduling and work with the Douglas County contractor who programs the channel. We will provide DVDs of every Town video, for upload to the channel. We will also be a part of scheduling from start to finish, to make sure videos are run in a relevant manner.

Video production process:

- A list for possible video projects is developed at the beginning of the contract year
 - Balancing messaging with each Town department, Town Council, events and other items
- DTMO, Department Directors and the Town Manager all approve the project list
- Community Relations works diligently to produce videos seasonally
 - Once a topic is decided on, Community Relations develops talking points that lead the contractor when writing and producing a script
 - The contractor, or Community Relations, develops a script to start production
- *The script is edited by:*
 - Community Relations • DTMO • Project manager • Department directors
 - Town Manager (if applicable)
- The video is shot and edited by a contractor with oversight from the Community Relations Department.
 - Community Relations will schedule interview locations, Town staff, etc.
 - Contractor will secure on-camera and voice-over talent (if applicable)
 - A draft version of the video is submitted to Community Relations for approval
 - Edits are given in two rounds:
 - Community Relations and DTM
 - Town Manager and Department director.
 - A new version is produced by the contractor between each edit round
 - A final version is approved by Community Relations.
 - A social media post is crafted for the video post
 - The video is uploaded on the Town's website, YouTube channel and social media

MEDIA RELATIONS



Town news direct
to personal emails
via CRgov.com/notifyme



MY PERSONAL EMAIL



According to the Town of Castle Rock's 2017 Community Survey, email is the most preferred method for receiving information from the Town. Getting messages out through the Town's website and the internal subscriber-based email platform, we are able to reach targeted subscribers that have signed up to receive communications related to all Town news, a specific Town topic, Town event calendar items, classes, public safety, water, roads, development and Town Council updates to list a few.

With this in mind, Community Relations – in partnership with our Townwide WebTEAM – with our Town email communications.

Community Relations works with Town departments and will explore goals, define the target audience for email communications and creating an email subscriber based option for projects, construction and community issues. We brainstorm an email editorial calendar. We will work on the Communication Plan needed to first establish ways to build emails subscriber bases.

Things that we think about when working with Town Departments:

- Set a goal: are we trying to sell tickets, inform the public about a project, or provide a general department update to increase transparency?
- Think about the inbox: Interesting emails get skimmed at best. Think about the visuals you will need to balance the copy and compliment your key messages.
- Set reasonable expectations: A monthly email newsletter might be the way to go. But let's think about what goes into that each month, because we want to deliver on what we promise.
- Logistics: Think about how long it will take to get the information you need from your source, draft copy with Community Relations and get approval from your project lead or department head. We'll build in plenty of extra time!

Subscribers

- Our messages have no where to go without an accurate email list. CivicPlus and the Town of Castle Rock place a high value on using email lists with integrity.

There are ways to gather subscriptions:

- Subscribers can log on to CRgov.com/NotifyMe to select email lists they'd like to be part of.
- WebTEAM members can upload subscribers lists from open house sign ups or existing lists. Either way, subscribers must confirm their subscription with CivicPlus.
- In our news releases we include the below information on news releases at the bottom of release, and if the news release topic has an email subscriber list, we include the information for sign up: *Get Town news straight to your inbox. Sign up at CRgov.com/notifyme, or follow the Town of Castle Rock on social media – Facebook, Twitter, Instagram, LinkedIn, Nextdoor and YouTube.*

A note on frequency

How often Town creates and send an email will be determined by your communication goals. Research has shown that there really isn't such a thing as "too much" email. Emails get opened and read as long as they provide accurate and timely information, which helps build a relationship between the sender and the receiver.



Jess Loban District 1

James Townsend District 2

Renee Valentine Mayor Pro Tem District 5

Brett Ford District 7

Jennifer Green Mayor, District 3

Jason Bower District 4

George Teal District 6

OPEN HOUSE
Let's have a conversation in Castle Rock.
Join us for an open house to discuss the future of Castle Rock. We'll have a lot of information for you, and we'll be happy to hear from you too. The open house will be held on Thursday, March 1, from 5:30 to 7:30 p.m. at the Town Hall, 100 N. Wilcox St.

Pavement Maintenance Program
We're investing in your roads. Learn more.
The Town of Castle Rock is currently planning a major road improvement project. This project will include repaving, resurfacing, and reconstructing roads throughout the town. The project is expected to be completed by the end of 2020.

DOWNTOWN PARKING UPDATE
P
Open House
5:30 to 7:30 p.m.
Thursday, March 1
Town Hall 100 N. Wilcox St.

Connecting in Castle Rock:
Downtown core area, Craig and Gould, Castle North and Red Hawk
Meet your new District 4 Council representative
Councilmember Jason Bower invites you to a meet-and-greet open house. Councilmember Bower and Town of Castle Rock staff will be there to answer questions and provide updates on various projects and services.

Join the conversation at the open house:
New housing of current projects that will be discussed:
Roads
Police
Water
Parks & Recreation
Fire & Rescue
Building, Planning & Zoning

Water Conservation
From water-saving tips to landscape ideas, the newly updated **Chromera.com** is jam-packed with information. Watch weather conditions in your neighborhood with the Weather Station application, plan your next planting project with the Plant Finder, and keep your irrigation running smoothly with the Run-Time Calculator. Chromera.com makes it easy to find the conservation information you need.

Compare the call to conserve with Chromera.com!
Water is a vital resource we can't take for granted. For years, Castle Rock Water customers have embraced the message to conserve. Now, there's a new tool to help make being water wise even easier. Chromera.com is a new and improved resource for everything conservation. This tool will give you a quick tour of everything the website has to offer. Check it out and start on the right water-wise path this season.

TOWN OF CASTLE ROCK COLORADO
CRgov.com/Council



EMAIL STRATEGY & PROCESS:

Where do our subscribers come from?

- Part of project communications plan with Community Relations
- Community Relations will market department lists
- After email communications are sent we check analytics to make any needed adjustments to improve, every six months. We also make note and pay attention to frequency of email communications.
- Since this is a subscriber based platform, other subscriber and opt out at any time.

Email disclaimer: Why send an email? What do you have to communicate?

- Projects
- Department newsletters

GET STARTED:

Work with Community Relations to determine a customized plan for your email communications

Best practices for email (visual, content, design):

- Subject line
- Subscribers choices (maintain integrity of list people signed up for)
- Order of information
- Headers/subheads
- Sentence length
- Bullets/quick readable text
- White space and images
- Links – to website information on the topic
- Invite people to forward and share on social media
- Ways to contact – both email and phone Departments with Community Relations in relation to the project or need.

**If you provide an email, please know the Town may use it to contact you on this topic in the future. Your email address will not be sold, disclosed to others, or used for unsolicited mass mailings (spam). Please remember to set your spam blocker to allow mail from listserv@civicplus.com. You can unsubscribe at any time from Town emails.*

DIRECT MAIL



The Town's most recent community survey indicated direct mail is still a preferred method of communication.

The Town's direct mail encompasses a wide variety of marketing materials, including publications, educational brochures, postcards, newsletters and letters. Direct-mail advertising is one of the most effective ways to reach out to our community. It is an integral, vitally important, yet costly part of our communication tactics.

When we mail a postcard to a neighborhood, this mail lets us communicate one-on-one with that chosen target audience. We find the benefit of direct mail is that it allows us to control who receives our message and when it's delivered.

The process steps taken with direct mailing and postage:

Preferred postage and only choice currently:

First Class (1oz. or less) Delivered one to two days, after you deliver it to the Castle Rock Post Office

Town of Castle Rock retrieves this quantity with the following lists:

- GIS Map January 2018 Map
- USPS Postage MAP
- Water bill addresses (for comparisons)
- County Assessor lists

The printer/mailling list service will run an automated search the list and pull out duplicates; irrigation addresses, PO Boxes.

Our printer: Researches routes against the Town limits; Town limits of Postal Routes; compares address location with



the GIS map for Town limits; Routes of Town and used the GIS to find which address is not in Town limits

Castle Rock consists of these routes:

- City
- Rural
- Po Box (we do not do this)

Overlapping Routes (Castle Pines; Bell Mountain; Around our edges)

Postage addressed with this type of mailing list:

- Homes
- Businesses
- Apartment's numbers (individual)
- Condos and Townhomes

Postage is titled/addressed to:

Current Resident or Current Occupant

(Overall, better for resident and epically businesses- better with Occupant)

With resident's name—Post office Carrier does not have to deliver – with current occupant, Post Office Carrier will still deliver

They do not deliver to:

- Vacant anything (homes, apartments, businesses)

******Castle Rock has delivered in the past to the Carrier route map combined it with Water bill map

Additionally, the printer works with a mailing list outside company that specializes in direct mail postage and addresses.

- Geographic Information System (GIS) technology
- Specialty Lists
- Extend the reach with new construction and apartment Lists that let you deliver timely, relevant messages to more potential customers. We are constantly developing other lists and checking them for changes.
- If needed we can have a specialty lists by drawing on three main list files (Resident, Consumer and Business).

New Construction: We can receive exclusive weekly new address updates directly from the USPS, if we request this from the mailing company. We have this capacity as well with our GIS mapping.

Apartment & multi-family homes lists: The apartment and multi-family homes listing database provides information not found on any other database. This lists allow us to target residents within specific apartment complexes / multi-family homes, based on criteria. The database even provides secondary apartment numbers, which increases delivery.

OPEN HOUSES

Town's "Open House" meetings are styled to fit the need of the community issue or item. The open house can be an





informal meeting and setting that allows for one-to-one exchanges between any concerned/interested person and the public officials and professionals involved in the matter. Attendees have the opportunity to mill around, going back and forth among displays of information, ask questions, provide feedback, engage in conversation with Town employees or elected officials while familiarizing themselves with the various facets of the proposed plan or action.

Open houses can host a presentation, polling question and answer session. They can be a meet-and-greet for an elected official with no agenda, or the open house can focus on a roadwork/water project. These and all open houses are also useful in getting attendees' viewpoints and perspectives communicated directly to public officials and professionals.

Open houses cover a number of topics and have included updates on major transportation projects, water, neighborhood Pavement Maintenance Program (PMP), growth and other specific topics. Town Council has adopted a practice whereby individual Councilmembers can host open houses to cover any topic of interest (or general government) in their districts.

Any Councilmember, Town Manager or department can initiate an open house. Once topics are established, the venue is selected and added to a master open house calendar. Invitations are sent to residents in addition to the Town web calendar and social media notifications. Boards and hand outs are created and each Town department is represented. In order to garner maximum attendance, open houses are traditionally held in the evenings.

(Comparative numbers over the last three years will be added to the final document)

COMMUNITY RELATIONS ROLE IN OPEN HOUSES

Community Relations will add how many in the last three years and the increase.

- We need our role/procedure on WHAT open houses.
- Our assistance procedures on WHAT open house
- Department staff and the department ADMIN role / Facility role, etc

ADVERTISING: PRINT AND DIGITAL ADVERTISING

Traditional Print Advertising: At times, we will create printed advertising campaigns and promotions in local





CASTLE ROCK POLICE



Our Community thrives

ON BALANCED AND MANAGED GROWTH



In Castle Rock, we know our neighbors.

Meet Jeff Cox. Jeff is the founder and CEO of Digital Globe Services, or DGS. DGS is a digital marketing agency that helps large, consumer-facing companies grow their businesses. DGS uses a variety of digital platforms, including Social and Search to create high-value brand evangelists for some of the best-known brands around the globe. He could have chosen anywhere to headquarter his new business, and he and his wife chose Castle Rock, Colorado.

"Castle Rock is a thriving community, and a great place to raise our two daughters. I've lived in and traveled to many different places, and the quality of life we find here is unmatched."

DGS's Castle Rock office is headquarters for the company's 1,200 employees. "We had the option to move our headquarters from Washington, D.C. to anywhere we wanted, and we chose Castle Rock," he says. "Our clients are pleasantly surprised when they visit. It's been good for business."

That's our definition of thriving. That's Castle Rock.



Welcome to
Development
Services

Building
Planning
Zoning

EXCELLENCE • DEDICATION • SERVICE





magazines, newspapers and neighborhood mailers. We also create advertising for our Town publications such as the Rec and MAC Guide and Castle Rock Livability Magazine.

Shares and Digital Advertising: A digital campaign is exactly that; a campaign that lives in the digital world. The key to a great campaign is the impact it has on the user to want to share it. We strive to make our campaigns sharable and spread the word for us.

Digital ads are based on target audience, user analytics and preferences. We also create the graphics for electronic advertising on social media platforms that are paid to reach a target-market user. We also pay to boost Facebook and Instagram posts.

The Communication Plan for the topic or event will drive and detail the need to boost and advertise. We also at times will create an advertising budget or outline for the topic. Most of our videos are boosted in social media. Major Town projects, community issues and event posts are boosted. Overall, event communications including Facebook events that are ticketed events, are boosted and advertised in social media.

Other digital ads we use: online banner ads and at times sponsored Tweets. Moving forward, we will be looking at Instagram ads and how we will program them.

TOWN'S COMCAST CABLE CHANNEL 22

The Town broadcasts Town Council meetings live on Channel 22 and rebroadcasts them on a daily basis; this signal is sent county-wide on Comcast 22. Moving forward, the Town will also be incorporating other video productions in-between Council meetings.

SIGNAGE

Town Hall LED, Banners, on-site project signage, internal and external building signage, etc.

Signage is coordinated with Community Relations, Deputy Town Manager for the Town Hall LED system and Parks and Rec for the MAC LED system.

SPECIAL EVENTS

Planning and promoting community celebrations, groundbreakings, grand openings, educational events, open houses and other Town Manager focused meetings with the community.

Special events are hosted year round and Community Relations supports the planning and staffing of community celebrations, grand openings, educational events and open houses. This communication includes publicity and community engagement for Town-sponsored events in addition to partnering with the Chamber of Commerce, Downtown Development authority and Merchant's association .

Community briefings following major public safety incidents are also provided to members of the community so they can communicate directly with public safety officials regarding major issues or critical incidents.

ILLUSTRATION, ANIMATION & PHOTOGRAPHY

Visual communication storytelling

CommunityRelations@CRgov.com



Animation



photograph, should help the reader decide whether to read our message, or not, in just a few seconds. This trend is easily seen in the increase of the popularity of social networking, created for visual people (Instagram, Facebook, YouTube). Imagery used to communicate an idea, whether it's a sign, poster, drawing, photograph, helps drive the reader to the message.

Community identity, event branding, open house identity and more, all need to enlist the compliment of visual communication and animation. In 2018 Town's Facebook posted its first-ever animation artwork for the Thanksgiving Holiday, and analytics showed us that this post alone, reached more followers organically, than other highly popular posts. By using animation, that is quick and catchy - simply stated, fun - we captured the audience to the important short message.

The trends in our dynamic life and our dependence on social and mobile media, turns average employable readers into the content size conscious ones. It's very unlikely that the audience will begin to read content in 20k characters with no reference to a visual illustration. Other areas that we embrace the importance of illustration and graphics are:

- Town Marketing and Identity
- Logos
- Direct mail and postcards
- Web page area
- Social media
- Animation: providing additional visual impact for designated social media and video messages
- Posters
- Environmental / meeting signage and art
- Tag lines

COMMUNICATION PLANS

Community Relations creates and executes communications plans that are linked to the achievement of measurable outcomes. These plans tie together elements such as media relations, social media, direct mail, video, advertising, government relations and efforts.



PHOTOGRAPHY

Capturing Castle Rock in its best light, we hire photographers for events, scenic and communication topics.





PRINTED PUBLICATIONS AND MATERIALS

Outlook magazine, Your Town Talk newsletter, election blue books, posters/fliers, direct mail (postcards), brochures and more. Community Relations manages the content, graphics, photography, illustrations, design production and printing of each publication, in-house.



Your Town Talk

April 2018

Special Election mail ballots are on the way

Castle Rock voters will be asked to decide on two proposed Charter amendments on Tuesday, May 15. Mail ballots will be sent out the week of April 23. Watch your mailbox. Two questions will be on this special election ballot. They are:

Home Rule Charter Amendment A
In order to implement the November 7, 2007 voter-approved amendment to the Town of Castle Rock Home Rule Charter providing for a Town Council consisting of a Mayor elected at-large and six Councilmembers elected from districts, shall the Town Charter be further amended to add a transition plan specifying the November 6, 2018 regular election as the date for election of the Mayor and two Councilmembers and the following regular election as the date for election of four Councilmembers, authorize the Election Commission to timely establish the boundaries of the six Town Council districts in 2018, and make certain other conforming amendments to the Town Charter in accordance with Town Council Ordinance No. 2018-002?
— Yes — No

What does a YES vote mean?
If Home Rule Charter Amendment A passes, the Town will be able to implement the will of voters and proceed with a Townwide election for an at-large Mayor and two Councilmembers on Nov. 6, 2018. The remaining four Councilmembers will be elected in November 2020.

What does a NO vote mean?
If Home Rule Charter Amendment A fails, the Town will not have a transition plan and, therefore, will not be able to implement the voter-approved at-large Mayor structure in time for the November 2018 regular election. Consequently, the Town would likely have to submit a different transition plan to the voters in November 2018. This would delay the first at-large Mayor election to at least the 2020 regular election.

Home Rule Charter Amendment B
Shall Section 2-4 of the Town of Castle Rock Home Rule Charter be amended to establish qualifications for the office of Mayor such that the Mayor at the time of nomination, election or appointment is a registered voter of the Town of Castle Rock, a citizen of the United States, and a resident of the Town of Castle Rock for twelve consecutive months preceding election or appointment and prohibit the Mayor from being a paid employee of the Town, in accordance with Town Council Ordinance No. 2018-002?
— Yes — No

What does a YES vote mean?
If Home Rule Charter Amendment B passes, the Town Charter will clearly define qualifications for Mayor, which are not currently included in the Town Charter.

What does a NO vote mean?
If Home Rule Charter Amendment B fails, qualifications for Mayor will not be stated in the Town Charter. The only de-facto qualifications (found elsewhere in Town Charter) would be that the Mayor be a resident of Castle Rock.

This election will be by mail. Ballots must be received by 7 p.m. Tuesday, May 15. Voters should return their ballots by mail, or to one of two 24-hour drop-off locations: Town Hall parking lot (100 N. Wilson St.), or Douglas County Elections parking lot (1115 Sophistic Lane.)
Voters should also watch their mail for additional information on this election, or visit CRgov.com/2018SpecialElection.

Good to Know

Join the call to conserve
Castle Rock is a community that understands conservation. For years, residents have made great strides in encouraging the entire community to run lean. Now, Mayor Jennifer Green and Castle Rock Water want to take water efficiency to the next level.

Help Castle Rock come out as the most water-conscious community in Colorado. Take a pledge to conserve water and help the environment. Pledge to take a shorter shower, fix that leaky faucet, wash only full loads of laundry, or invest in Energy Star appliances.

Head to CRconserve.com/WaterPledge April 1 through 30.

The Town is partnering with the Wildland Foundation, as well as the National League of Cities, EPA Office of Water and the U.S. Forest Service to encourage communities around the country to take the online pledge to conserve. This fun, free pledge also offers prizes!

Spring Up the Creek this season
Celebrate the change of season while doing something good for the environment at this year's Spring Up the Creek. The annual trash pickup event will be held from 8 to 11 a.m. Sunday, May 6, at Festival Park. The Town, along with Douglas County, Castle Pines, Merino District, Pine Creek Reclamation Authority and the Chatfield Watershed Authority, hosts the event to promote the importance of protecting the environment. Registration and more information are available at CRgov.com/SpringUp.

Efficiency equals conservation

For years, Castle Rock has been a leader in conservation and efficiency. In fact, customers have already saved more than 20 percent. But, there is always room for improvement. That's why Castle Rock Water has updated the Water Use Management Plan.

The plan outlines guidelines that will help the community manage peak demand during irrigation season. Since 1985, customers have abided by an every-third-day watering schedule June 1 through Aug. 31. Now, nonresidential customers will also need to follow a similar schedule. Additionally, time limits on irrigation exemptions for new sod are being shortened, and commercial installation of Kentucky Bluegrass has been prohibited. Finally, an expiration date for Water Water designations was also added to the plan.

Learn more about everything outlined in the Water Use Management Plan at CRgov.com/WaterPlan. And, watch your mailbox. Watering schedules and detailed information will be arriving soon.

Wise up with Water Wiser

Conservation is key. It's a message Castle Rock Water is spreading to help support the Town's long-term water plan. While our community has embraced the call to conserve, the goal is to cut back another 18 percent. Residents looking to conserve can get expert tips at Castle Rock Water's Water Wiser workshops.

The interactive workshops teach customers how to detect water waste in their yards and ways to improve their irrigation systems. Once complete, participants will earn a "Water Wiser" designation and will be exempt from the every-third-day watering schedule. This allows residents to water when their plants need it and not necessarily as often as every third day.

New in 2018 - Water Wiser designations now expire, and are only valid for five years. Participants who took the class before 2013 will need to re-take the class to maintain their designation. The Water Wiser workshops are free, but registration is required. More information, including the class schedule and registration, is available at CRconserve.com/WaterWiser.

Volunteer for a board or commission

Every year in May, each board and commission has positions with terms that will expire. The Town currently has several vacancies within its boards and commissions and is accepting applications. Most terms are two years unless otherwise noted. Interested applicants must be a Castle Rock resident and should submit an application form by 5 p.m. Tuesday, April 24. Applications and more information on current vacancies are at CRgov.com/BoardVacancies.

Meadows Parkway Reconstruction

A smoother drive is coming to Meadows Parkway. The road, built three decades ago, is ready for a revamp. Reconstruction of the roadway between U.S. 85 and Poudre Hook Drive is scheduled to start in late May and last into August. Learn more about this project during an open house from 6 to 8 p.m. on Thursday, April 12, at The Grange in The Meadows, 3600 Meadows Blvd.

The project is budgeted for \$2.5 million, of which \$1.3 million is coming from a federal grant administered through the Denver Regional Council of Governments. The rest is funded by the Town's Transportation Fund, which includes revenues from sales tax, motor vehicle tax and building use tax.

For more information, visit CRgov.com/MeadowsParkway.

Events in Castle Rock

April 12: Meadows Parkway Reconstruction Open House, 6 to 8 p.m. at The Grange at The Meadows.

April 14: Earth Day Willow Conservation Project, 9 a.m. to noon at Menomon Ridge Open Space.

April 19: Councilman Bower's District 4 Open House, 5:30 to 7:30 p.m. at Festival Park, 300 Second St.

April 19: Senior Life Expo, 2 to 6 p.m. at the Douglas County Events Center, 300 N. Perry St.

April 25: Wild in Our Town, 6:30 to 8:30 p.m. Philip S. Miller Library, 100 S. Wilson St.

April 28: Community CPR/AED Class, 8:30 a.m. to 12:30 p.m., Fire Headquarters, 300 N. Perry St.

May 2: Coffee with a Cop, 11 a.m. to noon, Meade Restaurant inside Castle Rock Adventist Hospital, 2350 Meadows Blvd.

May 5: Cinco de Mayo Celebration, 5 to 10 p.m., Festival Park, 300 Second St.

May 5: Rodeo Rumpage, all day, Philip S. Miller Park, 1215 West Pine Creek Parkway.

May 5: Spring Up the Creek, 8 to 11 a.m., Festival Park, 300 Second St.

For information about these and other events, visit CRgov.com/events.

On the Web: Purchase tickets

For many people great music, perfect temperatures and spending time under the stars is the recipe for a perfect summer night. Don't miss the Town's Summer Concert Series at the Amphitheater at Philip S. Miller Park. Concert details will be announced soon! Purchase tickets at CRgov.com/PSMConcerts.



In local government, we're in the business of working for you.

So what's one thing your Castle Rock government could do for you, our residents and local business owners?

We asked that question in our 2013 survey. A theme that emerged was to provide more activities, entertainment, restaurants, shops and businesses, especially on the west side of Interstate 25.

We rolled up our sleeves.

Our expert planners and engineers got together with private land and business owners to put pen to paper and deliver what we think will meet your needs for a thriving community.

The result is a master-planned development plan called the Promenade at Castle Rock. But what does it mean to be master-planned?



A master plan not only outlines allowed land uses, such as commercial and residential, it also looks further. It includes broad site layout, design and architecture. It plans open space, traffic, roads, water, sewer and drainage, and outlines connectivity to other areas beyond the plan itself. The result is a high-quality development that adds value to our community.

But new businesses don't only mean new amenities. They add value in ways you may not realize. Sales tax from these businesses funds most of the services you've come to expect from your Town.



We depend on growth and sales tax

Shopping local is good for our businesses, but it's also good for you, our residents. Did you know the average homeowner pays just \$40 per year in property tax to the Town?

That funds 17 days of fire, emergency medical and police services. For the rest of the year, (and the rest of the services, such as operating the Recreation Center and other facilities, as well as repairing roads and maintaining parks) the Town needs sales tax revenue.

We know we need business and growth to keep our community thriving. But this need for new sales tax revenue isn't all that drives development.

The Castle Rock community has – through community surveys, open houses and other ways – described its vision for the future.



We've heard you say you want more amenities, shops and entertainment closer to home. But we've also heard you say you care about how we bring these amenities to Town.

That's why the Town strives to balance the need for revenue to provide services with our community's character and vision for the future.

So how does that happen? Who implements the community vision while bringing new developments to Town?

It's the business we call Development Services.

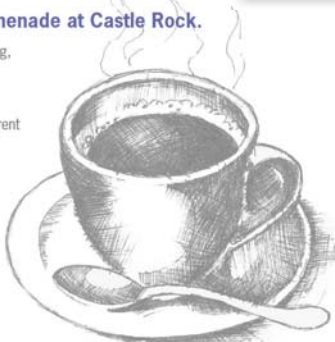
You've probably heard about the proposed Promenade at Castle Rock.

Maybe you've heard it's on hold. Maybe you've heard it isn't happening, yet you see earth moving on the property.

Your Town government strives to provide you with accurate and transparent information on everything Town-related, especially when it starts to get a little complicated.

So, grab a cup of coffee, and open this brochure.

We will explain the Promenade's current status, the choices Town Council has when it comes to the project, and how development on the property is likely no matter what.



From the ground up: How business comes to Town

Like in most municipalities, all development in Castle Rock – including building, planning and zoning – is handled by the Town's Development Services Department.

Like any business, the Development Services Department is staffed with experts. This team evaluates all aspects of a proposed development. Engineers, community planners and designers look at everything from traffic and water impacts to design and aesthetic standards. Their goal is to make sure every new development not only matches the community's vision, but also makes technical sense and, above all, is safe to use.

This evaluation happens before the public process begins. The Development Services staff works with developers on the planned development plan. (See the diagram below for more on the development process.) They help dot the 'i's and cross the 't's, so what is presented to the public – through Planning Commission, community meetings and Town Council – is a vetted and complete plan. Then, staff follows up with the developers to ensure public comments taken at the public meetings are incorporated into the plan to the extent possible.

Ordinances start the public process

Before ground can break on a project, the planned development plan must be evaluated by the Planning Commission and approved by Town Council. This is done by ordinance. Ordinances typically get two readings in front of Town Council, which are additional opportunities for the public to provide feedback. The ordinance is a key step in moving the development plan forward, so construction can begin. Once buildings are built, they are inspected, and then new amenities can open for business.

In the case of the Promenade development, Council approved an ordinance deferring the planned development plan and related zoning on the property. The original zoning was from 1987. The new zoning would allow for a less commercially dense development with more open space and an updated traffic plan.

When an ordinance is challenged

Residents have an opportunity to voice their opinions and give feedback at many levels. In the development process, this happens when an ordinance is before Planning Commission and Town Council. It can also happen after an ordinance is passed.

The referendum process, granted in the State Constitution and authorized by Town Charter, allows individuals to gather signatures to require Town Council to rescind an ordinance or put it to a public vote. That's what happened in the case of the Promenade.

Alberta Development Partners worked with the Town's Development Services Department for more than a year before presenting its zoning and development plan for the 166 acres near I-25 and Meadows Parkway. It hosted two open houses for the public before the plan went to Planning Commission in January, where it was unanimously recommended to Town Council for approval. Then, the Promenade had two hearings in front of Council, on Feb. 17 and March 3. Town Council voted unanimously both times to approve the plan.

However, a group of residents was successful in gathering enough signatures to challenge the ordinance. Now, according to state law, Council has two choices: refer the Promenade plan to a public vote, or rescind the ordinance.

Keep reading to learn the impact of each choice. Council is set to discuss the options during its meeting June 2.

One option: Going to a vote

If Council decides to hold an election, residents will get to decide if the ordinance (Promenade's development plan and zoning) should move forward.

The process: Council would set the question, and an election would be held later this year.

The impact: If residents vote in favor of the recent zoning for Promenade, the plan as presented to Council goes forward. If the vote is against the zoning plan as presented to Council, it is no longer an option. However, the property is zoned for commercial development, so voting against the newer zoning for Promenade does not overturn the existing commercial zoning.

Factored into this decision is the cost of a special election – between \$50,000 and \$70,000. Tax dollars in the General Fund, which otherwise could be used for things like road improvements and park maintenance, may need to be redistributed to pay for a special election.

Another option: Rescinding the ordinance

If Council decides to rescind the ordinance, the Promenade development plan and zoning outlined in the ordinance is null. (Read on for the "however.")

The process: Council may vote at its June 2 meeting to rescind the ordinance. If so, there will not be an election, and zoning that exists on the property today remains in effect.

The impact: Under this alternative, however, it is possible that the landowner, Alberta Development Partners, could request modifications to that existing commercial zoning (since 1987). These modifications could require public hearings and approval by Town Council. These modifications could also be made administratively by staff.

Moving forward: This matter is intended as an update on this process. It is an evolving process that can change. We encourage you to stay tuned at CRgov.com/promenade.

Learn more about the complex development process

The majority of Town projects are constructed as planned developments. There are multiple steps in the two-phase process of getting from a planned development to a completed development, as illustrated below.





COMMUNITY ENGAGEMENT PLAN



January 2018

Your Town Talk

News From Around the Rock



Good to Know

Castle Rock hosting several Open Houses

Getting your feedback is important to your Town. Visit with us at these open houses:

Animal Code

The Town has undertaken a comprehensive review of the Town's Code related to animals. This review has included your feedback, and now the Town has recommendations. Learn more and ask questions during an open house from 6 to 8 p.m. on Wednesday, Jan. 31 at Town Hall, 100 N. Wilcox St. Go to CRgov.com/animals for more information.

Catch up with Castle Rock Water

Through careful planning, Castle Rock Water is well on its way to ensuring the community's water future. Catch up on everything happening with the department at the Water Update Open House from 5 to 7:30 p.m. Wednesday, Feb. 7, at the Plum Creek Water Purification Facility, 1929 Liggett Road. Learn from water experts about some of the new plans set for 2018 and take a tour of the water treatment facility. Refreshments will be provided. Go to CRgov.com/waterplans for more information.

Daddy Daughter Ball tickets on sale now

Enjoy a special night out with your little princess at the fabulous Daddy Daughter Ball in Castle Rock. This year's theme, "A Night in Paris," will capture daddies and their daughters dancing, enjoying refreshments, the TAG (Teen Advisory Group) raffle, and professional photographs for memories to last a lifetime.

This year's event is from 6:30 to 8:30 p.m. on Friday, Feb. 9, at the Douglas County Events Center, 500 Fairgrounds Drive. Purchase tickets online, at the Recreation Center or at the Miller Activity Complex. Advance tickets are \$25 per couple (\$35 for nonresidents), early registration ends Feb. 8. Additional children, \$8. Admission at the door is \$40 per couple, cash only.

Pick up tickets with your receipt at the Recreation Center or Miller Activity Complex. All ages are welcome, and grandfathers and grandchildren are also welcome. Refreshments and dessert will be served.

The ball is always filled with glitz and glamour. Daddies, wear your best, and ask your little girls to wear their prettiest dress. A professional photographer will be onsite to capture all the memorable moments.

Like in years past, the Parks and Recreation Department's Teen Advisory Group will be hosting a raffle at the ball, with prizes for both dads and daughters. The Teen Advisory Group is a group of young residents who play an active role in planning and carrying out Parks and Recreation activities for the community's youth.

For more information or to purchase tickets, go to CRgov.com/DDBall18.

Neighborhood Meetings

Did you know your thoughts and questions are a vital part of the Town's development process? Often, neighborhood meetings and hearings before the Planning Commission and Town Council are required. See what's ahead at CRgov.com/notices. That's where the town will publish land use public hearing notices.

The online postings correspond with the yellow signs you see around Town. You can view a map of all development activity online. For more information, visit CRgov.com/DevelopmentActivity.



Your Town Talk is a monthly publication, written and produced by Community Relations staff, and is distributed in the Castle Rock Water bill statement, emailed for customers who received their water bill electronically and mailed monthly to residents.

Your Town Talk features important events and meetings held in Town each month, such as the popular Daddy Daughter ball or various informational open houses.





Community Relations

Town Manager & Deputy Town Manager

Community Relations Manager

Sr. Specialist

Sr. Specialist 2

Specialist

Contractors





COMMUNITY RELATIONS STRUCTURE

Manager of division (employees/business)

- Communications and community engagement management and leadership
- Communication tactics and best practices/direction, tools and outcomes • Website management and direction
- Mobile App management • Leads social media efforts; management and direction • Video management, creative, and direction • Community Engagement efforts
- Open house communication internal and external management (if coordinated by Community Relations)
- Town Spokesperson
- Manages work flow overall planning for the year with departments in Town • Liaison to all departments (Focus on Town Manager, Town Council, Roads, Water and Development Services), primarily direct liaison to Police, Fire, Town Attorney, Town Clerk
- Community partner liaison (Chamber, DDA, EDC, The Outlets at Castle Rock, Promenade, HOA's, Douglas County Schools, Douglas County, Douglas County Rodeo, Douglas County Sheriff Office, Douglas County Libraries, Statewide Municipal, Federal, District Attorney Communicators and Emergency Public Information officers.
- Graphic design and writing

Senior Specialist

- Writer • Some graphic design • Social media project coordinator
- Liaison to following departments: Public Works, Development Services (along with Karen), Fire- assists with website and other items • Town Clerk
- WEBTEAM project coordinator (website trainings, approvals, analytics and new items/pages • Media relations
- Community Issues • Open house coordination/content/work at event

Senior Specialist

- Writer • Some graphic design • Video project coordinator
- Liaison to Castle Rock Water • Some Parks and Rec
- Web pages proofing and approvals, creates new items/pages
- Video project coordinator (video production, creative, coordination) • Media relations
- Media relations • Community Issues
- Open house content/coordination/work at event

Specialist

- Graphic Design • Animation/web artwork • Copy-writing and advertising content writing
- Liaison to Parks and Rec • Liaison to graphic contractor
- Web pages proofing and approvals, creates new items/pages
- Media relations • Community Issues
- Open house content/coordination/work at event



COMMUNITY RELATIONS WORKFLOW REPORTING: 2014-2017

After communications are planned, it's important to keep track of what was completed. In 2014, Community Relations developed its own reporting tool using Excel.

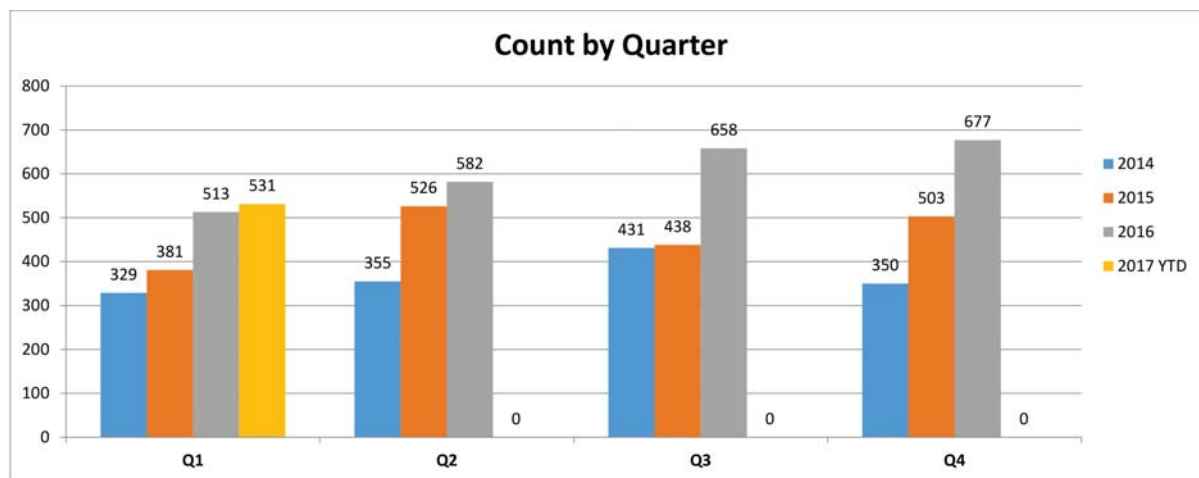
The reporting document is a list of all communications plans, along with completed tactics: graphics, media calls, after-hours media calls, news releases, open house meetings, postcards, posters, events, publications (both print and email), after-hours meetings, social media posts and social media question engagement and responses.

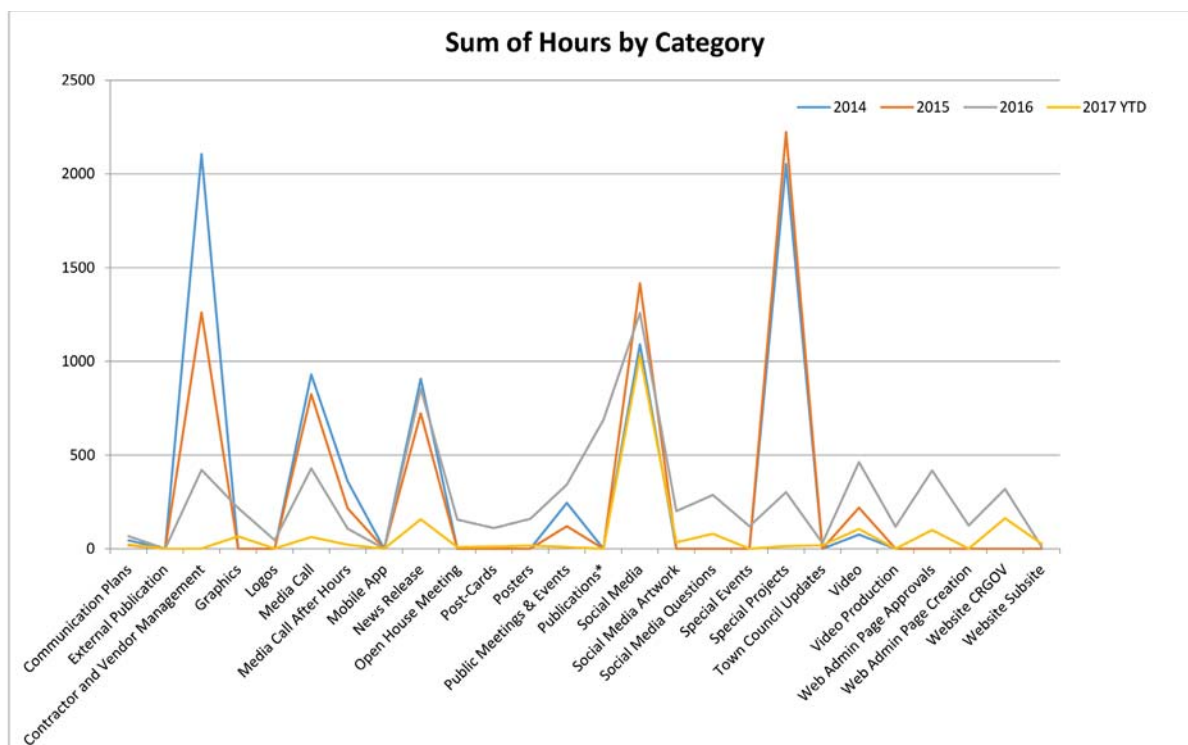
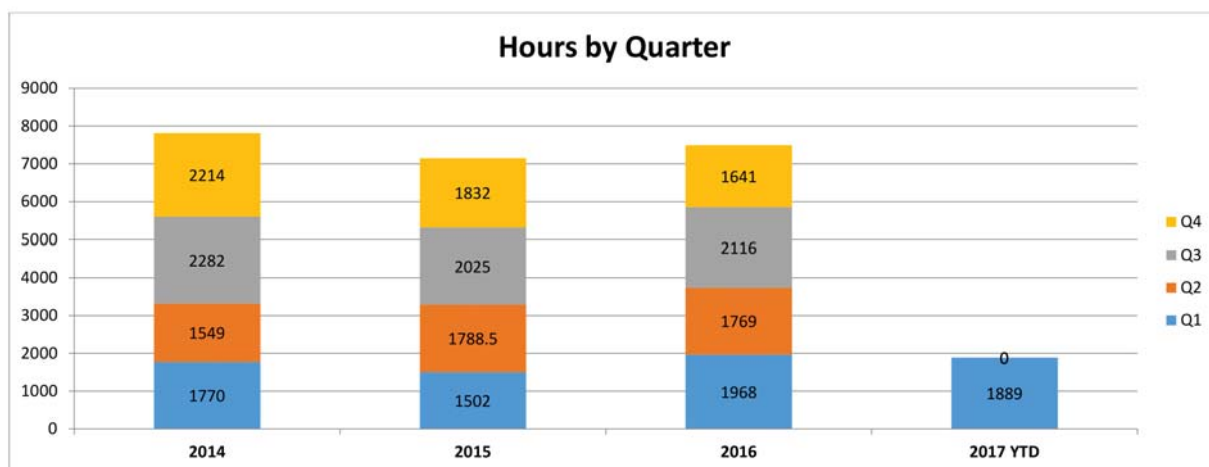
Each tactic is specifically assigned to a department and a Council priority, so we know at the end of the month or year, where we've focused our efforts. (Or, where the demand is.)

In addition, each tactic is assigned a level. That level translates to an estimated time investment. This is another way to measure where our resources are being invested. It also helps us plan accordingly year after year.

This reporting system mirrors what an agency would track for billing customers. It's important to note that the reporting document is comprised of work done by the specialists and senior specialist. The manager's work overall is not included, but added when time allows for upload of information.

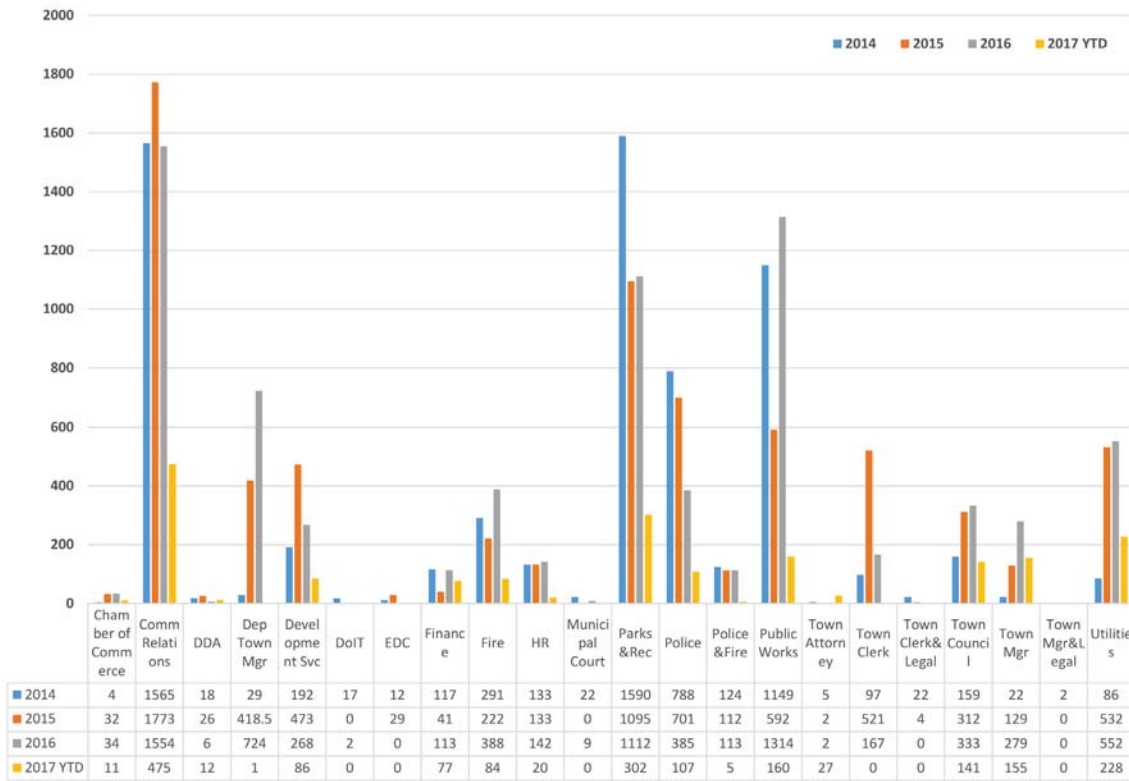
Over time, we're able to track where our demands are (either by department, Town priority or communications platform.) What we have seen since 2014 is steady and rising increases, that do not include the workload of another full-time (manager working in many roles as well) staff member. The increased areas of work, also substantiate the increase in needed full-time staffing for Community Relations to meet level of service expectations with community engagement.



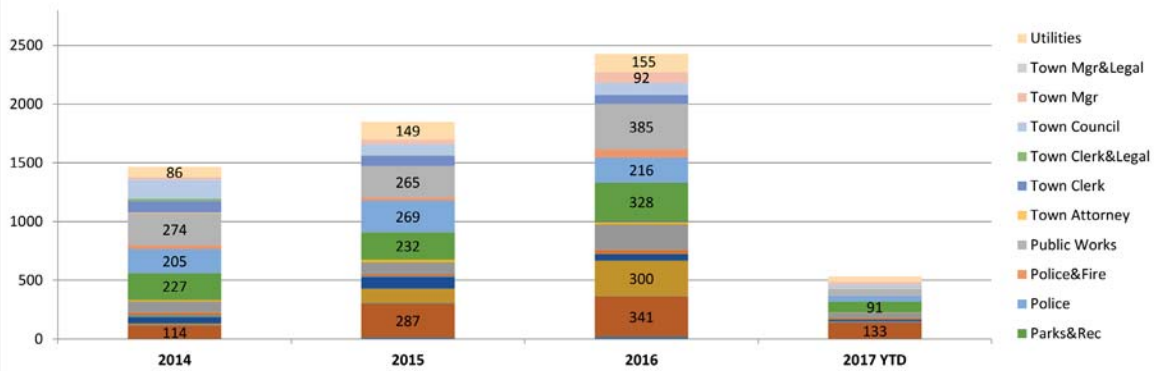




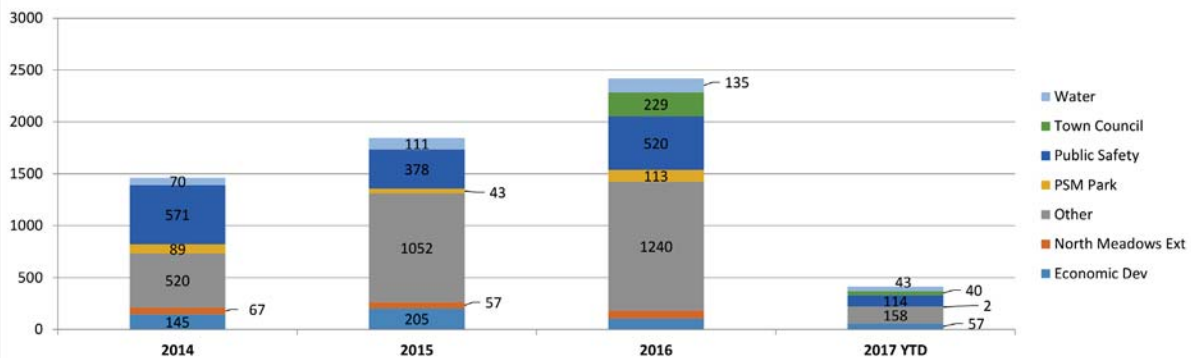
Hours by Department



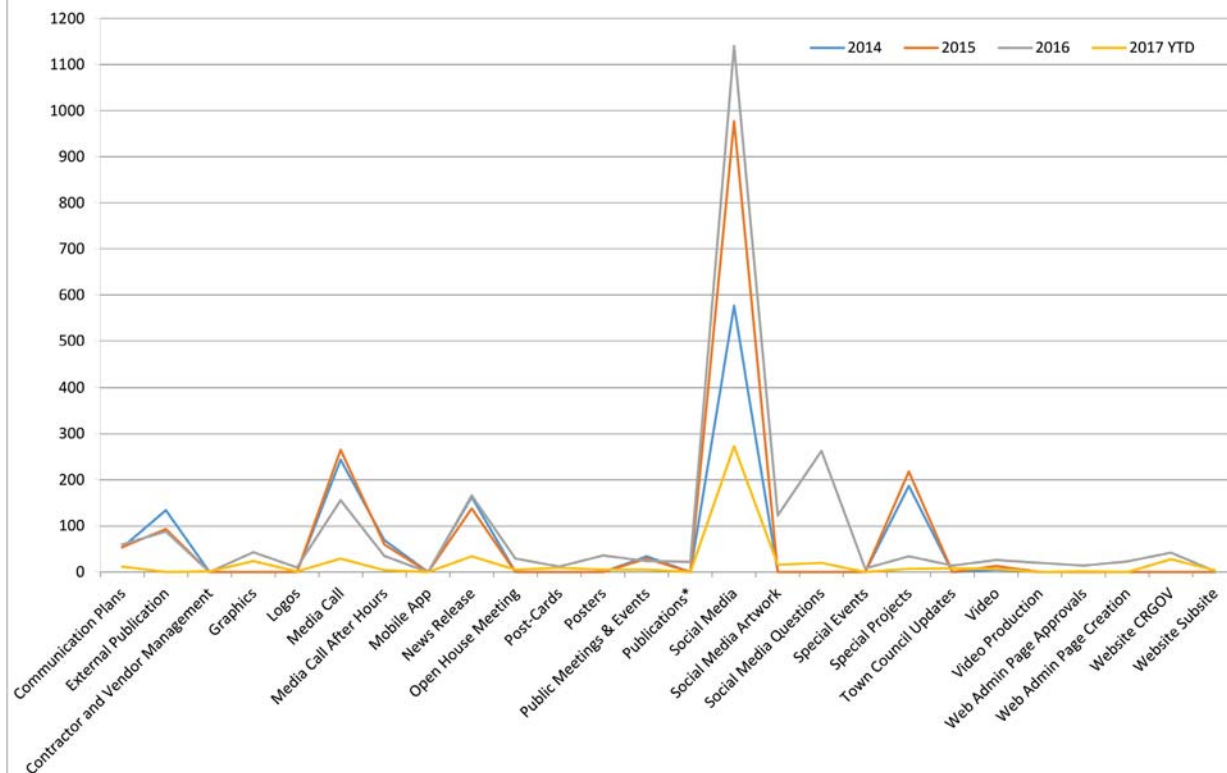
Count by Department



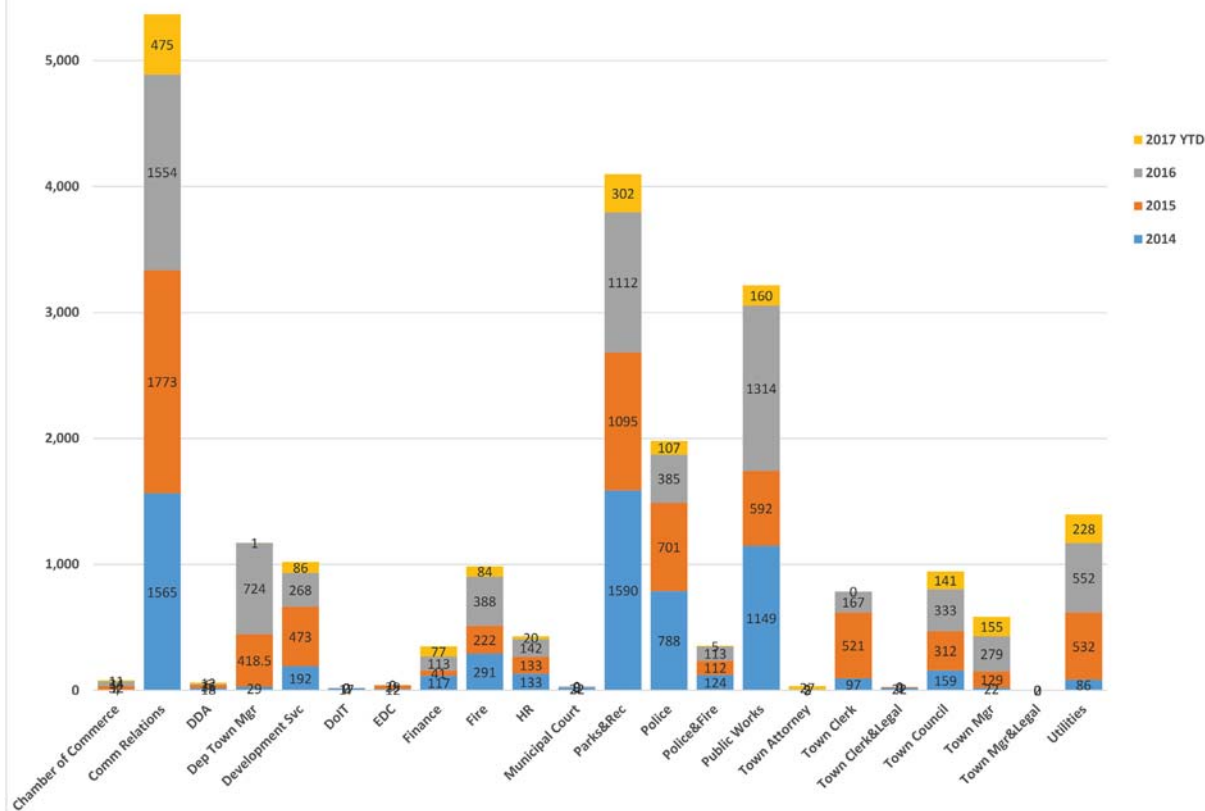
Count By Town Priority



Count by Category 2014 to 2017



Hours by Department





BENCHMARK | Each icon represents one person



COMMUNICATION DEPARTMENTS FOR COLORADO MUNICIPALITIES

Each person icon represents one staff team member, each cube represents 5,000 residents





COMPARING TO OTHER COMMUNITIES COMMUNICATIONS: BENCHMARKING

The Town conducted a benchmarking analysis of communications resources and capacity along the Front Range and other jurisdictions. This included a review of positions dedicated to generalist community relations operations in addition to more specialized positions, such as Public Information Officers assigned to public safety agencies. Based upon this information, when looking at like communities in terms of population and communication programs, there is a prominent gap in capacity to maintain growing levels of service.



SOCIAL MEDIA INCREASES PER PLATFORM



CONTINUOUS IMPROVEMENT

Moving forward, the Town's Community Relations Team will continue to assess best practices in the communications field. This will include attending state-of-the-art trade shows, evaluation of technology and monitoring how people receive information. In order to support this continuous improvement philosophy, levels of service and staffing will need to be addressed through the annual budget process.



GLOSSARY OF MARKETING TERMS





NATIONAL AND LOCAL AWARDS