

City of Champaign Public Communication Plan 2010-2015



<http://ci.champaign.il.us>

TABLE OF CONTENTS

Organization Mission Statement	2
Acknowledgements	3
Introduction	4
Communication: A Basic Obligation of City Government	4
Vision Statement and Guiding Principles	5
The Charge to the Media Liaison Group	6
Executive Summary of Citizen Perceptions Survey	7
Results Summary	7
Summary of Recommendations to Improve City Communication	8
Municipal Image and Customer Service	8
City's Mission Statement and Values	
Customer Service	
City Logo and Image	
Communication Consistency	9
Timely, Accurate Information Dissemination	
Internal City Communication	
Communications Committee Responsibilities	
Technology	11
City Website	
CGTV	
Electronic Newsletter	
Social Networking Plan	
Citizen Engagement	12
Personal Citizen Engagement	
Public Meetings	
Language Translation	
City Promotions	
Information Sharing	
Emergency Communication	14
Internal Procedures	
Citizen Education	
Message Maps	
Survey Results	15
Summary Detail	15
Complete List of Suggestions	20

OUR ORGANIZATION MISSION STATEMENT

OUR MISSION

is to provide responsive, caring, cost-effective service
in partnership with our community

These values guide our work:

PERSONAL INTEGRITY	We act in the best interests of the City We behave in an ethical and legal manner We are open and honest We follow through on commitments We are loyal to the City
RESPONSIBILITY	We anticipate issues, problems, and opportunities We take initiative We act to prevent and solve problems We take responsibility for the outcome of our actions and decisions We hold ourselves and others accountable
RESPECT	We treat others in a fair, courteous, and equitable manner We actively listen and seek understanding We provide a direct response We embrace ethnic and cultural diversity in the community and our workplace We are positive and cooperative We are willing to apologize
TEAMWORK	We know and respect our roles and responsibilities We ask who needs to be involved and we involve others appropriately We define and agree upon the goals We collaborate to achieve organizational goals We help others accomplish their goals We share authority, responsibility, and credit
RESULTS	We take pride in our work We complete assignments and projects on time and within budget We evaluate outcomes and seek feedback on our performance We learn from our mistakes We innovate

ACKNOWLEDGEMENTS

The Creation of this plan reflects the work of dedicated committee members and concerned citizens. Thank you to each City employee and Council Member who helped with the research and analysis of City communication practices and for the comments and feedback provided. Thank you also to the citizens who participated in the focus groups and gave input by completing the survey and providing suggestions for City communication improvements.

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INTRODUCTION

Communication: A Basic Obligation of City Government

Communication with citizens is a basic obligation of government – an essential component of a democratic process.¹ Good public communication is not just a goal that stands *apart* from the City's other activities; it should be an integral part of achieving success in almost every City project.

The City of Champaign continues to be committed to improving communication with citizens. This commitment is evident in the new City Council goal statement, "Our City is Committed to Honest, Transparent Government." The sole key action adopted by Council to implement this goal is "Implement the Public Communication Plan." Staff will make every effort to improve public access to information about the City and its services; assure timely communication with citizens; assure that the City provides clear and useful information; and enhance transparency of decision-making and outcomes.

Effective communication benefits citizens and helps the City meet goals in many ways:

- **Communication encourages informed participation.** Citizens can more effectively express their needs and work cooperatively with the City when they know the facts about City plans and actions. Communication from the City can start a democratic dialogue and encourage citizen involvement.
- **Communication builds community pride and satisfaction.** The more citizens learn about City services, the better they understand how their tax dollars are used and the better they feel about their government. Educating citizens about City services and successes helps develop a positive reputation for the City and build pride in the community.
- **Communication encourages growth, attracts good employees, and improves service.** A good reputation can also draw people to the community, encourage business development, and attract capable employees who will ultimately strengthen City services.²

Communication with citizens is a sound investment of Champaign's resources and deserves a place among the City's primary functions. The City should not rely on anyone else to talk with citizens and tell its story. The City should tell that story – continuously, comprehensively, and enthusiastically.

1 ICMA (International City/County Management Association), *Practical Promotion: Strategies for Improving Services and Image*, 1992, 5.

2 Ibid., 8-11

Vision Statement and Guiding Principles

The City's commitment to improving communication and the goals of the Communication Plan can be summarized in this vision statement and list of guiding principles.

Vision Statement

The City of Champaign is committed to achieving excellence in all communications.

Guiding Principles

As City employees:

- We embrace the responsibility to communicate effectively with the public.
- We will provide timely, accurate, and complete information to the public and within the City organization.
- We will standardize the form and appearance of our communications so the public can easily recognize information being provided by the City of Champaign.
- We will strive to deliver consistent messages about our services.
- We will use the City's Mission and values as the key message we want to communicate about who we are, how we work, and the way we deliver service.
- We will use a variety of means to communicate the same message to reach the maximum number of citizens.
- We will focus our time and resources on the methods of communication that can be provided directly by the City.

The Charge to the Media Liaison Group

The Media Liaison Group consists of representatives from all City departments who work together to:

- 1) ensure consistency and quality of the content and appearance of their departments' communications;
- 2) improve quality of communications by concentrating the task in trained, qualified staff members;
- 3) coordinate communication efforts across the City.

From 2003-2008, the City of Champaign's Public Communication Plan focused on two areas: 1) Focus on Communications Consistency; and 2) Focus on Citizens' Preferred Methods of Communication (written communication, television, radio and print media, Cable Channel 5 and the Website). Of the 46 actions identified in this plan, 40 have been completed to date.

Media organizations increasingly expect transparency in government, and want to be involved in City decision-making when it affects them. They expect public information and citizen involvement to take forms not traditionally taken in the past. Citizens have an expectation of timely – almost instantaneous – access to information and the City will continue to work hard to meet those expectations.

The City Manager directed the Media Liaison Group to update the Public Communication Plan by re-evaluating the City's communication efforts. City Staff were directed to seek input from citizens to determine if the City is meeting the expectations of all stakeholders by re-examining these questions:

- Are we communicating as much as we should?
- Are we communicating the right information – the most important information, the information citizens want, the information necessary to accomplish our mission?
- Are we using the best ways to communicate?
- Are we communicating in a timely manner?
- How can we communicate more consistently in both form (visual presentation) and substance (message)?

Executive Summary of 2009 Citizen Perceptions Survey

As part of a democratic process – and because the true effectiveness of communication can be judged only by those on the receiving end – citizen opinions were solicited through a survey, in-person interviews and three focus groups hosted by members of the City of Champaign Media Liaison Group.

The City of Champaign's Media Liaison Group conducted a survey of area residents from May 20, 2009 to August 5, 2009. Team members conducted personal interviews with members of the community at local events during this time period. Many people also took the survey on the City's website. A total of 302 surveys were completed.

The data from this survey was used to assess several questions related to how the City of Champaign shares information with its residents, including:

- How do residents get news and information about the City of Champaign?
- How satisfied are they with the information they receive?
- How many have used the City's website?
- What were they looking for on the website and how can it be improved?
- How many watch CGTV?
- How satisfied are they with the channel and how can it be improved?
- How many attended City meetings in the last year?
- Which meetings, and how can they be improved?
- How well does the City communicate with its residents and how can it improve?

Results Summary

Results of the survey lead to the following conclusions:

- Most residents get news and information about the City of Champaign from local news media (newspaper, radio, television).
- 78% of residents are satisfied with the information they get about the City.
- 68% of residents have visited the City's website. The Calendar of Events, Recycling/Yardwaste, and Department Contacts are the most commonly viewed sections.
- Half of the City's residents watch CGTV – Cable Channel 5.
- 29% of residents attended a City meeting in the last year. City Council and City Board/Commission meetings were the most commonly attended.
- 54% of residents feel the City does at least a Good job of communicating with its residents. 4% feel the City does a Poor job of communicating with residents.

SUMMARY OF RECOMMENDATIONS TO IMPROVE CITY COMMUNICATION

After reviewing the survey results and talking with citizens one-on-one, the research indicated that the City must improve its communication efforts to better meet the needs and expectations of the citizens by using multiple methods of communication. The City's plan for public communication focuses on five areas:

1. Municipal Image and Customer Service
 2. Communication Consistency
 3. Technology
 4. Citizen Engagement
 5. Emergency Communication
-

1. Municipal Image and Customer Service

Goal: Embrace the corporate identity of the City and translate it into how we do business with our customers through responsible, professional and transparent interactions so that all citizens receive quality customer service and results.

Objective 1: Reflect the City's mission and values in the way we do business.

Action 1: Re-educate current staff that the City's mission and values serve as the foundation for how we treat our customers and value the City's core messages.

Action 2: Educate and train new employees to understand and apply the City's mission and values.

Action 3: Improve consistency, quality and frequency of informing citizens of the City's mission and values utilizing a variety of communication methods.

Objective 2: Provide quality customer service at all times.

Action 1: Designate ownership for follow up and "closing the loop" to ensure that citizen inquiries, needs and requests are handled well.

Action 2: Create and advertise an information number to direct citizens to call with concerns that have not been addressed at the departmental level.

Action 3: Research costs and approach alternatives associated with conducting a citizen customer service survey.

Action 4: Research and explore feasibility of creating an Action Center and 311 telephone information line.

Objective 3: Brand City Logo and develop a key message that reflects the City's mission and values.

Action 1: Ensure consistent use of City logo on an ongoing, organization-wide basis.

Action 2: Review, update and enhance graphic standards to ensure effectiveness.

Action 3: Develop a process to adopt a branding slogan.

Action 4: Create departmental user-friendly documents.

Action 5: Ongoing community awareness – what does the City logo mean to citizens.

2. Communication Consistency

Goal: Communicate City news and information internally and externally in a timely, accurate and proactive manner, so that citizens as well as City employees remain knowledgeable on all information pertaining to the City.

Objective 1: Disseminate information to the media and citizens related to City activities, projects, events and initiatives in a timely, accurate and proactive manner.

Action 1: Establish a Communications Director staff position to manage internal and external communications for the City.

Action 2: Dedicate a departmental staff person in all departments as a central point person to gather and prioritize City information for distribution.

Action 3: Research and explore the option of consolidating City communication functions and staffing into one organizational unit.

Action 4: Distribute News Releases/Public Service Announcements regularly to facilitate frequent and accurate coverage of City news and events.

Action 5: Distribute annual calendar of City events (both hard and electronic copies) to give citizens and media a long-range overview of upcoming events.

Action 6: Create and maintain an archive of news releases and public service announcements.

Action 7: Meet annually with local media representatives to foster relations and help ensure effective communication with media representatives.

Objective 2: Improve internal communication with Staff and Council in order for them to be an information resource for internal and external customers.

Action 1: Transition current Media Liaison Group to a Communications Team to broaden their mission to include both internal and external communications.

Action 2: Develop a process for the Executive Management Team and Communications Team to share City information with staff of their respective departments.

Action 3: Develop a process to ensure that all City employees and Council Members are informed about city goals, hot topics, activities and programs so that they can serve as community ambassadors.

Action 4: Promote and utilize the City's intranet to direct staff to find updated information about City government activities, new initiatives, programs and hot topics.

Action 5: Create external and internal electronic newsletters to communicate City news and information to citizens and employees.

Action 6: Develop new guidelines and procedures on how to use City communication tools (i.e. Weekly Activity Report, Fast Facts Flyer, Preview and DocuShare) to consistently coordinate and maximize the distribution of information.

Action 7: Designate a staff person to organize content for all City communication tools in a coordinated manner.

Objective 3: Designate Communications Advisory Committee (formerly Media Liaison Group) to be responsible for proactively identifying and coordinating City information to be communicated both internally and externally.

Action 1: Develop a mission statement for the Communications Advisory Committee.

Action 2: Manage communication efforts across the City.

Action 3: Ensure consistency and quality of the content and appearance for departmental publications and communications.

Action 4: Train City staff to identify newsworthy items, write news releases, prepare public service announcements and coordinate news conferences to improve quality and consistency of City communications with local media.

Action 5: Coordinate and promote the City's Speakers Guide to ensure the community has access to staff presenters who can speak on municipal trends and happenings.

Action 6: Establish a process to periodically monitor and evaluate City communication activities.

Action 7: Complete an evaluation of the Public Communication Plan, including a measurement of citizen satisfaction with City communications.

3. Technology

Goal: *Explore and utilize multiple technologies to enhance the delivery of City services to best communicate City information with all citizens and meet community needs.*

Objective 1: Improve City Website.

Action 1: Update and redesign website.

Action 2: Revise and create email subscriptions that will be customized and provide City information based on customer needs.

Action 3: Designate and train specific staff to update and maintain website (include in job description).

Action 4: Promote community to prospective residents, students, visitors, employees, and businesses by broadening community information and improving public awareness of community services.

Action 5: Incorporate employee directory on website with contact information and job description.

Action 6: Improve calendar of events to give citizens and media a long-range view of upcoming events.

Action 7: Improve search function.

Action 8: Develop CGTV section of website.

Objective 2: Enhance the amount, quality, and delivery of CGTV programming.

Action 1: Make CGTV programming available on the Internet via live streaming and video on demand.

Action 2: Explore and establish procedures for disseminating information on emergency and high profile issues via CGTV.

Action 3: Produce programs which educate our citizens about City departments and government.

Action 4: Produce programs to educate citizens about the community by highlighting City events, activities and services.

Action 5: Improve CGTV's on-air technical quality, including audio.

Action 6: Enhance the content and presentation of information on CGTV's Bulletin Board.

Action 7: Market and promote CGTV programming.

Action 8: Incorporate more content from the City's government partners (i.e. Unit 4 Schools, Park District, etc.) on CGTV.

Objective 3: Develop an Electronic Newsletter to keep citizens and staff informed about City activities, projects, events and initiatives.

Action 1: Research technology and software needed to distribute a newsletter to citizens electronically.

Action 2: Develop process of collecting newsletter content and articles and identify staff person from each department that will be responsible for gathering the information.

Action 3: Create newsletter in a format which is easy to read and distribute.

Action 4: Create easy ways for citizens to subscribe to the newsletter.

Objective 4: Develop a social media plan.

Action 1: Research and develop protocols for using new electronic initiatives to connect to citizens.

4. Citizen Engagement

Goal: Encourage and invite all citizens to become involved with City business and decision-making processes by fostering personal interaction among City Staff, Council Members and Champaign residents so that every citizen feels connected and involved.

Objective 1: Identify opportunities to engage personally with citizens.

Action 1: Educate citizens on how to become involved in the municipal process.

Action 2: Promote City's Speaker's Guide.

Action 3: Develop and implement a Government 101 course for citizens.

Action 4: Host and promote quarterly "in the know" City meetings in various neighborhoods to inform citizens about City services, upcoming events and major projects underway.

Objective 2: Inform citizens about how to get involved and stay informed about City government utilizing public meetings.

Action 1: Educate citizens about the role of Council, Boards and Commissions.

Action 2: Make public input guidelines clear by updating the "How To Address City Council" brochure - post on web also.

Action 3: Develop procedures that inform citizens on how they can address Council during audience participation at Council meetings.

Action 4: Review content for print media Council Notice and simplify language.

Objective 3: Identify and translate key City publications to meet the needs of a diverse community.

Action 1: Review 2010 census data to identify relevant priority languages.

Action 2: Develop prioritized list of city documents for translation.

Action 3: Translate key City information to other languages based on community needs.

Action 4: Identify a list of community resources that will support City's efforts in making City information accessible to all members of the community.

Objective 4: Promote the positive attributes of the City.

Action 1: Partner and coordinate with Convention and Visitor's Bureau, Chamber of Commerce and Champaign Downtown Association to effectively highlight City and community resources for citizens, prospective newcomers, visitors, students and businesses.

Action 2: Identify and develop key publications from all departments to distribute at community events to consistently provide citizens with important information from across the City organization.

Action 3: Update City Directory and marketing materials.

Action 4: Locate City literature displays in public places throughout the community to improve public access to basic City information and resources.

Action 5: Select two community events annually to provide information and highlight City services in a coordinated manner.

Objective 5: Provide printed information about City government.

Action 1: Develop a procedure for sharing written information about city government for citizens that choose not to access the information electronically.

Action 2: Identify and promote key locations throughout Council Districts where written information can be distributed.

Action 3: Research costs associated with putting informational Kiosks in various areas of the community.

5. Emergency Communication

Goal: *Provide emergency information before, during, and after a natural or manmade disaster or major community event using FEMA/NIMS guidelines to effectively communicate with members of the community at home and in the workplace, with media, EMT, and City Council members.*

Objective 1: Upgrade internal procedures for communicating with staff and citizens during emergency situations.

Action 1: Implement City Hotline protocols for in-house and external communications so that hotlines may be established off site with a back up system of personnel to implement the hotlines.

Action 2: Provide a functional Joint Information Center in the City Building allowing City Public Information Officers from Police, Fire, CMO, and Public Works to effectively produce and provide information to the public in times of emergency.

Action 3: Share and practice emergency activation preplans shared and practiced with all City staff.

Objective 2: Educate citizens about informational resources available during an emergency event.

Action 1: Identify partners and entities who should receive direct information and updates during emergencies.

Action 2: Update the website's emergency switch-over feature to provide immediate information and links directing public to other emergency responder organizations within the community.

Objective 3: Prepare internal communication message maps.

Action 1: Select and research information on the top four crisis emergencies likely to affect the City.

Action 2: Create and update preparation, response, and recovery message maps for selected emergency events.

Action 3: Upgrade message maps in formats for use on television and the website.

Action 4: Create a bank of city phone messages to be used in crisis and develop a plan so that City staff will know how to quickly switch to emergency information provision for staff as well as public.

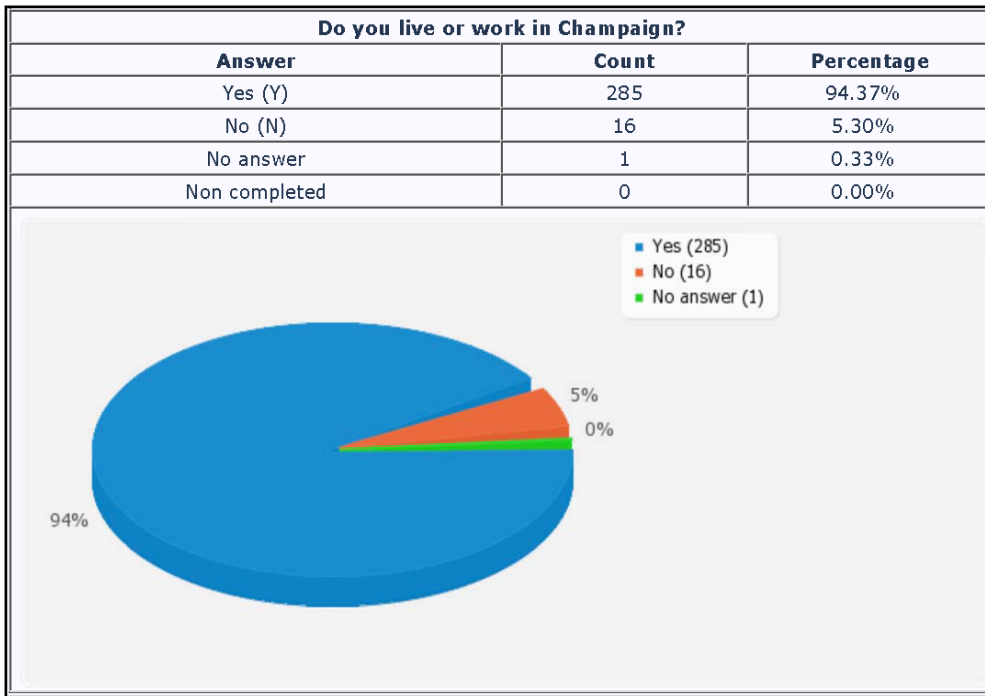
Appendix A

SURVEY RESULTS

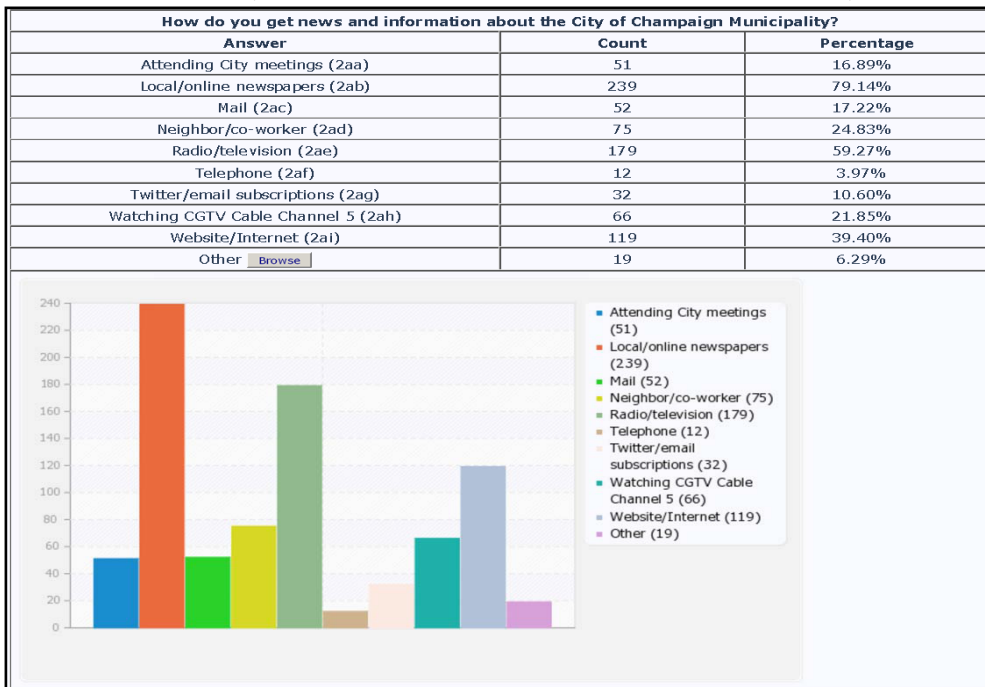
Summary Detail

The following pages contain the full, detailed results of the survey.

Question: Do you live or work in Champaign?



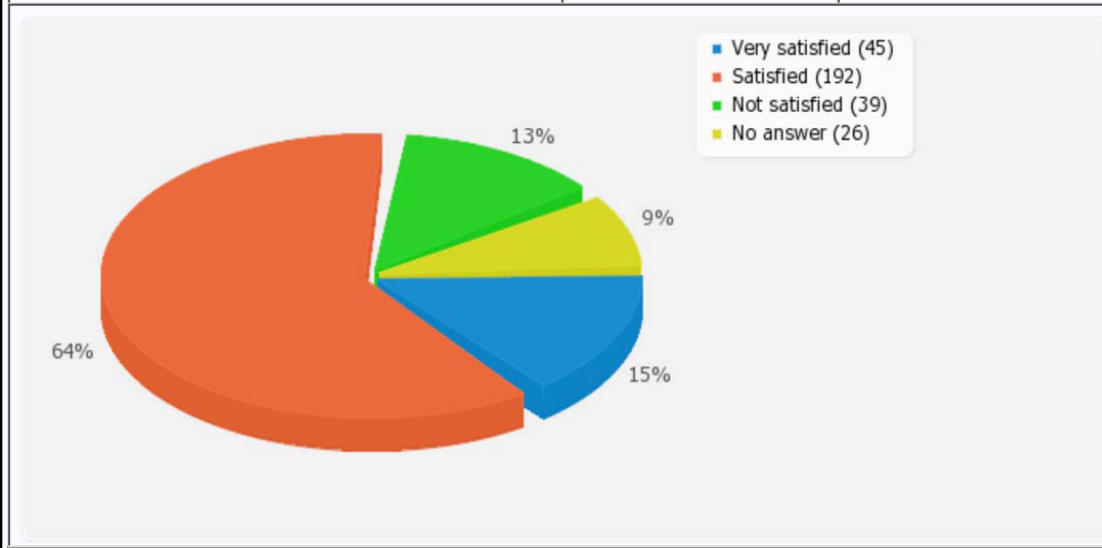
Question: How do you get news and information about the City of Champaign Municipality?



Question: What is your level of satisfaction about the information you receive pertaining to City of Champaign government news / information?

What is your level of satisfaction about the information you receive pertaining to City of Champaign government news/information?

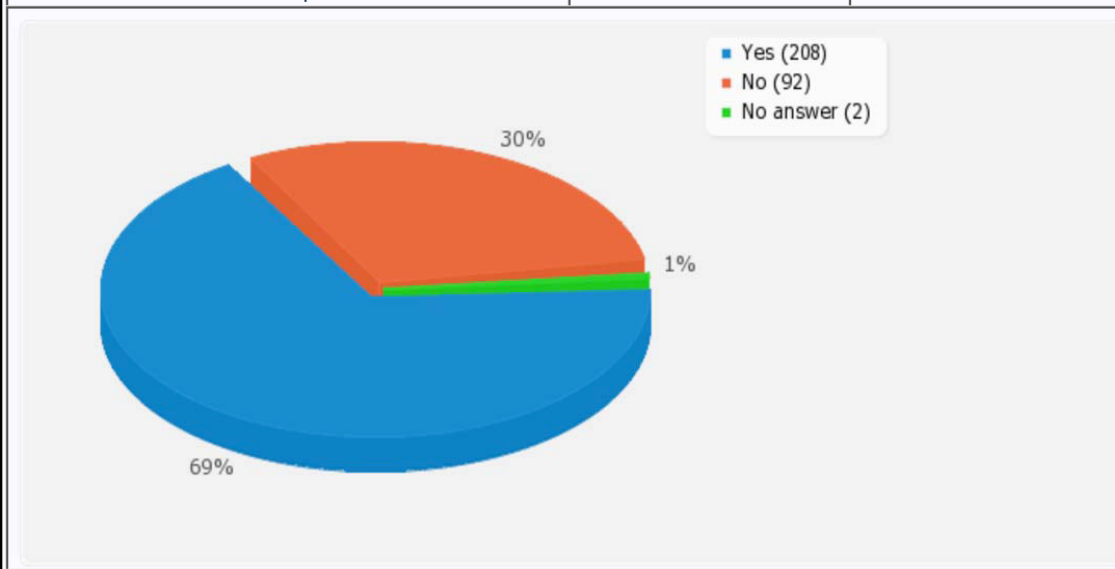
Answer	Count	Percentage
Very satisfied (2ba)	45	14.90%
Satisfied (2bb)	192	63.58%
Not satisfied (2bc)	39	12.91%
No answer	26	8.61%
Non completed	0	0.00%



Question: Have you visited the City of Champaign website?

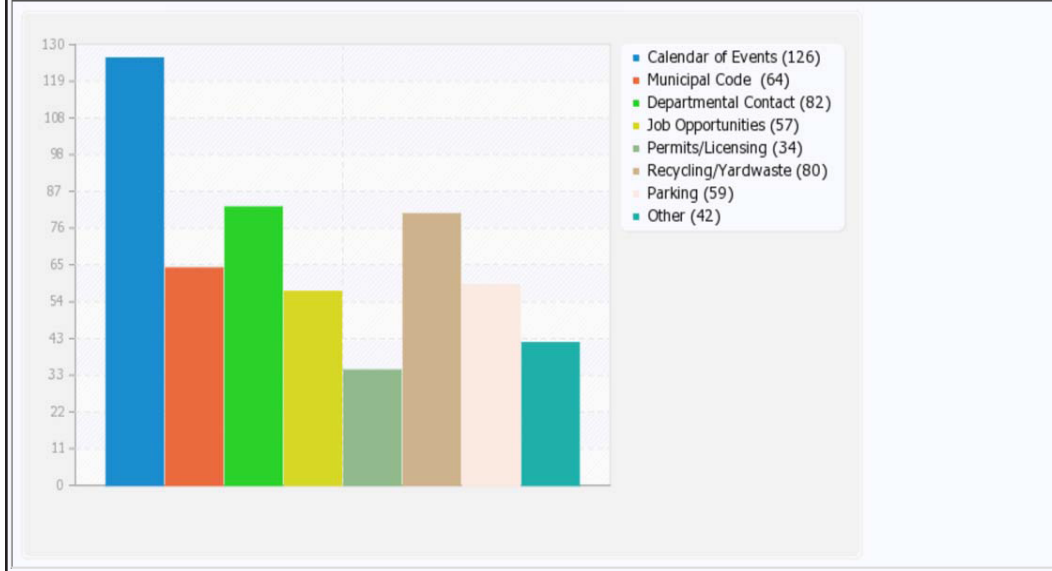
Have you visited the City of Champaign website?

Answer	Count	Percentage
Yes (Y)	208	68.87%
No (N)	92	30.46%
No answer	2	0.66%
Non completed	0	0.00%



Question: When you visited the City's website, what type of information were you looking for?

When you visited the City's website, what type of information were you looking for?		
Answer	Count	Percentage
Calendar of Events (3ba)	126	41.72%
Municipal Code (3bb)	64	21.19%
Departmental Contact (3bc)	82	27.15%
Job Opportunities (3bd)	57	18.87%
Permits/Licensing (3be)	34	11.26%
Recycling/Yardwaste (3bf)	80	26.49%
Parking (3bg)	59	19.54%
Other Browse	42	13.91%

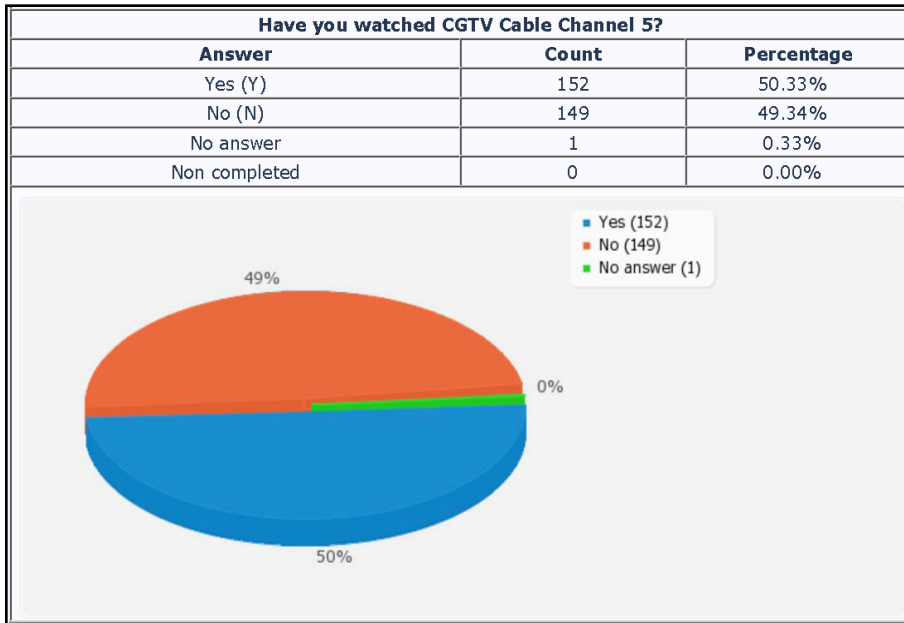


Question: How can the City of Champaign improve its website?

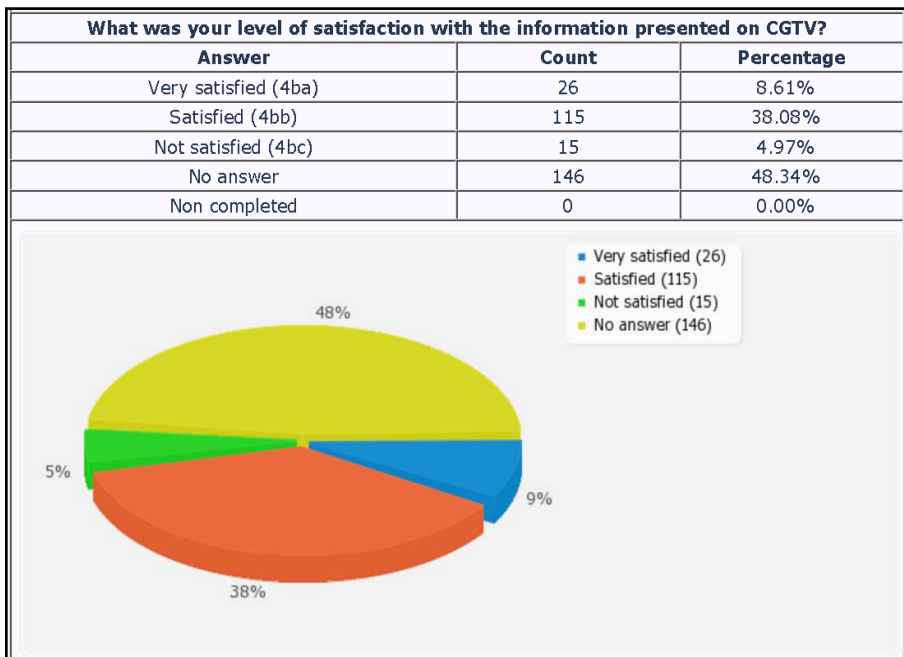
The most common suggestions include:

- Easier to understand and use navigation.
- Reliable notification services: email subscription services, RSS, Twitter, text messaging.
- Complete contact info (specific email addresses and phone numbers, not just department contact).
- Make easier on the eyes, visually interesting and easy to read.
- Improve site search results.
- Better calendar of events.
- More updates.

Question: Have you watched CGTV Cable Channel 5?



Question: What was your level of satisfaction with the information presented on CGTV?

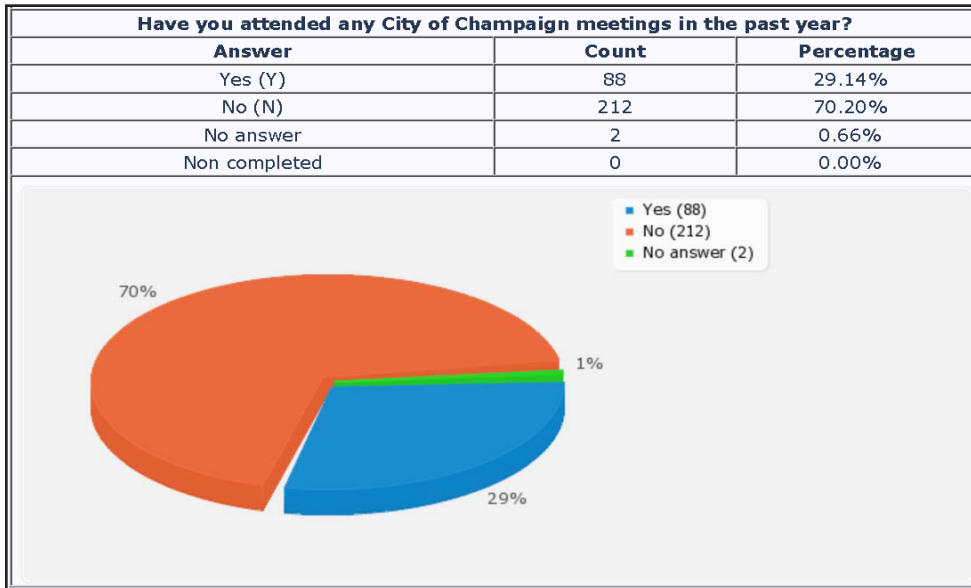


Question: How can CGTV Cable Channel 5 be improved?

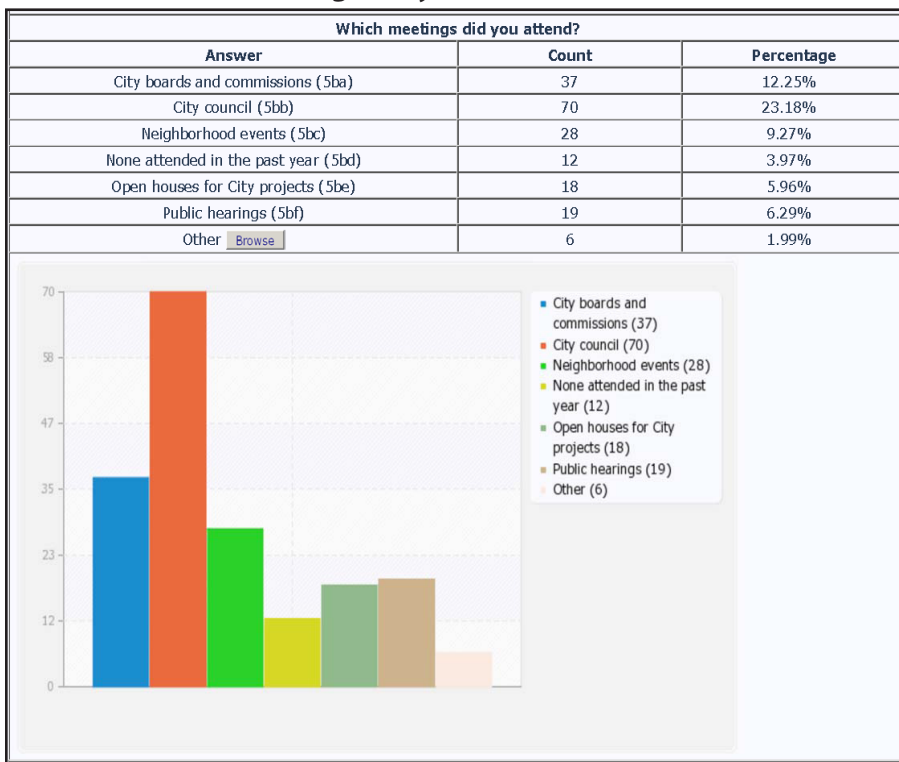
The most common suggestions include:

- Improving the audio.
- Running more informative, educational videos about Champaign activities and events.
- Better on-air promotion and publicity of upcoming programs and the program schedule.
- Quicker camera work to show who is speaking during meetings.
- Slowing down the bulletin board slide transitions.
- Making CGTV available for Dish Network and DirecTV subscribers.
- Streaming CGTV programming and making on-demand videos available on the Internet.

Question: Have you attended any City of Champaign meetings in the past year?



Question: Which meetings did you attend?



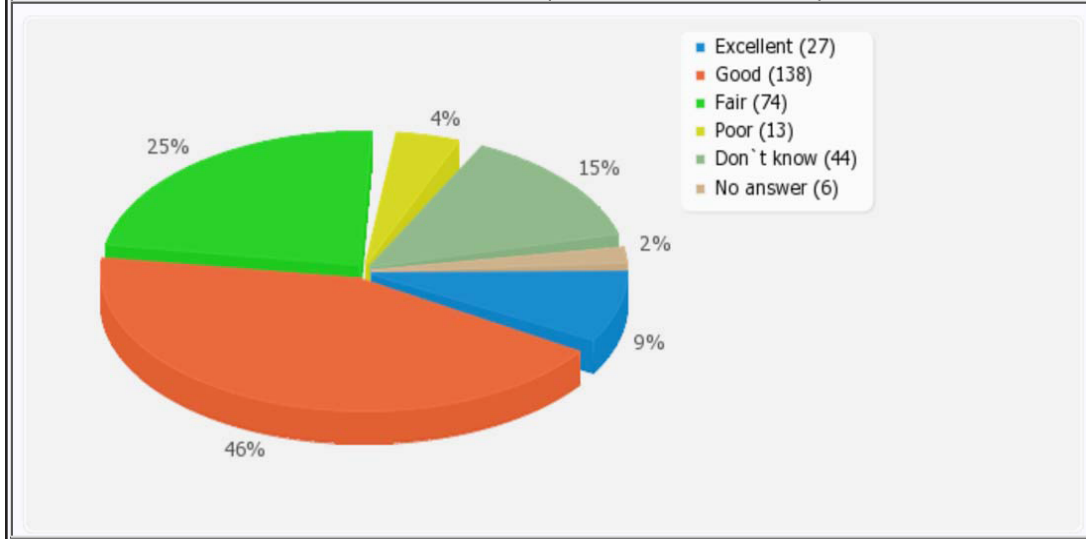
Question: What suggestions do you have for improving City of Champaign meetings?

The most common suggestions include:

- Provide clear instruction to meeting attendees as to public participation rules and process.
- Improve meeting notice publicity in the newspaper, at the City Building and on the website.
- Council should meet with constituents more often and be more open-minded.
- Streamline City Council Meetings; keep comments on topic and shorten time allotted for public opinion.

Question: How well does the City of Champaign communicate with its residents?

How well does the City of Champaign communicate with its residents?		
Answer	Count	Percentage
Excellent (6aa)	27	8.94%
Good (6ab)	138	45.70%
Fair (6ac)	74	24.50%
Poor (6ad)	13	4.30%
Don't know (6ae)	44	14.57%
No answer	6	1.99%
Non completed	0	0.00%



Question: How can the City of Champaign improve communication with its residents?

The most common suggestions include:

- Improve the City of Champaign website by organizing it differently and making it more user-friendly.
- Provide an annual report or newsletter outlining what the City did during the year.
- Reach out to citizens using all forms of media so that all segments of the population are represented.
- Provide emergency or major event information via text message.
- Communicate regularly and not just in a crisis.
- City employees and Council members need to be out in the community more and listen to the citizens.

Complete List of Suggestions (unedited) to Open-Ended Questions

Question: How can the City of Champaign improve its web site?

68 people provided suggestions.

1. Provide easy-to-find contact info (phone numbers AND email addresses) for ALL city employees and departments. Make it easier to find CGTV schedules.
2. Ability to watch city meeting videos in segments.
3. Back to what we had before--this new site is boring and hard to navigate!!! Hard to find info as well...

4. Be careful of starting to use it one way, switching to another way, and leaving the old content there... it makes it look like data hasn't been updated, when it has, but under a different hierarchy (RSS feed was broken for 6+ months for me). Either remove the old stuff so it errors, or (better) redirect to the proper place for content.
5. Better organization - I had to use Google's site-specific search feature to actually find the information I was looking for on several occasions.
6. Better search engine.
7. Better, easier to understand structure.
8. By developing different websites.
9. Create a transparent web site--names of all city personnel with contact information and position identification; post scheduled use of city council chambers; put neighborhood organization information front and center on the web; build better educational sections, such as mitigation of storm water using green technology approaches, urban sprawl, etc; stream all channel 5 programs on the web since not everyone gets channel 5; post the channel 5 schedule; information about what is happening in various neighborhoods; develop a Wiki so there can be more community resident input about city issues; give more information about the decision making process on city issues rather than the decisions are already made before the council meetings, which is so apparent when one watches the council meetings; clean up the many trees on the web site so information is much easier to access; put ALL city documents on the web site; look at what other cities are doing, such as Madison, WI, Boulder, even Georgetown, TX.
10. Easier to find job opportunities. I am frequently asked where to find the listing and it is not an easy find.
11. Ensure that people (i.e. staff) are easily findable. Also improve the search function- I frequently get too many results that are not relevant.
12. Fine.
13. Fix the problems with job.
14. Get rid of the red text: too hard to read. Use bold or underline words that need emphasis.
15. Household hazards, recycling, education with information.
16. I don't visit often enough to form an opinion.
17. I found it a little difficult to find individuals' names.
18. I found it hard to find the right person to call. I would love a list that has each office and a list of the services they offer. It would be easier to know who to call and where to go.
19. I signed up for a lot of email lists (a year or more ago) and never got anything from any of them. I have also emailed the webmaster, more than once, asking for a link to be added to the community organization page and never received a reply - nor was the link added. The City of Champaign made a big leap forward a couple of years back with the new website. I think the city should continue to treat the internet as a very important interface with the citizens.
20. I think it is a great tool. At times it would have been helpful to have all employees email addresses listed instead of just department heads.
21. Inform and entertain the user with more engaging media. Better photos and videos.
22. It is not readily apparent to the user how to find information on the website. For example, council agendas take some digging to find. These should be easy to locate. The links under Weekly Activity Reports are poor; this whole section is confusing. The website should be revamped and more attention should be paid to updating, expanding, and making it user friendly.
23. It is not very attractive or easy to navigate. I find the categories on the home page hard to follow; when I click on where I think I want to go it is rarely what I want. Hard to know from the home page where to find things.
24. It is relatively easy to use, and I had no problems with it.
25. It looks text heavy with large fonts. Kind of overwhelming. I don't know where to look.
26. It seemed fine the way it was.
27. It was easier to navigate before this new format was put in place.
28. It was good.

29. It's actually pretty good now, but there could be lots more content. You might consider supporting public comments or forums, even if this means dedicating staff to implement and monitor.
30. It's difficult to get names and phone numbers off the site. The municipal code seems to be erratic in terms of searches and being able to print selected portions. Navigation could be easier/ more user friendly in terms of seeing what's available on the site. The whole yard waste issue needs to be clearer and easier to find. Disposal of oil and other liquids needs to be addressed.
31. It's not intuitive. I needed to use your search tool to find what I was looking for. I wasted a lot of time guessing behind which link was the page I was looking for.
32. It's very good as is.
33. Just make sure you put what is going on the agenda for the council. Also road closing and even upcoming issues.
34. Keep the content current. List email and phone #'s for staff.
35. Less digging to find relevant information. Some links do not lead to where they should or to the information that should be there.
36. Lots of info and links on the site but it seems to have too much on the opening page leading to navigation difficulty.
37. Make all city phone numbers easier to find for each staff person or at least Department Head or secretary.
38. Make city directory (all employees) easier to find and use.
39. Make it easier to find information. Make it more inviting/exciting looking.
40. Make it less messy on the front page. Easier to find information. The search engine is almost pointless.
41. Make it more user friendly.
42. Make it more user friendly and easier to navigate.
43. Make it more user friendly.
44. Make maps easier to find.
45. Make sure contact information for individual employees is easily accessible.
46. Make the page simpler, with keywords that lead to lists of other topics, instead of including so much information on the first page.
47. Make things easier to find. Make it more eye-appealing.
48. More accessible to parking tickets.
49. More email subscription services such as to the Weekly Activity Reports.
50. More prominent calendar of events and parking regulations.
51. More updates.
52. Not really.
53. Organization and simplification of content.
54. Please slow down the time between each new screen that appears in CGTV. I often do not have time to read the whole screen before it transitions to a new one. I have always considered myself to be a fairly fast reader. I have asked others (neighbors, co-workers and friends) and they all have agreed that the screens are not allowed to stay up long enough to finish especially if they contain a lot of information. Thank you.
55. Provide timely information each season in the form of a "post-up" calendar showing major services such as cleanups, yard waste pick up dates (spring and fall), general practices for snow removal and the streets where parking will be prohibited during an inch or more of snow...etc,
56. Put the police reports online sooner. Make them clearer.
57. Send out agendas for upcoming meetings including boards and commissions. Have a historical photo gallery. Make it easier to find staff phone numbers.
58. Some information was difficult to find and understand.
59. Some of the links and menus are incongruent. Search function not very responsive or helpful.
60. Some times there are too many steps to get to the information I am looking for.
61. The City Mission statement and values that guide our decisions should be prominent on the website page.

62. The site really needs to be partitioned into larger categories. If you are a visitor the site should be shaped around that need whereas if you are doing business with the City that area should be streamlined. There should also be more applications and permits that can be applied for on the website itself. The homepage should also be more visual and really showcase what a great community Champaign is.
63. The web site is very clear.
64. The website can be improved by having a friendlier, informative design. It needs to highlight the community as a place to live work and play.
65. The website is too text heavy, with topics on the front page with no links. Does not have a welcoming look--too stark.
66. Totally redesign - very, very difficult to navigate & find info.
67. We can not get the City channel on our T.V. because we have Dish would like to be able to watch it!
68. When searching for a topic, old information seems to pop up but not new information. Also, searching the new site is very different from the old site, so this will take some time to adjust to and "time" is somewhat limited!

Question: How can CGTV Cable Channel 5 be improved?

42 people provided suggestions.

1. More promotions and publicity. Maintain its own web site with interactive schedule, program descriptions, etc.
2. Be more
3. Better notice of when things will be aired.
4. CGTV should have more informative videos that highlight City government. Videos need to be educational. Also, the information slides should highlight more Champaign activities and events. A log of information about Savoy.
5. Control the volume to match other stations.
6. Cover more useful issues and events instead of normal news trash.
7. Do more shows in response to immediate concerns...example, quick show about storm damage cleanup.
8. Expand what the City is will to show to PEG and not the government part of PEG. UPTV is much more interesting. Go on location to neighborhood meetings, other community meetings, involve the youth so they can discuss their views of what is needed in the City.
9. Fine as is.
10. Have news shows on what's going on around town.
11. Have a way to see the schedule of what's on from day to day on the screen somewhere like c-span does.
12. Have repeats on a standardized schedule.
13. Have seen very little (no cable service at home).
14. I have not watched enough to form an educated opinion.
15. I used to watch it before we got Dish and I did enjoy watching City Council Meetings.
16. Improvements in production value wouldn't hurt. For example the audio levels are very often WAY off. Better camera angles more local production. Overall I like having the channel and access to the meetings and what's going on.
17. It can't
18. Keep up the good work.
19. Leave information slides on longer for slower readers.
20. Longer shows would be better - more in depth - try call in format - get out of the studio and into the field i.e. visit a construction site.
21. Make it available on DirecTV.
22. More entertaining media. Content with story.
23. More information.

24. More lectures on local information stories.
25. More programming about City services.
26. Much better past few years.
27. Needs to be more informative, with people to help interpret just what the heck is going on. A little more explanation would be appreciated.
28. No suggestions.
29. Not sure this is the vehicle for delivering daily information as opposed to background and educational info.
30. Please see previous comment.
31. Posted scheduling of activities.
32. Programming could be better.
33. Same as above.
34. Sometimes it is hard to follow the topic due to the audio.
35. Sometimes the sound quality is poor, sometimes the camera lags behind and is not focused on who is speaking.
36. Sound could be better for Council Meetings.
37. The camera does not always pan over to the person speaking which makes it hard to hear at all times.
38. The camera work could be improved...and the sound.
39. The channel needs to improve the sound sometimes very difficult to hear.
40. The few times I've watched it, the show being broadcast was not the same as was listed in the guide.
41. The sound. In order to hear anything, it has to be turned way up. Other than that, however, it's pretty good.
42. Very impressed with the improved production quality over the past years! Keep up the good work!

Question: What suggestions do you have for improving City of Champaign meetings?

20 people provided suggestions.

1. Streamline the City Council Meetings. Eliminate or shorten the routine stuff (budget approval votes, lengthy hoop-jumping through Roberts Rules of Order, etc.) and spend time discussing and voting on the more critical issues before the council.
2. Be sure it is clear to citizens when citizens can comment on a matter- perhaps announce at the beginning of a meeting- perhaps citizens should be able to ask question over the internet during the meeting- set it up so the clerk can get communications from the outside and get their questions answered.
3. Better music :)
4. Better notice in the paper.
5. Don't let people who are not citizens of the City or business owners in Champaign talk at Council Meetings.
6. Ensure that the Mayor explains when the public will be able to participate at the beginning of each meeting.
7. I think they are pretty well done. If it is a citizen plan review the departments should make sure they hold them with enough time for changes to be entertained. One doesn't want to go to a meeting when they think it is just being held just to make a show of public input.
8. I'm not sure what really happens at various meetings, so I'm not sure which would be beneficial to attend. Would be nice to have a reference for the different organizations and responsibilities of each organization, along with what is done in the meetings. Maybe this is already available and I just haven't found it.
9. It was excellent.
10. It would be great to have neighborhood events in my neighborhood, but we don't.
11. Make sure they stay on topic. Flood meeting was nearly hijacked by Firth and Hill concerns.
12. More complete publicity as to the purpose/reason for the meetings; adjust the meeting rules so there

are more opportunities for community input-the dogmatic control over public input is a key variable to why citizens are not more involved in this community; encourage the City Council members to meet with their constituents to find out what are the needs and compliments and to communicate more with the constituents in some form or other. The history of this City is that once elected the individuals think that they know everything and that there is absolutely no need to talk to constituents ever again let alone engage them in a discussion. All one has to do is watch any of the meetings on channel 5.

13. None.
14. None. They are well run and frequent. They are attended by people who know what they're talking about instead of PR folks.
15. Provide training for the folks who hold meetings so that they are prepared to engage the audience without offending them, and; balancing the locations where meetings are held (City wide rather than just a few City owned facilities).
16. Put hot topic at the beginning of the agendas.
17. Shorten the public opinions to 3 minutes.
18. Some council members can be more open minded and less hostile to those who don't agree with their ideology. That attitude does not invite input from the all segments of the community. Citizens varying opinions can lead to improvements in area the council hadn't thought of.
19. There could probably be a better message board outside the building (perhaps in kiosk form) that gives upcoming agenda's, schedules, community events, etc.
20. Try to get more people.

Question: How can the City of Champaign improve communication with its residents?

101 people provided suggestions.

1. "Town Hall" meetings - flyers - text messaging system.
2. Educate citizens about where to go to get information about the city - provide electronic daily updates.
3. I like the idea of the city planning neighborhood events - or I've heard about 311 (a non-emergency telephone number) where people can call with questions (concerns) -- perhaps that would work here.
4. More advertising - educating citizens about city services. For example: pot holes, what should they do?
5. Please keep the book mobile - does a good job with advertising 1) street closures 2) snow routes.
6. "I'm satisfied"
7. Advertise how to reach you guys.
8. Advertise in daily Illini.
9. Announcements listserv.
10. Appreciate street closure information as a carpenter.
11. Be honest, be transparent, communicate regularly not just in a crisis, solicit input from the citizens and do not "blow" them off either by clearly not listening to what is said or by the body English demonstrated when a citizen is talking. Again all one has to do is what all of this on channel 5. Take advantage of all of the expertise on many topics and levels that exists here. This is so rarely done. One would never know that there is a Big 10 university in the community when one looks at what is happening in the community.
12. Be less officious and bureaucratic, especially in the ways individual departments notify citizens about problems. If the grass is too high at an apartment building, make a friendly -- and fast -- phone call instead of sending a formal (and threatening) letter.
13. Be more pro-active; send out its message louder and longer. Sometimes things come and go and if you miss it the first time - whoops. That's it. If there's something out there that residents need to know, behave like a business and advertise, use a billboard, send out flyers, put up a sign, make it more prominent on the website - and then keep it up.
14. Bill boards.

15. Bring city council members to neighborhood events and neighborhood regular monthly meetings to talk to neighbors about relevant issues.
16. By being more active in the U of I community.
17. By media first or on web site.
18. Communicate by best by letters to property owners within proximity of area involved. Secondly communicate by newspaper and radio/TV, but with the knowledge that the accuracy of the report and length of the communication often result in the reporting being incomplete or not accurate. Websites are good, but not a perfect means of communication since not all residents have access, or if they do have access, do not know where to look for the website, or where to find the information after they are on the website. Further, few residents regularly look at the website or the TV channel just to see what the city is doing!
19. Cont. to provide information through the website. Information published on the local newspaper's website is also very accessible. I haven't watched the cable channel often maybe once or twice. Whenever I see it flipping through it appears to just be broadcasts of meetings. For me reading summaries of meetings is a much more efficient use of my time.
20. Continue to use a variety of communication methods. Utilize electronic technology as much as possible.
21. Distribute information by mail.
22. Do it more often.
23. Doing a good job.
24. Don't ignore those without computers.
25. Email.
26. Email distribution.
27. Email? -- not sure.
28. Emergency alerts sent to cell phones like the University does would be wonderful.
29. Encourage everyone to contact the city - especially the student/temporary 1-3yr residents.
30. E-newsletter?
31. Enhance use email subscription -pictures -exciting read.
32. Enhanced web chats?
33. Fix the website.
34. Flyers would be useful.
35. Have rain forest café come to town for every one and family to eat at and it is a real fun place eat at its number one in my book.
36. Home/neighborhood visits.
37. I am amazed at how often I turn on a street to find it is under construction. I am uncertain how that information is shared and where I should look for it.
38. I am not a Champaign resident - Just work here.
39. I don't feel communicated with per se. Little things - like yard waste pickup- sneak up on a person. Although I know when they occur in Urbana because there are signs on the streets.
40. I don't have cable TV and, from what I read others are joining me. Are council meetings on channel 12? If not, could they be? How about a city official being a regular on one of the morning TV shows?
41. I don't pay attention unless Ch3 WCIA talks about a City event/news.
42. I have people come and chop trees without warning or explanation. There are trucks that set up and put little colored flags all over-- again no warning or explanation-- it's like you can do whatever you want without warning.
43. I listen to NPR and get most of my news through that medium. I would get more information about upcoming events if they were "advertised" on NPR.
44. I live in Savoy, and work in Champaign. I will read email notices. I don't get the newspaper, and don't watch a lot of TV.
45. I work in Champaign but I live in Urbana.
46. If you do not get a newspaper, it is harder to stay informed of any changes, but anything posted on

- your website helps.
47. Improve access to police reports, police supervisors; the public information officer for the department is not very accessible nor is she very knowledgeable about police reports when asked.
 48. Improve the website! It is very unwelcoming and non-intuitive. The departmental sites are awful.
 49. Improve the website.
 50. Improve usability of website & add more online services.
 51. Include information in Public Service Announcements on the radio stations.
 52. Inform residents of sources of information.
 53. Internal communication to assure all departments share consistent information to citizens
 54. Internet presence.
 55. It would be helpful to have a public communications person a response team which could get back to you quickly.
 56. It would be nice if once per year there was a more comprehensive mailer that went to all households. I have seen these from decades ago and they give the overall department summary, budget, contact info, etc. For instance it would be a piece that could be held onto and say your basement flooded you would refer to this guide for what to do.
 57. Keep utilizing TV/radio
 58. Letting people know what's going on through the various media outlets would be helpful. Presentation of the various positions on different issues would be informative.
 59. Modern tech - twitter, email, RSS - with subscriptions managed both in a central location ("go here for all your subscription options") and on the topic web page for the area you're looking for information in ("interested in updates about recycling? Click here to get new information when it comes out").
 60. Monthly neighborhood forums attended by one or more city councilmen, the city manager and mayor.
 61. Monthly news paper or something that summarizes what happened or will happen k on a regular basis- mailed or emailed to all residents.
 62. More advertising on road closures.
 63. More current info. on website. On the calendar of the first page, if I click on "City Council Meeting on [date]," it should like to the agenda for that date.
 64. More email lists to join, possibly ones that allow bi-directional communications or utilize discussion boards.
 65. More fliers/mailings.
 66. More mailings, public notices.
 67. More notice of information in the paper.
 68. More often, in as many ways as possible. A quarterly City Newsletter to all citizens would be great!
 69. More people would listen to the news - can't see CGTV without cable.
 70. More video camera's on campus.
 71. More visible with activities going on in the community by attending events and sharing information.
 72. Need to be out in the community more see what the needs of the people are.
 73. Neighborhood newsletters.
 74. Not sure.
 75. Not sure.
 76. Not sure, try more flyers -- students are used to reading them for information, so we do pay attention to them.
 77. Offering more free copies of the gazette for college students.
 78. Ok as is!
 79. One on one contact, knock doors.
 80. Perhaps with a weekly live feed about three city events that would be posted on the website.
 81. Place communication ads in the buses.
 82. Produce an annual report- something more then just fluff- i.e. detailing what the city really did during the year- improve the notices that are send out by email subscription.

83. Provide more information about getting rid of "slum landlords".
84. Publicly posted meeting dates?
85. Quite frankly, the city needs a dynamic spokesperson. Current leadership just doesn't do it. That way, you could put them and market them on morning shows and the like. And be proactive about it.
86. Reach out to college students more, especially in the summer since we are looking for things to do. Advertise more in the DI or on WPGU, maybe you already do this but those are two things that I partake in on a daily basis and would see/hear of events more often.
87. Seems pretty good.
88. Send timely information periodically to neighborhoods/organizations, group leaders so they can sort out and share as needed with their neighbors/friends/associates.
89. Show residents in areas that feel they have no voice that as a resident of the city, they have a voice and it matters.
90. The council can be more visible and when they are they need to mingle with the residents and not huddle together. The city can sponsor more community events.
91. The many outlets are good... website, CGTV, emails, etc.
92. The university has a system where it texts stuff to students, major event, etc. Perhaps the city can do the same.
93. Things are available to me if I need them. I think things are fine.
94. Things are fine the way they are. I am satisfied.
95. This is difficult - some citizens do not want to be bothered with all the details of government, until there is an issue that is important to them. The magic formula is making sure people know where to go when they DO want an answer - by being efficient and effective with our information. I think a variety of choices: web, twitter, CGTV, USPS mailings, flyers, "town hall meetings", and working with the media to "share our story" are all necessary components that need to be balanced. No small job here!
96. This is difficult. There are so many ways people (myself included) get information. I think the only thing you can do is try to get information out to every form a media outlet. I get postcards from the city and they work pretty well for me. I believe email is one of the most effective and efficient forms of getting information out. Facebook, twitter, etc. are new and may not be well understood by many at the city but the communications office can certainly use them while they are popular. Then something else will come along and the communication department will maybe want to get on board with those technologies.
97. Unsure.
98. Utilize more mailings.
99. Via email.
100. Website organization.
101. Work on website. Have new content so it is fun to check back and get updates. No reason to look there unless I have a question -- need to be more interactive.

