



**2024**

Strategic Communication Plan

**CITY OF MADISON  
ENGINEERING DIVISION**

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## TARGET AUDIENCES

- General Public
- Media outlets
- Neighbors (people living near major Engineering project sites)
- Contractors
- Potential Contractors, Companies
- Engineering Division Employees
- City of Madison Employees
- Community Partners
- Law/Policy Makers: Common Council, Mayor, State and U.S. Representatives
- Engineering industry experts



# CORE MISSION

The mission of the City of Madison Engineering Division is to provide a multi-faceted combination of Public Works services to the residents and customers of Madison in a fair and consistent manner that allows for and encourages public input. The Engineering Division is responsible for the surveying, design, construction, mapping, GIS and maintenance of city facilities, streets, highways, sidewalks, bike path construction, bridges maintained by the City of Madison, stormwater facilities and sanitary sewers. The Division is responsible for all aspects of the Stormwater Utility, Sewer Utility and the Landfill Fee.



# OVERVIEW

The City of Madison Engineering Division Strategic Communication plan is a process to raise awareness of City Engineering services, educate the public on its services and processes, provide information to the public who need it, provide information to elected officials and increase community engagement through a proactive approach to public information sharing and communication.

The work Engineering does is not only necessary for the improvement of the City and to serve the residents, but it can also be disruptive. Because of the nature of the work and services

Engineering provides, communication is essential to maintaining an open, positive relationship with the residents who expect the best service for the resources they use every day.

This plan will support the Division’s mission to connect clearly with the community, even further than the minimum requirement. This plan will position the Division in a way where anyone who reads this plan, will be able to communicate both formally and informally to provide clear and consistent messaging. This plan will also share ways to measure the effectiveness of each method. The Engineering Division’s Public Information Officer is responsible for keeping the communications plan updated. The PIO is also responsible for making sure the plan is carried out and shared each year.



# GOALS

## 1. Increase public knowledge of Engineering services.

Use communication tools on every medium to share educational information about Engineering processes, tools and the people providing services to the City. Ensure the communication tools consider how we reach disadvantaged populations including low-income populations and people of color. This includes information about street design, mapping, Stormwater Utility, Sanitary Sewer Utility, environmental, construction inspection, facilities and sustainability. Make a prominent, proactive effort especially during projects that disrupt the everyday lives of residents. Use Engineering podcast, Facebook page, website and Twitter to expand on topics.

## 2. Engage with community on projects proactively and clearly.

Through a proactive public information process, Engineering should provide frequent and understandable information during every part of the public engagement process for each project. Provide fact sheets with clear information, conversational and concise letters and/or postcard invites to meetings, along with an engaged, respectful, open-minded approach to public information meetings. When appropriate, provide a survey (questionnaire) for residents to provide direct input on aspects of a project. The follow up after public information meetings should be supported by digital materials online on the project webpage, including presentation materials and recordings, if available. This also makes information accessible to as many people as possible.

## 3. Increase transparency with public and media through all projects.

Share information regularly throughout the project development process as the plans and specifications are developed and post relevant information on the Engineering website. Share information with residents, elected officials and public to ensure diverse populations have access to the information. Major street projects will require more effort to reach stakeholders, which may include additional meetings (virtual or consider in-person) and mailings. Share information about the construction aspects of projects and significant items impacting schedule or access during construction. This includes pre-construction letters, postcard invites, social media updates, letters about changes in timeline of projects, etc. Share regular press releases about project progress on main streets.





#### **4. Make a positive footprint in the community by sharing Engineering programs, initiatives.**

This includes Adopt-a-Median program, Salt Certification program, sharing how leaf management impacts water quality in local waterways, pervious pavement projects, GreenPower program, Operation Fresh Start Program, Roger Bannerman Rain Garden Program, School raingarden program, Watershed Studies, Preventative Maintenance Approach to Sewer Cleaning in the City and more.

#### **5. Keep local elected officials informed.**

Elected officials, typically the Mayor and Madison alderpersons must be informed about projects, programs and legislative matters impacting them and their districts. Any changes made to projects that differ from information previously provided must be promptly given to them. The goal is to inform the alders prior to informing the general public or, at a minimum, concurrent with information provided to the general public.

#### **6. Communicate efficiently with the community during emergency situations.**

Implement a streamlined, efficient process to communicate with property owners, residents, businesses and visitors during a crisis. Take care to ensure that communications target people who are at risk but not easily reached due to their economic status or their understanding of the English language. Use text alerts, press releases, news conferences and other forms of information sharing as necessary to convey needed information. Provide information on best practices and services the City is providing during the emergency to inform the public, to mitigate damage to property and to reduce the risk of injury or loss of life. PIOs are representing all City agencies and information sharing is managed centrally during an emergency. Communication should be coordinated with the Mayor's Office when possible, however, this requirement should never prevent the timely distribution of information during an emergency.

# OUR RESJ APPROACH, AN EXTENSION OF CITY'S FRAMEWORK

THE CITY OF MADISON HAS ALWAYS valued public participation and has worked hard to create opportunities for its residents to help create and inform various projects, programs, and policies. While many residents have taken advantage of opportunities such as serving on various committees or participating in public meetings, many others have not. Often, the opportunities created for people to participate in city processes left out many voices. Our City's processes tend to reinforce the status quo and give more weight to those who have more free time and know how to access and navigate systems and institutions. As a result, we leave out the needs and priorities of those with less political and social capital – oftentimes Black, Indigenous, and People of Color (BIPOC).

In order for the City of Madison to have inclusive processes, staff must commit to three principles:

1. Be willing to center BIPOC voices and others who have historically been marginalized. We must be explicit about this, in order to gain the trust of the very people we say we want to include.
2. Recognize that as members and employees of this institution, it is our responsibility to engage with people; not simply create opportunities for people to engage with us. Go to the people. Talk to them. Listen to them.
3. Embrace your role as employees and stewards of an equitable and inclusive process, by elevating and incorporating the feedback received from BIPOC and other communities historically left out of the decision-making processes.

This has been found especially difficult since final decisions are made in public meetings, where if the last person is compelling, their argument can easily drown out issues raised earlier. It is our responsibility, as employees and policy-makers for the City of Madison, to be the guardians of the process and to value the feedback provided by historically marginalized communities.

Read more in depth on the City's RESJI Public Participation Guide: [www.cityofmadison.com/civil-rights/documents/RESJI\\_PublicParticipationResourceGuide.pdf](http://www.cityofmadison.com/civil-rights/documents/RESJI_PublicParticipationResourceGuide.pdf)

To support this effort, the Engineering Division has an Equity Team, which includes representatives from the various sections with the Division. Each year, the team develops an Equity Action Plan, to focus on making improvements to various policies or processes within the Division that may not be as equitable as they could/should be. This may include improvements to our communications in a variety of ways. The [Equity Action Plan](#) is available on Engineering's intranet site, [GEAR](#).



# TRANSLATION

The City of Madison Language Access Program provides access to City services for people whose primary language is not English. We are committed to improving accessibility for all. Members of the public have a right to request accommodations, translation, and interpretation services so they can meaningfully participate in all City services, programs, and activities.

The City's [Language Access Plan](#) informs City of Madison staff, leaders, elected officials, and contracted vendors on policies, procedures, and practices for meaningful access to City services.

Main contact:

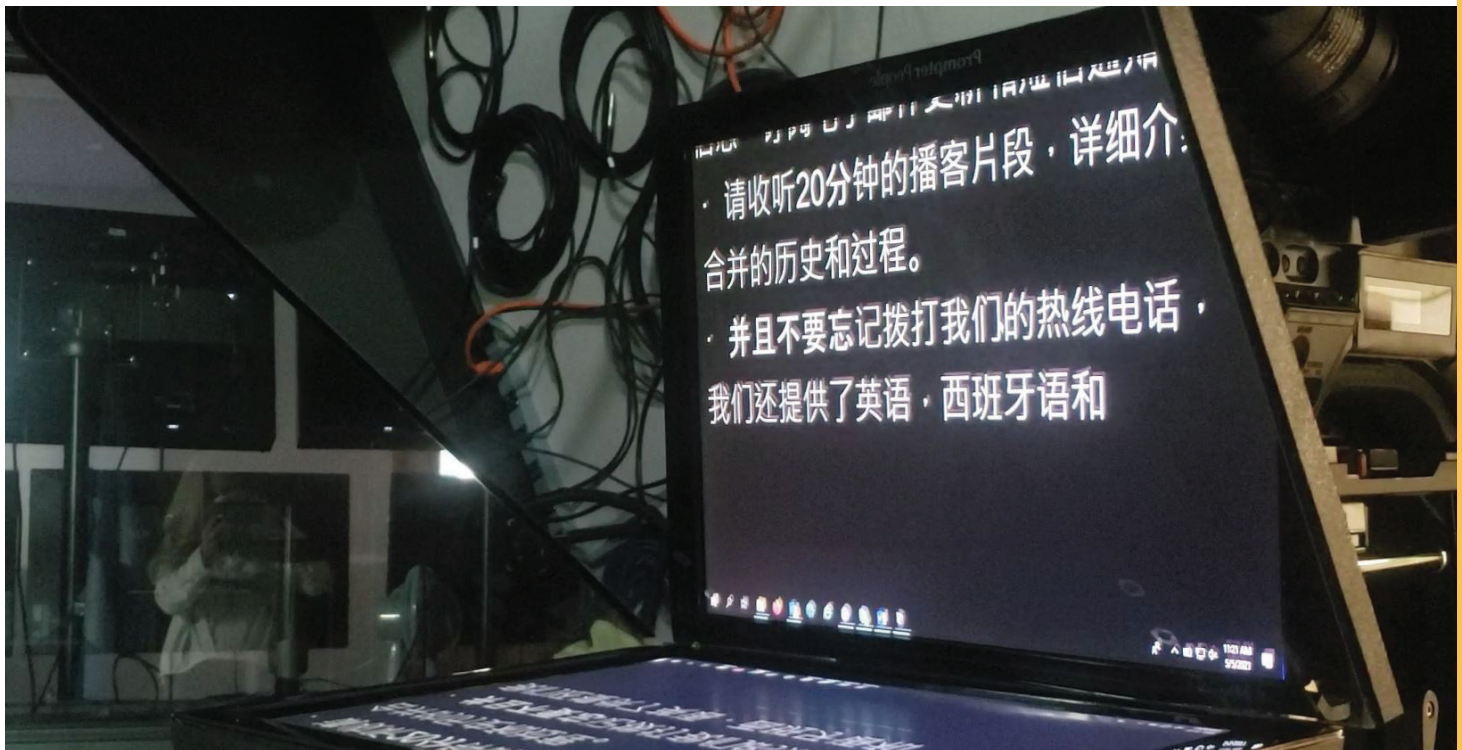
[LAP@cityofmadison.com](mailto:LAP@cityofmadison.com)

(608) 266-4910

In Engineering, the intent is to translate all press releases and offer in Spanish at the same time as offering information in English. It is also our intent to offer social media posts in both English and Spanish when it comes to graphics. Anything printed, should also be offered in Spanish as a minimum, and can increase in different languages depending the project and audience. This expectation includes newsletters both printed and digital, and anywhere we can translate the external website into Spanish as well.

The process for a standard piece of content to translate (press release/blog/copy for social media/newsletter) is as follows:

1. Create content in English.
2. Get English version of content approved through relevant staff.
3. Submit approved English version of content to [LAP@cityofmadison.com](mailto:LAP@cityofmadison.com) for translation into Spanish. Add additional languages as necessary.



## COMMUNICATION TOOLS

### City of Madison Engineering Division website

This website is the hub for all information about Engineering's services and how they're impacting the public. There are articles of initiatives, programs, latest news and ways to stay connected on projects. Regularly updated to reflect timely information and news.

### Social Media (Facebook, X, YouTube, Instagram, Flickr)

Social Media tools provide a more personal, behind-the-scenes look at how Engineering crews perform services for residents. This medium is also used to keep the general public updated on projects, changes in projects and upcoming public information meetings. Accounts are updated regularly with photos and videos. YouTube is where Engineering videos are stored. Links from YouTube are embedded on the Engineering Website.

### Flickr

Flickr is a social media website Facilities Management uses to showcase photos of project progress to the public. FM typically posts to the Flickr and links to it from the projects page.

### Project Pages

Project pages are created within the Engineering Website for all projects Engineering leads. On each page, there are timelines, description of the project, upcoming public information meetings, and materials from prior engagement. Links to photos showing progress are sometimes used. These pages are updated weekly, or more frequently as changes arise in projects.



### Everyday Engineering Podcast

This tool is used to educate the public and to reach a different demographic and audience than traditional email, mailers and social media. Podcast episodes go deeper into a topic with the experts. Posted two-three times a month.

### Waterways Newsletter

This stormwater and sewer utility newsletter is an annual mailer sent to all Madison residents. This focuses on information from the Engineering Stormwater Utility and Sewer Utility section.

### The E Newsletter

The E Newsletter is a monthly resource of internal communication that goes out to City of Madison Engineering Division employees providing them need-to-know information. Information comes from monthly manager meeting, human interest articles from staff, promotions, openings, exits and data from media outreach from the month, which includes social media analytics, press releases and media coverage of Engineering programs.

### Email Lists

Email lists are direct, targeted communication with subscribers grouped based on topics of interest and projects. Whenever there is a communication, project update or information of interest that would impact the email list recipients, project managers or public information officers send information through this tool. Topics include: flooding, bike updates, salt certifications, project updates, road closures, reconstruction.

## **Press Releases/Media Relations**

Engage news organizations through relationship-building, press releases and social media; facilitate news stories by responding quickly to information requests and coordinating interviews. Generate press attention.

## **Mailers, Postcards, Letters**

Mailers, postcards and letters are printed information that maintains consistent Engineering Division brand image and messaging. These are mailed out to notify residents impacted by projects, assessments, changes in the timeline of a project, invitation to upcoming public information meetings, public hearings at Common Council and the Board of Public Works. In some instances, such as special assessment notices, these notifications are required to comply with specific legal requirements for notices and in those cases, staff must understand the requirements imposed upon the City by law.

## **Video (YouTube, Facebook, X, Instagram)**

Engineering Videos are short, informational, clips either professionally produced through City Media Team or shot on cell phones highlighting Engineering employees, infrastructure and initiatives. These videos are posted on social media and the Engineering YouTube page, and may be embedded on Engineering webpages, such as project pages.

## **GEAR**

GEAR is the Engineering Division's internal website geared toward employee growth, engagement, accessibility and resources. This internal website lives on the City's internal intranet and includes all resources employees need.

## **SiteImprove**

SiteImprove is a web-based software tool that crawls websites and reports back on quality assurance issues, such as broken links and misspellings, and accessibility issues measured by the W3C Web Content and Accessibility Guidelines (WCAG). The Engineering Division admin team works with PIO to keep up with accessibility edits on the Engineering website. Include Link to SiteImprove WorkPlan in Appendix.

## **All Hands Meeting**

The All Hands Meeting is a video communication that the PIO shoots, writes and edits based on 7-8 main sections of focus and highlights determined by PIO, Deputies and City Engineer. The PIO hosts the collection of 7-8 pre-produced videos to combine into one large meeting video. The All Hands Meeting video is then uploaded to the Engineering Division YouTube, and the link is then shared out divisionwide.

## **Alders**

Inform alders of projects and/or other engineering project issues relating to their districts. Leverage the alders' existing communication networks/email lists to distribute information to community members.

## **Engineering Employees**

Employees who work directly with the public are the face of the Engineering Division. Informed employees can engage with public during the course of routine work and interaction.

## **Engineering Customer Service Administrators**

Our administration team, located downtown in the City-County Building and at Emil Street communicate daily with the public either face-to-face or via phone with resident questions and concerns about different projects, programs, permits, utility user charges and more.

## City of Madison Flooding Website

This separate, Engineering content-provided website is a compilation of flood-related information for the general public. This website includes resources for anyone directly impacted by the flooding the City has experienced, anyone trying to prevent flooding from impacting their home or anyone still recovering from flooding. This website is updated with timely information on the City's watershed studies undertaken to provide solutions to flooding and to provide information during a flooding emergency. Information during a flooding emergency includes providing information on areas impacted by flooding, potential for additional flooding, potential for urban flash flooding, potential for lake level flooding and what residents and businesses can do to help protect themselves from flooding.

## Flooding Text Updates

Web-based tool used to quickly distribute updated information during an emergency through text.

## Press Conferences

A communication tool to share information and leverage the Media as open lines of communication to the public. Press conferences are to communicate big initiatives, timely projects, programs and/or changes with the public, through the media.

## Internal City Digital Signs

Digital signs are a tool to share information internally, City-wide and with anyone who walks through City buildings with digital signs. Information about Engineering mediums may be displayed, upcoming public information meetings or emergency communication. These monitors are mostly located in CCB or MMB.

## Community Partnerships

Community Partnerships connect the work Engineering does with the work of trusted community organizations. The intent is to build advocates and amplify messaging.

## Virtual Public Information Meetings

A virtual public information meeting is a meeting held on Zoom where City staff involved in a project present, engage and ask for feedback from the public. The Public Information Officer hosts the meetings and works with the project manager on formatting, flow and moderating the Q and A session.

## In-Person Public Information Meetings

In-Person Public Information Meetings are a more formal meeting where project managers and the team of experts involved in project as a whole solicits feedback and engagement from the general public on specific Engineering projects and initiatives through in-person outreach, a question and answer panel and presentation by staff. Schedule public information meetings for projects with the Alder(s) of the district(s) that the project is located in.

## Focus Group Meetings

Focus Group Meetings are meetings where project staff lead face-to-face meetings to get direct feedback from the community and to answer questions tailored to specific areas impacted by a project in the specific neighborhood.





## KEY INITIATIVES FOR 2024

- Complete Engineering Communications Plan
- All Hands Meeting in Fall
- Begin planning for translating all of engineering website in Spanish
- Build out GEAR Video Library
- Stormwater Week 2024

# SOCIAL MEDIA STRATEGY

City Engineering has a Facebook page, X page, Flickr, Instagram, Podcast and YouTube Channel. Content is presented differently based on the medium. Social Media is another way Engineering is able to engage and connect with the community. These tools should be used regularly and leveraged to expand the Engineering's reach within the community. These tools should not be depended on, however, used to enhance and further the reach of information on Engineering Projects and the Division as a whole. Social Media handles are (other than Flickr, Podcast, YouTube), is managed by AgoraPulse Social Media Management Tool.



## Facebook

- » Post 3 times a day during peak online traffic hours (6 a.m., noon, 4 p.m., 7 p.m.)
- » Post always with a visual (video, photo, infographic, etc.)
- » Engineering's Facebook started in 2018. We want to grow this audience.
- » These posts can be human, show behind the scenes perspectives and personality of projects, staff and public interaction.



## X

- » Post at least 3-5 times a day, when information is available.
- » Posts don't always need visuals, however, preferred
- » Engineering's X started in 2018, we want to grow this audience.
- » These posts can be informational and to the point. Retweets are encouraged as we try to build our audience.



## YouTube

- » This medium is used to store all videos we create in Engineering. Videos are posted here, then are embedded into our website.
- » Engineering's YouTube started in 2021.



## Instagram

- » Posts always need visuals
- » Engineering's Instagram started in 2023
- » These posts can be informational but more creative, especially the visuals.
- » Sharing to the story vs. The post on the grid should be different, but both creative.
- » Post to Instagram as needed, and post to stories as much as you can.

## Social Media Access

- » Engineering PIO has full access and is primary person to oversee strategy, content to all social media accounts. In addition to the PIO, some ENG Administration Employees also have access to social media.





## PUBLIC ENGAGEMENT PROGRAM

***This program is not complex, nor is our communications approach with the community:  
Be transparent, personable, human, equitable, clear, helpful and professional.  
Make a special effort to reach hard-to-reach populations.***

### City Engineering staff connects with the public through these main instances:

- Informally in person, via phone or via email
- In person during public information meetings
- Virtually during virtual public information meetings
- In person through focus group meetings and on-site meetings

### The Engineering Public Information Officer (PIO) oversees the public engagement program, specifically for public information meetings. The PIO works alongside Project Managers (PM) for outreach:

- PMs should use public information meeting notification and presentation templates in the [PIM Doc Package](#). Coordinate meetings with impacted Alder(s).
- PMs are responsible for pre-notification to residents via postcard and mailings, but built with consistent branding, templates and structure from the [PIM Doc Package](#). Copy impacted Alder(s) unless prohibited during elections (more than 50 notices mailed cap). When prohibited because of elections, forward a copy to the Alder, but do not put the Alder's name on the invitation.
- PIO supports PMs with digital outreach for pre-meeting promotion with social media, City web updates.
- PIO works with PMs on the PIM presentation. PIO emcees, PM presents.
- PIO moderates the Question and Answer session during PIM. PM answers questions.
- Scheduling of PIMs, all dates should be requested and held in the PIO's Outlook Calendar.
- PIO handles technical set up of virtual PIMs and pre-PIM run-throughs if needed with PM.
- All updates to project pages should be emailed to PIO to post.

## PRESS RELEASE APPROVAL FLOW

Press Releases are just one of many tools included in the Engineering Division Communications Plan, but they need direct sign off through a number of people in the Division. The standard information gathering and approval process includes the following:

- **Topic idea presented** to PIO from City staff or leadership who want more press. Topic idea can also be something the PIO decides needs extra promotion or a public launch regarding a new program, topic or is newsworthy. Press Releases are for the PRESS, to GENERATE media excitement or coverage around a particular topic.
- **PIO writes first version with holes of press release.** After gathering information about the topic, the PIO writes the first version with holes and questions needed to write a professional press release. Sometimes all information is provided in topic generation step, but sometimes follow-up questions and additional information is needed.
- **PIO sends first version back to person who provided information/or topic expert for review/edits.** Typically copy the deputy who it impacts.
- **Topic expert sends version back to PIO with track changes.**
- **PIO applies/reviews edits/comments.** Moves version to City Engineer for final sign off/edits.
- **PIO applies/reviews edits/comments from City Engineer.**
- **PIO posts press release.** PIO posts to City of Madison Engineering website, social media, email internally to City Engineering Division, Local media, City PIOs, Mayor's Management and All Alders.

# ALDER COMMUNICATION

The City of Madison has 20 alders who represent 20 districts in the City. When Engineering does a project in any of the districts, project managers are expected to communicate with the Alder(s) impacted by the project regularly, clearly and often.

Alders are valuable tools to learn the needs of a specific district, neighborhood or area. They work directly with the property owners and residents of the district. They also share updates on the project on their blogs, through neighborhood meetings and verbal communication.

Alders should be notified, via email at a minimum, during the following points:

- Pre-planning, designing
- Board of Public Works scheduling
- Common Council scheduling
- Public Information Meeting Scheduling
- Significant issues impacting the design
- Start of Construction
- Significant changes in the plan during construction
- Significant issues impacting the project or project schedule
- End of Construction
- Press Conference Scheduling and Events





## 2024 KEY COMMUNICATION AND OUTREACH ACTIONS

### FIRST QUARTER (JANUARY - MARCH)

- Press Conferences: Hanson Road
- Virtual Public Information Meetings: N Franklin Ave. And Stevens St., West Wash. Henry, Starker Avenue, Pheasant Branch Enhancement, Monona Terrace Light Tunnel, Hermina Union, Tancho Bike Path, District 19 Sidewalk Repairs, Doncaster, Beverly and Danbury
- Bid Talks: Village on Park, Rennebohm Park Shelter, Country Grove Park Shelter, Bartillon Homeless Shelter
- DPCED PIO Interview Panel
- MPO Communications PIO Consulting
- Salt Awareness Week Jan 21-27, 2024 Promo push
- FEB: Women in Construction Planning Begins, schedule shoots, edit, promote with PR, Media, internal communications
- DCR Prime-Sub Networking Event Feb. 1 Virtual
- DCR Comms Plan Consulting/Building
- Semi Annual Contractors Meeting Virtual
- National Engineers Week Feb. 18-24, 2024
- Sat on APM 2-52 Team for Consulting
- Women in Construction Week March 3-9, 2024 PR Campaign
- AM Live TV Promo: WIC Week
- Groundbreaking Planning Begins for State Street Garage
- Alder Onboarding Video Planning begins
- 2 Megawatt Press Event Planning Begins
- Organized Citywide Cuppa Comms Social Event
- [Press Releases](#)
- [Blog](#)

## SECOND QUARTER (APRIL - JUNE)

- Press Conferences: 2 Megawatt Event
- Virtual Public Information Meetings: John Nolen Drive Watershed Study No. 2, Prairie Hills Detention Ponds, District 11 Sidewalk Repair, Badger Rusk Shared Use Path, West Towne Path Phase 2a, Olin-Turville Court/East Lakeside St. Resurfacing,
- Bid Talks: WPCRC
- Review SurveyMonkey Deadline every year April 1.
- ENG Trainings: 2024 Ethics and Professional Conduct Training Virtual
- AASPIRE PIO Intern Interview Panel
- Waterways content planning, writing begins
- Stormwater Awareness Week Planning begins
- Midwest Renewable Energy Fair, Custer, Wis.
- AASPIRE PIO Program prep, program begins
- Presented Social Media Marketing PP for ENG Management Meeting
- May: Begin to schedule Street Meets
- VIDEO: Robin Greenway Social Media Video
- June: AASPIRE PIO Intern begins, full first week of onboarding
- June: Streets Meets Shoots
- VIDEO: Op 1 Video Shoot
- [Press Releases](#)
- [Blog](#)

## THIRD QUARTER (JULY - SEPTEMBER)

- Virtual Public Information Meetings: Sauk Creek No. 2, Pennito Creek Watershed Study, Spring Harbor Watershed Study No. 4, Commercial Ave. Sanitary Sewer, Nine Springs Watershed Study, McArthur Sycamore
- Wisconsin Stormwater Week
- Engineering Division First In-Person All Hands Planning Begins
- Waterways Wraps Up for Review and Print
- AASPIRE: WISC Tour, Lunch and Learns, WSJ Tour, WKOW Tour
- Podcast Recording, Writing
- AASPIRE Networking Event In Person
- Road Construction Communications Outreach Planning Begins
- Event: City EV Ride and Drive Day
- All Hands Meeting Planning Underway, Shoots Begin
- [Press Releases](#)
- [Blog](#)

## FOURTH QUARTER (OCTOBER - DECEMBER)

- Press Conferences: Autumn Ridge Path Ribbon Cutting
- Public Information Meetings: Warner/Cherokee Watershed Study No. 2, Sauk Creek Corridor, John Nolen Drive Reconstruction, Mineral Point Road Business, Mineral Point Road Residential, Evergreen/Ohio/Sommers, Nakoma Sidewalk, Meyer Avenue, Sauk Creek Greenway No. 4, Resurfacing 2025
- Bid Talks: Hoover, CCB Remodel
- 2024 In-Person All Hands Engineering Division Meeting
- VIDEO: Public Market Walk and Talk
- VIDEO: Thank You 2023
- Semi-Annual Contractor Meeting Virtual
- Organized Fall Cuppa Comms for City PIOs
- [Press Releases](#)
- [Blog](#)

## MEASURES OF SUCCESS

The success of the Engineering Division’s Strategic Communication Plan can be measured through growth in our social media followers, email list subscribers, web page analytics, media mentions and participation in our programs and community meetings.

Measure	2024
Flooding Alert Text Messages	0
Number of Media Requests	54
Number of PIM Notifications (email, postcard, letters)	33,071
Public Information Meetings (2023-2024)	31
Bid Talks (2023-2024)	7
Focus Group Meetings	0
Website Views	220,385
Total Page Views to Projects Landing Page	12,011
Press Conferences	3
Videos Produced on Social Media	57
X Follows	557
Facebook Likes, Followers	1,269
Facebook Reach	~



# APPENDIX

There are a number of supporting tools to help accomplish this communication plan as indicated below:

- City of Madison Engineering Facebook Page (2019): [www.facebook.com/CityOfMadisonEngineering/](http://www.facebook.com/CityOfMadisonEngineering/)
- City of Madison Engineering Twitter Page (2019): [www.twitter.com/MadisonEngr](http://www.twitter.com/MadisonEngr)
- City of Madison Engineering website: [www.cityofmadison.com/engineering/](http://www.cityofmadison.com/engineering/)
- City of Madison Engineering Podcast “Everyday Engineering”: <https://link.chtbl.com/Eng>
- Public Information Meeting Template Toolkit
- [Media Training Presentation for Operations Crews](#)
- Citywide Crisis Communication Plan
- Citywide Communication Plan
- [Document Services](#)
- [Media Team](#)
- [Printing Services](#)
- [Public Information Officer Lists](#)
- [Web Team](#)
- Style Guide: Presentations
- [Style Guide: Logo Use](#)
- [Style Guide: Text Format Guide](#)
- [Style Guide: Map Standards](#)
- [Plain Language Guide](#)
- City [Photo Library](#)
- [Marketing Tools](#)
- [Marketing Policies, APMs](#)
- Press Toolkit (press advisory use, template, press conference use, template, press release use, template, how to set up a press conference)
- [City of Madison Traffic Cameras](#)
- [Helpdesk](#)
- [EmployeeNet](#)
- SharePoint
- [Reserve a Car: City Pool Vehicles](#)
- Action Plan Template
- [RESJ Participation Guide](#)
- [Language Access Plan](#)
- ENG SiteImprove Strategy Document (see pages 19-20)

# ENGINEERING DIVISION SITEIMPROVE STRATEGY

## What SiteImprove Is

A web-based software used to comb through City websites to evaluate accessibility, plain language, reading level, misspellings and broken links and documents. It is not limited to those features, but the tool is used to make our information on the web more accessible, readable and understandable to the general public.

## How We Use SiteImprove in Engineering

We use SiteImprove to re-assess technical terms and consider plain language replacements so the community can understand our processes more clearly. We also use SiteImprove to double-check that all documents and links are active. In Engineering, we do a lot of document work, and the community needs to access these documents through active links because projects impact and disrupt them through construction, as an example.

## Why We Use SiteImprove

We need to be better at speaking plain language. Majority of our webpages at this time (April 2023) are at high school and college readability levels. Our goal is to make sure all information is at a fifth grade reading level for the general public to understand.

Some terms may need to be shared technically, however, when using the technical term for first time, there should be a plain language definition.

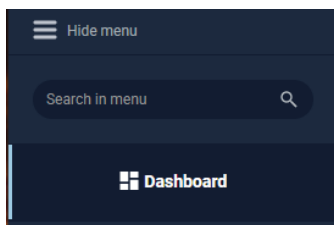
It provides tools to allow us to evaluate the usability on multiple levels, including surface level details (like broken links) to a deeper level focusing in on accessibility.

## Priority Areas (specific topics in the site)

- Broken links
- Broken links in PDFs
- Misspellings
- Words to Review

## How to Navigate SiteImprove

The Dashboard is the main landing page from which to navigate to the most commonly used tools and information. You can find the Dashboard on the left side menu.



If you can't see the left menu, click "Show Menu" in the top left corner.

From the Dashboard, you can bring up different metric landing pages by clicking on the arrow next to "Content Editor" near the top of the page. That will bring up a drop down menu with

dashboard names corresponding to different metrics. You can view site information through these different metric filters through the content editor to focus on different areas of the site which include: Content, Documents, and Readability.

A screenshot of a dropdown menu with the text 'Content Editor' and a downward-pointing arrow.

Changing the dashboard name will change what the Dashboard defaults to. So remember to change it back to the desired option after exploring the different options.

## Link to SiteImprove

<https://my2.siteimprove.com/Dashboard/26956182679/26513702974/48331219089/Custom/Dashboard/Index>

## How to Request Access

Need to request access through Hannah Mohelnitzky, the Web IT Authorized Contact for SiteImprove, hmohelnitzky@cityofmadison. Hannah will then request to IT, and IT will set up a training with new user.

## Flow of edits from ENG Staff to SiteImprove Admins—Flow Chart

Staff finds error → Staff emails error with link to [ENGWeb@CityofMadison.com](mailto:ENGWeb@CityofMadison.com) → ENGWeb Staff replies to email/copies ENGweb to let everyone know they're working on it → edit done

## How to measure success: quantify what numbers we will focus on

- Broken Links, Goal: 0
- Broken Links in PDFs, Goal: 0
- Misspellings, Goal: 0
- Words to Review, Goal: 0 or under 10 consistently
- Readability Level: at least 75% of website 5th Grade Reading Level

## Who has access

- ENGWeb Team
  - » As of 2023: ENGWeb consists of: Johanna Johnson, Lesley Parker, Heidi Fleegel, Hannah Mohelnitzky