



2026

Strategic Communication Plan

**CITY OF MADISON
ENGINEERING DIVISION**

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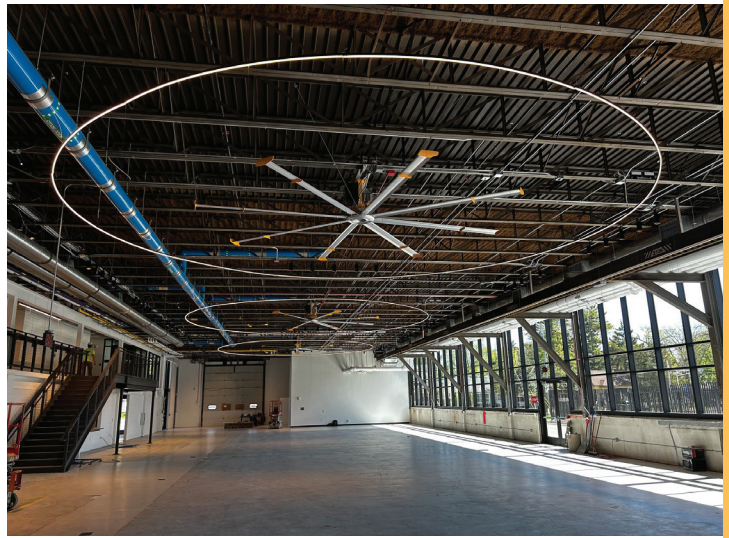
TARGET AUDIENCES

- 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's Strategic Communications Plan establishes a proactive approach to raising awareness, improving understanding, and strengthening engagement with the community.

Through this plan, the Division aims to:

- Increase public awareness of Engineering services and projects
- Educate residents on processes, timelines, and impacts
- Provide timely, accurate information to the public and elected officials
- Foster meaningful community engagement

Engineering projects are essential to maintaining and improving the City's infrastructure and quality of life. At the same time, this work can be disruptive to residents' daily routines. Clear, consistent communication is critical to maintaining trust and supporting a positive relationship with the community.

This plan supports the Division's commitment to going beyond minimum communication requirements by ensuring messaging is accessible, transparent, and easy to understand. It is designed so that staff at all levels can communicate effectively—both formally and informally—while maintaining consistency in messaging.



Additionally, the plan outlines methods for evaluating the effectiveness of communication strategies to support continuous improvement.

The Engineering Division's Public Information Officer (PIO) is responsible for maintaining, updating, and implementing this plan, as well as ensuring it is shared annually.

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 podcast, website and social media 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.



Tancho Path



Bartillon Men's Shelter

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](#)

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](#).



Take Your Kids to Work Day 2026

TRANSLATION

General Approach

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

(608) 266-4910

Engineering Digital Content

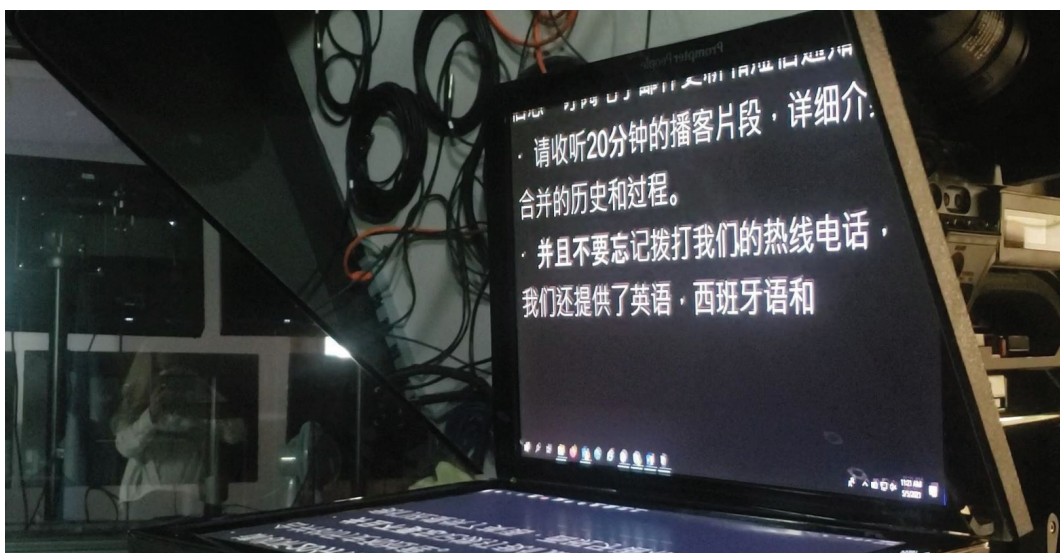
In Engineering, the intent is to translate all press releases and offer in Spanish at the same time as offering information in English. It is also our intent to offer social media posts in both English and Spanish when it comes to graphics. Anything printed, should also be offered in Spanish as a minimum, 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 for translation into Spanish. Add additional languages as necessary.

Engineering Mailings

The City of Madison Engineering Division applied recommendations from the Engineering Division Equity team to include language in Spanish, Traditional Chinese and Hmong on most Engineering mailings that offers translation services for residents during the public engagement process. This recommendation was implemented in 2025.



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 an annual in-person meeting that happens in the fall each year. The meeting includes videos, verbal updates and a number of speakers that share information from the City Engineer.

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, via email or 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 or virtual meetings to get direct feedback from the community and to answer questions tailored to specific areas impacted by a project in the specific neighborhood.

Cross Agency PIOs Partnerships

Partnerships are important between public information officers across the City. PIOs for each agency share resources, experiences and coordination for a number of projects, including joint press releases, conferences and meetings.



KEY INITIATIVES FOR 2026

- 2026 All Hands Meeting in the Fall
- Flooding Communications Plan Creation, Implementation
- Complete a Work Plan Template for Engineering PIO
- VIDEO: Op 1 Practical Test Video in Three Languages with IT Media
- Citywide Website Accessibility Overhaul (Engineering website + Flooding website)
- Emergency Flooding website Update
- 2026 Women in Construction Promotion
- Organize PIO photos in one central location on OneDrive
- Facilities Management Communications SOP
- Produce Video Trainings for GEAR:
 - » [Agorapulse Explainer Training](#)
 - » ENG COMMS: What is your PIO—Working Together to Make Your Life Easier
 - » ENG COMMS: Public Information Meeting Process- Coming soon!
 - » ENG COMMS: Media Requests Approach- Coming soon!
- Establish annual Library Touch the Truck Events – Twice a Year. Touch base on this planning with Library (2027)
- Street Reconstruction Video Outreach Series to post on website + Social Media (Planning begins 2026, start implementing in 2027) Begin with PowerPoints with information on each.
 - » Ep. 1: What is Road Reconstruction?
 - » Ep. 2: Assessments: What are they and what are my options
 - » Ep. 3: Overall Process of Road Reconstruction
 - » Ep. 4: Our public outreach touchpoints during Road Reconstruction—where you have a say
 - » Ep. 5: Reconstruction vs. Resurfacing Vs. Chip Sealing Vs. Crack Sealing
 - » Ep. 6: Public Right of Way for the public good
 - » Ep. 7: The public information meetings: goals, what to expect as a resident, how to engage with city staff
 - » Ep. 8: Pavement Management Crack Sealing Chip Sealing importance of this --- how it expands the life of pavement, saves resources, taxpayer money, stretching the life of our streets
 - » Ep. 9: What is Complete Green Streets?
 - » Ep 10: Decision Making Process for Design
- Rebrand + Relaunch Podcast Fall 2026
 - » IDEA: Complete Green Streets Update
 - » IDEA: Traffic Engineering ideas from Kristin
 - » IDEA: Madison Public Market Update
 - » IDEA: Imagination Center Update
 - » IDEA: Flooding update/what we do cleaning grates, etc.
- Provide the first Annual Report for Engineering 2026: (Possibly a one page snapshot for the year) (2027)
- Improve Social Media Presence
- Regent Street – top 5 improvements Videos



John Nolen Drive Reconstruction

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 Management 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. The City currently uses a social media management tool named AgoraPulse





Country Grove Ribbon Cutting

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. PIO uses Teams for sharing and revisions. 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



QUARTERLY WORK PLAN FOR ANNUAL EFFORTS

This portion of the Communications Plan lays out planning and expectations for efforts the PIO performs yearly. This does not include unique-to-year videos or projects.

**Asterix indicates kickoff and/or completion of project*



FIRST QUARTER (JANUARY - MARCH 2026)

JANUARY

Women in Construction Planning:	- IT Shoots scheduled for January, complete shoots. - PIO should attend all shoots for interview/take headshots.
Winter Salt Week Planning:	- Launch Salt Awareness Promo Campaign - Timing: Launch is Jan. 25-29, 2027 - Post Blurb in The E
*Alder Onboarding Video Planning (KICKOFF):	- Reach out to deputies for edits on current PowerPoints: Budget Overall, Engineering Introduction, Engineering FAQ - Begin Updating script for budget overview slides, comb through budgets and update scripts. Update the slides according to the script updates - Timing: Launch by April 1
*Engineering Org Chart Planning (KICKOFF)	- Make asks to IT Web for Web numbers - Begin updating Communications plan from last year
Engineering Work Plan/Communications Plan Update Planning	- Make asks to IT Web for Web numbers - Begin updating Communications plan from last year
*Engineering Annual Report Planning (KICKOFF):	- Begin asking for information on topics. - Timing: Deadline to get content late February.
*Severe Weather Awareness Week Planning KICKOFF:	- Set up meetings with ENG team (including other agencies? Different than flood awareness Week planning) - Put together plan (Blog + Videos for Social + Podcast?) - Timing: Launch is April 8-23, 2025
Flood Awareness Week Planning	- Timing: Launch is in March - Meet again on progress with all PIO agencies involved with Severe Weather Awareness Week: (PH-Fire-Eng-TE-Police-Streets) - Everyone writes a blog + shares each other social posts + social media video
National Engineers Week Planning	- Timing: Launch in Feb. 21-27, 2027 - Content writing. - Write Blog/Press Release to post in February. - This PR campaign will showcase different areas of engineering along with timely topics. Video talking about what they do/why they do it for social media. Blog focuses on timely topics facing engineers today. - Low key approach to push this PR Campaign. All can be worked on via email for blog information. Possibly video for social in office. - Post in The E: Preview it's coming next month.

FEBRUARY

Women in Construction Planning:	- IT Media edits videos, all videos should be complete last day of February. - PIO writes bio writeups with photos of candidates/submits to candidates for approval by last day of February. - PIO preps all social media posts in word document to have ready for next month. - The E Mention: Update that shoots are underway - Write kickoff Press Release about what to expect next month for Women in Construction Week, when it is, candidate names announced. (timing: post/send out last week of February)
Alder Onboarding Video Planning:	- Submit alder onboarding script to Jim and Steve for approval first week February. - Begin editing budget slides and video after approval. - Engineering FAQ typically doesn't need updating annually. - Engineering Introduction typically doesn't need updating annually. - Engineering Budget video and PowerPoint needs to be updated annually.
Engineering Work Plan/Communications Plan Update Planning	- Update all photos on last years comms plan - Submit updated plan to Jim for review by end of month.
Engineering Annual Report Planning	Compile information. Send document to Doc Services.
Severe Weather Awareness Week Planning:	- Content gathering. - Blog + Videos for Social + Podcast - Timing: Launch is April 8-23, 2025
*Semi Annual Contractors Meeting Virtual Planning (KICKOFF)	- Hold Meeting - Schedule/Set up November Meeting. - Email Isaac about new meeting/meeting link, email blast.

FEBRUARY(continued)

DCR Prime-Sub Networking Annual Event Virtual	- Annual meeting that happens every February. - No planning required, ENG PIO typically helps keep staff informed about the meeting.
Engineering Org Chart Planning	- Submit updates from Jim org chart slides to HR to approve. - Agency Org Chart with Jim begins January. - Timing: Launch by April 1
Winter Salt Week Planning	- Write #ICYMI Blog about Winter Salt Week - Write #ICYMI Article for The E about Winter Salt Week *Project complete.
Flood Awareness Week Planning	- Timing: Launch is in March - Meet one last time to finalize content with all PIO agencies involved with Severe Weather Awareness Week: (PH-Fire-Eng-TE-Police-Streets) - Everyone should have content to ENG PIO or plan by mid month (Everyone writes a blog + shares each other social posts + social media video)

MARCH

Women in Construction Planning:	- Timing: Typically first week in March, confirm exact dates each year - Launch Women in Construction Week PR Campaign - PIO posts videos, write ups, social media every day. - The E: WIC Week is here/announce candidates, include additional article full bio for Engineering if posted/if not, include in next months The E. - Post #ICYMI Blog with all articles at end of month. *Project complete.
Alder Onboarding Video Planning	- Complete onboarding videos, email Karen with updated slides and recordings. - Should be complete by April 1. *Project complete.
Engineering Org Chart Planning	- Submit HR approved and ENG approved edits to Doc Services. - Send final to HR to post on the website. - Update Agency Org Chart with Jim Begins January, Finished by April 1. *Project complete.
Engineering Work Plan/Communications Plan Update Planning	- Once approved, submit plan to Doc Services - Post to GEAR, email ENG the updated plan is up. *Project complete.
Engineering Annual Report Planning	- Send plan to Jim for signoff. - Post press release sharing annual report. *Project complete.
Flood Awareness Week Planning	- Timing: Launch is in March 8-12, 2027 - Launch Flood Awareness Week PR Campaign - Post Press Release/Blog announcing Campaign/start posting content/sharing each other's content - Post in The E. - Post #ICYMI blog at end of March *Project complete.
Severe Weather Awareness Week Planning	- Prep posts for social. - Write press release. - The E Mention: Severe Weather Awareness Week is coming next month. - Timing: Launch is April 8-23, 2025
National Engineers Week Planning	- Timing: Launch in Feb. 21-27, 2027 - Content writing. - Write Blog/Press Release to post in February. - This PR campaign will showcase different areas of engineering along with timely topics. Video talking about what they do/ why they do it for social media. Blog focuses on timely topics facing engineers today. - Low key approach to push this PR Campaign. All can be worked on via email for blog information. Possibly video for social in office. - Post in The E: Preview it's coming next month.
Review SurveyMonkey	- Deadline every year April 1. - Email Finance.

OTHER QUARTERLY ITEMS

- Press Conferences:
- Virtual Public Information Meetings: Virginia Terr, Norwood Pl, Rugby Row, Hillington Way, Regent Street No. 2, E. Rusk Ave Shared-Use Path, Sugar Maple Ln Reconstruction, Lake Forest Reconstruction, Moreland Road Path, Sherman/N. Sherman/McGuire, 2026 Resurfacing Projects, Nine Springs Watershed Study
- Bid Talks:
- Focus Groups:
- Press Releases
- Blog

SECOND QUARTER (APRIL - JUNE 2026)

APRIL

Severe Weather Awareness Week: April 8-23, 2025 Planning	- Launch Engineering Severe Weather Awareness Week 8-12, 2025 Content - Post content. - Post in The E. - Write #ICYMI Blog at end of April. Include in The E May. *Project complete.
*Touch a Truck Event with Library Planning (KICKOFF)	- Set up kickstart meeting to plan Touch a Truck Event in June with Library - Establish a date, email teams involved - Timing: Launch in June, eventually another date with a different topic in fall.

MAY

*Waterways Planning (KICKOFF)	- Set up kickstart May meeting to brainstorm Waterways Ideas with Deputies + Johanna - Set up monthly meetings for planning Waterways with Deputies + Johanna (June, July, August). Johanna only after June. - Timing: Launch in September for mailing.
Touch a Truck Event with Library Planning	- Meet with Library to finalize details for event - Post Press Release Announcing Touch A Truck Event end of May
*Street Meets Planning: (KICKOFF)	- Send email to ask for 4 projects to highlight for Street Meets. - Schedule with PMs for each project to shoot interview (interviews in June) - Decide if only on social media or with IT Media for videos. - Timing: Launch in August.

JUNE

Waterways Planning	- Finalize article ideas. - Email sources/contributors - Gather content - Timing: Launch in September for mailing.
Touch a Truck Event with Library Planning	- Host Event - Post photos on social media. - Post in The E. *Project complete.
Street Meets Planning:	Shoot Street Meets video interviews with project managers
*Stormwater Awareness Week Planning (KICKSTART)	- Kickstart meeting with storm to brainstorm content ideas, layout plan - Timing: Sept. 19-27, 2026
*Engineering All Hands Planning (KICKOFF)	- Set up monthly meetings for planning with deputies. - First meeting should happen in June. - Brainstorm or select videos for topics. - Work on flow for meeting. PIO develops draft to present at July meeting or via email. - Timing: Launch is in October.



OTHER QUARTERLY ITEMS

- Press Conferences:
- Virtual Public Information Meetings: West Towne Path Ph2b, West Towne Pond Improvements, South Point Public Works Facility, John Nolen Drive Reconstruction, Glenway Backyard Pipe Burst, Parman Terrace
- Bid Talks:
- Press Releases
- Blog

THIRD QUARTER (JULY - SEPTEMBER 2026)

JULY

Waterways Planning	- PIO writes remaining articles/works with sources to compile into one document for review. - Submit Waterways Draft content to City Engineer + Storm Deputies/Managers by July 24 week. - Timing: Launch in September for mailing.
Street Meets Planning:	- Edit Street Meets - Write the blogs. - Write the press release to post last week of July to promote Street Meets. - Write in The E: Street Meets is coming next month. - Timing: Launch in August.
Stormwater Awareness Week Planning	- Shoot content/gather content - Timing: Sept. 19-27, 2026
Engineering All Hands Planning	- Shoot videos. - Confirm video board with Parks. - The E Call out for photos. - The E Save the Date - Timing: Launch is in October.

AUGUST

Waterways Planning	- Submit approved articles to Doc Services to compile by Aug. 7, 2026. - EN Admin submits Doc Services Final Version to Printer - Timing: Launch in September for mailing.
Street Meets Planning:	- Launch Street Meets, post once a week Wednesdays throughout August. - Post as a Blog with a writeup. - Post in The E. - Update front page of ENG Website to promote.
Stormwater Awareness Week Planning	- Edit content/prep for posting and ready for September. - Post in The E: Stormwater Week is next month. - Timing: Sept. 19-27, 2026
Engineering All Hands Planning	- Edit videos. - The E Call out for photos. - The E Save the Date - Timing: Launch is in October.

SEPTEMBER

Waterways Planning	- EN Admin preps for postage/emails out by second week of September. - Write Press Release: Waterways is out! - Timing: Launch in September for mailing. - Post on website homepage. - Post in The E.
Street Meets Planning:	- Write #ICYMI Blog. - Promote blog on social media. - Post in The E. *Project complete.
Stormwater Awareness Week Planning	- Launch Wisconsin Stormwater Week content - Launch ENG Wisconsin Stormwater Week content (Blogs, Video, Social) - Email daily livestreams internally to promote. - Post in The E. - Timing: Sept. 19-27, 2026
Engineering All Hands Planning	- Edit videos - Comb through checklist to double check everything is complete/ready/confirmed for month. - Prep PowerPoints (program + photo program) - The E Call out for photos. - The E Save the Date - Timing: Launch in October.

OTHER QUARTERLY ITEMS

- Press Conferences:
- Virtual Public Information Meetings: S. Franklin, Ridge, Sylvan, Milwaukee Street Reconstruction, Castle Creek, Capital Avenue, Door Creek Watershed Study No. 3, Dickson Pl, Irwin Pl, Dodge St, Carver St, Martin St. Reconstruction,
- Bid Talks:
- Videos completed:
- Press Releases
- Blog

FOURTH QUARTER (OCTOBER - DECEMBER 2026)

OCTOBER

*Winter Salt Week Planning (KICKOFF)	- Set up meeting to brainstorm Salt Awareness Week Promo Ideas - Timing: Launch is Jan. 25-29, 2027
Semi Annual Contractors Meeting Virtual Planning	Double check everything is set for November meeting with Isaac.
Engineering All Hands Planning	- Host Meeting, hold last meeting week before event, complete videos, finalize food, setup, video board, flowers, checklist - Comb through checklist to double check everything is complete/ready/confirmed. - The E Call out for photos. - Post successful event in The E. - Email thank you to all staff for a successful meeting with videos. *Project complete
Waterways Planning	- Write BLOG: #ICYMI: Waterways is out! *Project complete.
Stormwater Awareness Week Planning	- Post #ICYMI Blog. - Promote on social media #ICYMI blog. - Post to ENG homepage to promote. - Send email blast to Flooding email list. - Post in The E. *Project complete.

NOVEMBER

Winter Salt Week Planning	- Gather content: schedule shoots, shoot video - Timing: Launch is Jan. 25-29, 2027
Semi Annual Contractors Meeting Virtual Planning	- Hold Meeting - Schedule/Set up February Meeting. - Email Isaac about new meeting/meeting link, email blast.
*Women in Construction Planning (KICKOFF)	Email IT to kickstart planning for Women in Construction for 2027
*National Engineers Week Planning (KICKOFF)	- Timing: Launch in Feb. 21-27, 2027 - Send email to Section Heads or Deputies to make ask for either topics or staff who can sit on a blog panel to talk about topics facing engineers today. - This PR campaign will showcase different areas of engineering along with timely topics. Video talking about what they do/why they do it for social media. Blog focuses on timely topics facing engineers today. - Low key approach to push this PR Campaign. All can be worked on via email for blog information. Possibly video for social in office.

DECEMBER

Waterways Planning	- Edit Content, write press release push, finalize promo plan - Post Blurb in The E: Winter Salt Week 2027 is coming next month. - Timing: Launch is Jan. 25-29, 2027
Women in Construction Planning	- Email agencies (ENG, IT, BI, Streets, WU, Parks, TE) call out for candidates and scheduling - Schedule all shoots with IT Media for January. - Call out in The E
*Flood Awareness Week Planning (KICKOFF)	- Timing: Launch is in March - Set up meeting to brainstorm with all PIO agencies involved with Severe Weather Awareness Week: (PH-Fire-Eng-TE-Police?-Streets?) - Put together a PR plan
National Engineers Week Planning	- Timing: Launch in Feb. 21-27, 2027 - Content gathering. - This PR campaign will showcase different areas of engineering along with timely topics. Video talking about what they do/why they do it for social media. Blog focuses on timely topics facing engineers today. - Low key approach to push this PR Campaign. All can be worked on via email for blog information. Possibly video for social in office.

OTHER QUARTERLY ITEMS

- Press Conferences:
- Public Information Meetings:
- Bid Talks:
- 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	2026
Flooding Alert Text Messages	
Number of Media Requests	
Number of PIM Notifications (email, postcard, letters)	
Public Information Meetings (2026)	
Bid Talks (2026)	
Focus Group Meetings (2026)	
Website Visitors	
Total Page Views to Projects Landing Page	
Press Conferences	
Videos Produced on Social Media	
X Follows	
Facebook Likes/ Followers	
Facebook Views	



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/
- City of Madison Engineering Twitter Page (2019): www.twitter.com/MadisonEngr
- City of Madison Engineering website: 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.

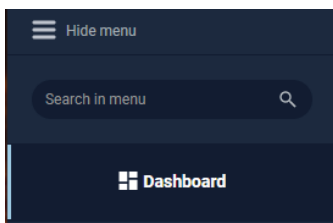
It provides tools to allow us to evaluate the usability on multiple levels, including surface level details (like broken links) to a deeper level focusing in on accessibility.

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.

Content Editor ▾

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 → 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 2026: ENGWeb consists of: Johanna Johnson, Isaac Gabriel, Heidi Zigler, Hannah Mohelnitzky