

# External Communications Subcommittee Report

Burlington Government Review Committee

August 26, 2025



# Agenda

- ▶ Objective
- ▶ Strategy
- ▶ Tactics
- ▶ Timeframe
- ▶ Resources needed

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# Subcommittee Objective

**Through outward facing communications, inform and educate town employees, volunteers, boards, committees, town residents, and other interested parties on:**

1. What the Burlington Government Review Committee (BGRC) is
2. How to stay updated on or engage with the BGRC
3. Recent findings and insights
4. Progress on recommendations

**This means the subcommittee will oversee (with alignment from full BGRC):**

- What we need to communicate
- Where we communicate it
- How we communicate it
- How often we communicate it
- And who is responsible

# Strategic Recommendation

## Four campaign pillars

- Brand awareness campaign (ongoing)
- Work progress campaign (Q3 start)
- Public outreach campaign (TBD on other sub committee)
- Buy-in (6 months prior to Jan 2027 TM)

## Information Funnel - "Why should I care?"

You have a town government



Executive vs. Legislative (simple)



Elections (when) & Elected Bodies (what)



Departments



Government Review Committee



Engage with us!

# Town Channels

## Website

- Baseline:
  - Background of the BGRC
  - Who is on it
  - Meetings schedule & topics
  - Estimated timeline
  - How to contact us
- Next iteration:
  - Link to BCAT recordings
  - Summarized content (research & insights)
- Up and running:
  - Sign up for e-mailing communications
  - Inbound communications (ex: When conducting survey, add link to survey)

Every other network feeds to website

## Owned by Burlington/BGRC

- Facebook (account/own page/groups) YES
- Instagram (own page?) REQUIRES FOLLOW UP ON IF WE CAN CREATE
- YouTube (own page?)
- NextDoor (own page?)
- Short quick videos to distribute via Channels
- Flyers / Postcards - where to get info (FB, Website) and key moments that qualify for postcard/flyer distribution
- Public Events (Trucktober, Civic Expo, Town Election, Celebrate Burlington) YES
- Flyers at Rec Center, Library, Center of Aging requires budget for printing and approvals
- Ad in Rec Pamphlet APPROACH
- Ad in Senior Spotlight YES
- Highway Sign - public input session YES
- ParentSquare and inserts for kid folders
- Inserts to tax/water bills

# External Channels

## Digital

- Buzz
- BCAT
- Daily Times Chronicle - do they still serve Burlington?
- Patch
- WickedLocal

# What we'll communicate

- What BGRC is and the background (how we got here)
- Timeline / roadmap from Collins Center
  - Highlight important dates
- Continuous synthesized information of where the committee is at
  - Current state of town government and topic of the month
  - Recommendations from the committee, including reasoning behind decision
  - Running list of discussions to be had
- Forum/community input opportunities
  - Survey
- Reports to Town Meeting

# Resources needed

- Budget for direct mail/flyers
- Budget for quick video creation (ex: canva pro)
- Friendly URL for our website page (done)
- Collins Center to develop a roadmap for us and templated graphic that we can update
- YouTube channel or access to one to upload videos/information
- Graphic designer who can do some general branding for designs on materials and website
- Someone to help setup and maintain the website
- One-pagers about town government related information

# Questions that we need answered

How will the input committee work in tandem with the external comms committee?

Can we rename the committee something more engaging (and brief)?

What are the constraints of information we reference?

- Can we link to external sources like the Buzz?

Can we have a separate website like Police Station, Fox Hill, High School, etc?

# Next Steps

## 1. Detailed communications plan for BGRC review

Dimension	Message	Responsible	Accountable	Consulted	Informed	Channel	Details	Status	Post date
Brand Awareness	Message					Email	Details	New	m/d/yyyy
Brand Awareness	Message					Social media	Details	In progress	m/d/yyyy
Work Progress	Message					TV	Details	Under revi...	m/d/yyyy
Work Progress	Message					Blog post	Details	Published	m/d/yyyy
Public Outreach	Message					All	Details	Suspended	m/d/yyyy
Public Outreach	Message						Details	Paused	m/d/yyyy
Buy-In	Message						Details		m/d/yyyy
Buy-In	Message						Details		m/d/yyyy
	Message						Details		m/d/yyyy
	Message						Details		m/d/yyyy
	Message						Details		m/d/yyyy
	Message						Details		m/d/yyyy
	Message						Details		m/d/yyyy
	Message						Details		m/d/yyyy

## 2. Website architecture plan

## 3. Process for determination of information to be distributed

## Next Meeting

Recommended content plan and wireframe for website

Email address for committee directing to Chair