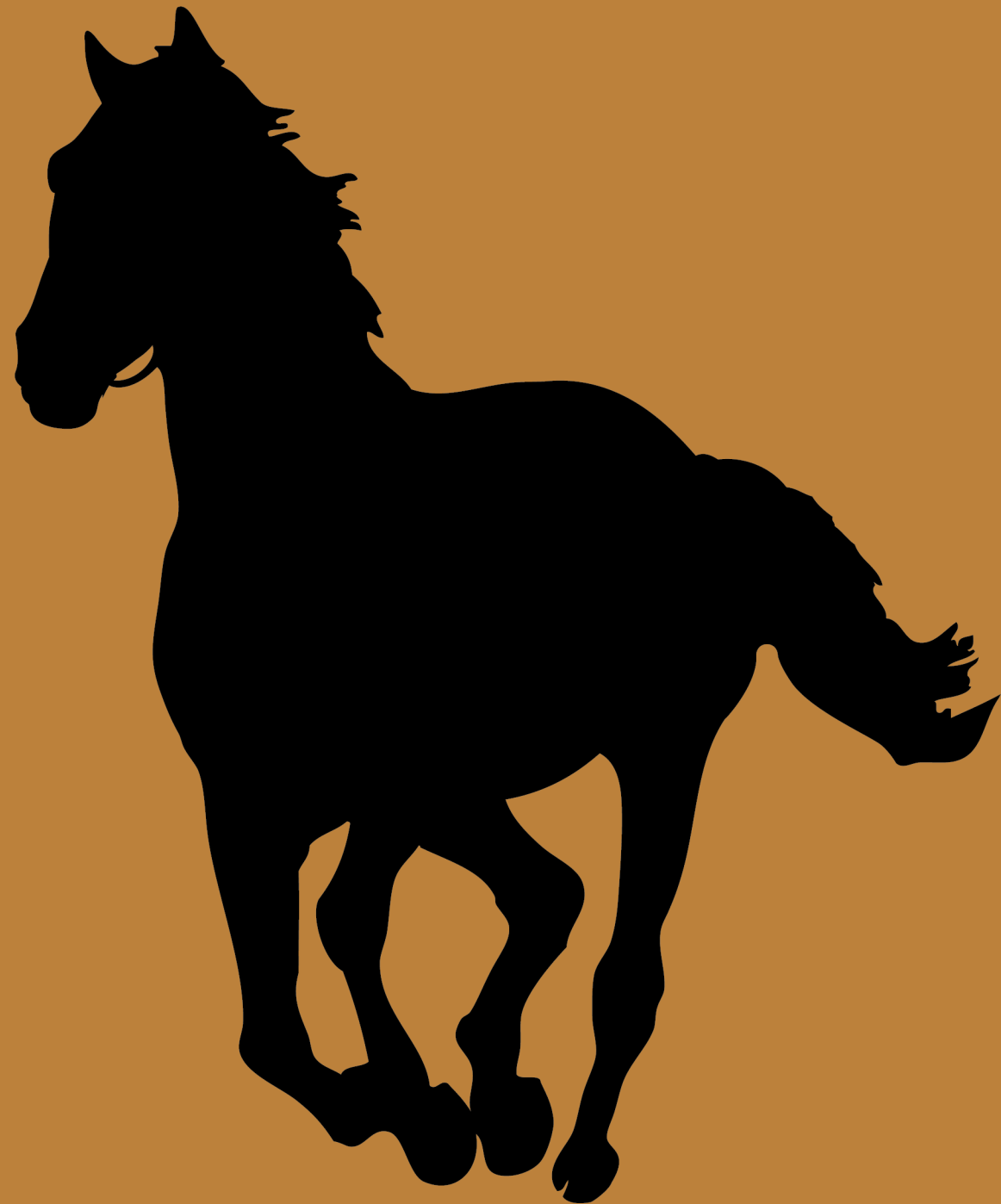


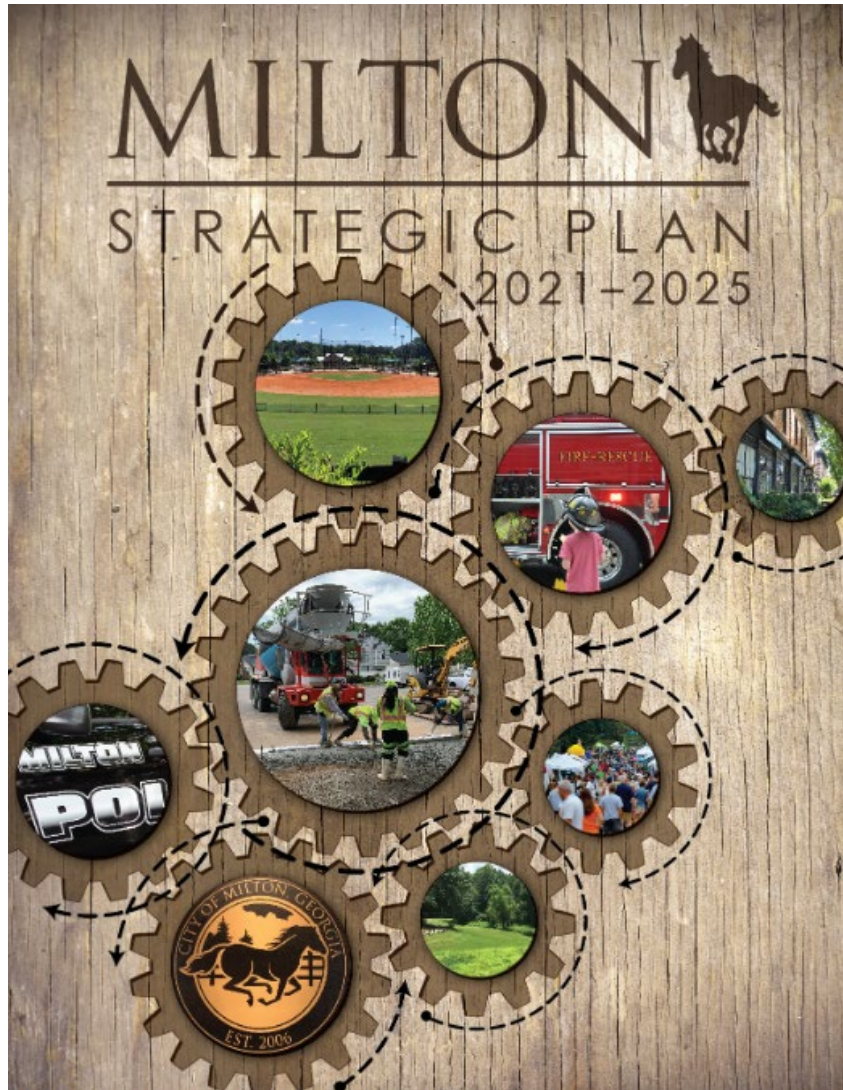
MILTON

**Communications
Strategic & Comprehensive Plan
Quarterly Update on Projects**

April 24, 2023



COMMUNUCATIONS PROJECTS OVERVIEW










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Strategic Plan/Comp Plan
Projects Identified

- 13 active projects
- 7 completed projects
- 2 projects not initiated
- 38 projects in supporting role



7 COMPLETED PROJECTS

-  Quarterly resilience-themed public education campaign (with Police)
-  Improve satisfaction with City website starting with baseline National Community Survey
-  Improve satisfaction with transportation (NCS)
-  Establish a national marketing campaign to promote Milton's equestrian lifestyle
-  Improve satisfaction with land use policies+
-  Establish satisfaction baseline regarding public spaces in Milton
-  Incorporate greenspaces into virtual maps, trail heads, public education programs, and more (with Parks and Rec)



ACTIVE PROJECT UPDATES

Community-Involved Effort to Name Parks

-  3 parks named to date
-  Lackey Road campaign imminent
-  New park naming every quarter
-  Citizen and Council involvement
-  Also working with Parks & Rec on making interactive trail maps



ACTIVE PROJECT UPDATES

Bike-friendly community and collaboration

- 🐎 Involved in Local Road Safety Plan
- 🐎 To be involved in Comprehensive Transportation Plan, public outreach
- 🐎 Social media collaboration with Olde Blind Dog Cycling Club, St. Paddy's OP
- 🐎 Roundabout campaign in the works
- 🐎 Close partnership with Public Works, Police on this and other transportation-related public education



ACTIVE PROJECT UPDATES

'Digital Tourism' and Branding

- 🐎 **CommDev in the lead on 'branding study'**
 - Communications has involvement, providing support
- 🐎 **Short-term pursuit of digital 'visitors-tourism'**
 - Have added special equestrian webpage
 - Finalizing built-out history page (working with MHS)
- 🐎 **Develop a marketing plan re: events, info, promotion**
 - 'Meet the Neighbors' support is part of ongoing example
 - Branding study can inform future promotional efforts
- 🐎 **Produce content specific to 'character areas'**
 - Website updates + videos coming, may be informed by branding study



SUPPORTING ROLE IN MANY PROJECTS

Most efforts involving public outreach, education involves Communications

- Streamline/reduced permitting time (as measured against comparable cities and customer satisfaction) (SR.1b.2)
- Collaborate with state organizations for tourism and agri-tourism (SR.1b.5c)
- Proactively focus on the Deerfield Character Area, using the RKG study as a road map (SR.1b.5d)
- Complete advanced emergency management training (SR.2b)
- Develop a city-wide solid waste strategy, as well as a city-wide recycling strategy including but not limited to a plan for glass recycling, bulky items, paints/chemicals, and electronics (SR.3a.2)
- Perform due diligence to support solid waste strategy- aimed at reducing approved providers and providing competitive services suitable for both urban, suburban and rural residents (SR.3a.2a)
- Improve Green Communities certification from bronze to silver by the end of this plan (SR.3b.1)
- YOY increases in the amount of environmental signage and kiosks in greenspaces, parks, and other City properties (SR.3b.2)
- Education signage at site of park green infrastructure projects describing benefits of GI project (SR.3b.6d)
- Proactively engage with Chadwick Landfill Operator, EPD and DNR to address community concerns with on-going operations and develop City action plan (SR.3b.9)
- Rebrand the MFD's Community Paramedicine Program - expand its scope, mission, and service to citizens (SR.4d)
- Complete Local Road Safety Plan with executable strategies (SR.5a.1)
- Evaluate residents' priorities for, satisfaction with the City's transportation infrastructure and network (SR.5a.6)
- Conduct engagement and satisfaction surveys for City employees (SR.6a.1)
- Implement a learning management system (LMS) for continued asynchronous learning (SR.6a.4)

SUPPORTING ROLE IN MANY PROJECTS

Most efforts involving public outreach, education involves Communications



- Implement a learning management system (LMS) for continued asynchronous learning (SR.6a.4)
- Achieve 20% YOY increases in wellness program offerings available for Milton staff (SR.6e.3)
- Have a fully functioning intranet by December 31, 2022 (SR.7b.2)
- Perform due diligence and planning to implement urban growth boundaries (LP.2a.4)
- Update & Adopt Unified Development Code (LP.2b.3)
- Establish a scholarship program for recreational programs based upon generally accepted guidelines (AL.1c)
- Increase community satisfaction with park and recreation facilities and programming (AL.1c.1)
- YOY increases in community participation in Parks and Recreation activities (AL.1c.2)
- Implement improvements to transform Birmingham Park into more of an equestrian destination (AL.2a.2)
- Open bathrooms, pier, and new trail at Providence Park (AL.2b.1)
- Open first trails in FMCC/Milton City Park and Preserve (AL.2d.1)
- Implement signage for wayfinding and safety at all trails (AL.3a.1g)
- Promote the creation of a Citizen Trails Committee to advise on the implementation of the Milton Trail Prioritization Plan (AL.3c.1)
- Implement plans for multi-use connections to the Big Creek Greenway (AL.3d)
- Achieve YOY increases in technologically interactive spaces on Milton properties (AL.4c.1)
- Explore the creation of an "Adopt-a-Roundabout" program (AL.4e)
- Complete a greenspace plan/strategy by March 31, 2022 (AL.5a.1)
- Achieve YOY increases in signage and other educational components at City greenspaces and parks (AL.5b.1)

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Questions?

