



COMMUNICATIONS/ENGAGEMENT CONSULTANT’S GUIDE FOR SUCCESS

Vision: To set the standard of excellence

Mission: To provide needed and valued services that promote our sense of community.

POTENTIAL AUDIENCES

- Residents (10,000)
- Employees (17,000)
- Commuters (100,000)
- Visitors (4+ million in 2019)

GENERAL EXPECTATIONS

Clear, accessible communication is vital to every project.

- Use common language. Avoid jargon, acronyms and technical terms, and if in use, explain them.
- Be short and concise. People are busy.
- Be ready to listen more than “talk.”
- Provide alt text for online graphics, especially if they convey information rather than add decoration.

RESOURCES AVAILABLE & THEIR AUDIENCES

As part of your work with us, you will be expected to connect at the start of your project with the City’s Communications Division to select the right mix/timetable of outreach that’s right for your specific project. However, here’s what we offer in general:

- Printed newsletter – every mailbox in Jan., Mar., June & Sept.; best overall reach
- E-newsletter—weekly, sign-up list, best for residents, industrial businesses, partners
- Twitter—ongoing, best for commuters, partners, larger companies, media
- Instagram—ongoing, best for residents, small businesses
- Police Facebook—ongoing, best for residents
- Open House—held Spring & Fall, avoid additional to respect people’s time, best for residents
- Website/Sumner Connects—project page highlights project information and offers 24/7 engagement with tools such as ideas, survey and Q&A, best for Reach audiences
- Meetings with key stakeholders—specific audiences, recommend going to them when they meet or when they’re willing to schedule to meet with you.
- Signage onsite/around town—geographically adjacent audiences
- Events—plan to be at existing events rather than creating your own
- Commission/Committee/Council meetings—virtual and in-person components

REACH AUDIENCES

These are the audiences you need to actively reach out to for this project, either with the tools listed above or other creative ideas. These audiences are specified based on:

- their interests (i.e. a bicycle club for a trail project),
- their geographic proximity (i.e. a neighborhood next to a road project),
- their demographic (i.e. visiting the Senior Center to talk about senior housing),
- their needs (i.e. a non-profit that serves those with visual challenges for work on sidewalks),
- typically underserved audiences (i.e. recent immigrants to take a survey).

ABOUT TRANSLATIONS

In Sumner, our next two common languages are Spanish and Russian. Tips about translations:

- Our website and project pages, including surveys, use Google translate. For that reason, prepare to give as much information as possible for the website itself. Don't rely on PDFs and image files that are not translatable.
- Google translate is better than nothing but has its flaws. If you believe your project needs substantive translation, build into your bid the cost to hire a professional, licensed translator or translation service.
- Feedback from the community is that language translation is not the main access barrier to city information. While this is something to consider, please do not rely solely on translation as your solution to reach underserved audiences. Consider also challenges due to mobility, access, time, tech-comfort, etc.

POTENTIAL PARTNERS

- Sumner City Council & Commissions
- Gordon Family YMCA
- Sumner Pierce County Library
- Sumner Bonney Lake School District
- Sumner Senior Center
- Sumner Food Bank
- Sumner Bonney Lake Family Center
- Sumner Rotary
- Sumner Main Street Association
- Puyallup-Sumner Chamber of Commerce
- Communities for Families
- Faith community

GRAPHICS

We will take care of most of your graphic design needs in-house. If we approve you to do any design work, follow all guidelines set forth in the City of Sumner Style Guide.

CONTACT US

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