

City of Trotwood Community Communications STORYBOARDS



TROTWOOD
GROWING TOGETHER



The Storyboards are a sneak peek into the coming Communications Strategy and Toolkit.

Each Storyboard describes a potential action the City of Trotwood can take as part of its efforts to improve communications within the city, with tactics to support its implementation.

These storyboards and the actions they represent are just one piece of the results from the City of Trotwood Community Communications project. The final strategy will include larger picture objectives supported by the six-month engagement process, and the toolkit will provide a working foundation upon which the City of Trotwood can build.

The Communications Strategy and Toolkit will be reviewed on February 5, 2024 at the Future Summit!

Learn more about the project and Future Summit at www.trotwoodspeaks.com.



FOR MORE INFORMATION: trotwoodspeaks.com

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Action 1: Revitalize City Newsletter

Tactic 1: Evaluate release schedule and distribution methods

- The newsletter was consistently one of the ways Trotwood residents said they get information from the city, therefore a design and content refresh has been deemed necessary
- The consistent quarterly release is commendable and should be continued; keeping the newsletter timely and interesting will encourage Trotwood residents to stay plugged in to the City's efforts
- In addition to printing and mailing the newsletter to all Trotwood addresses, it is worth considering electronic distribution and management; this is contingent upon the potential hiring of a Communication Specialist (See Action 5)

Tactic 2: Utilize a "Spotlight" feature approach

- Spotlights on government officials will increase governmental transparency by putting faces to names and allowing residents to feel more connected to the individuals
- The City of Trotwood currently dedicates newsletter space (and work by the Trotwood Community Improvement Corporation) to local businesses and new developments; continuing this will deepen business connections, inform residents of relevant activity within the town, and have the potential to reach a wider regional audience
- Spotlights on individuals will increase resident pride in being a "Trotwoodian"; asking residents for spotlight nominations will increase two-way communication with the local government as well as provide a wider pool from which to draw; utilize youth as individuals in the spotlights - why they like living in Trotwood and why families should move to Trotwood

Tactic 3: Market events as a feature of interest

- The consistent newsletter release allows timeliness to advertise events and becomes a consistent space for residents to find the information
- There are often events occurring within the City of Trotwood that are not connected to the government; allowing residents, businesses, or organizations to submit events will improve the relationships with them and encourage residents to engage with one another
- As the City of Trotwood may pivot to hosting more community events, the newsletter will be vital for encouraging attendance and feedback

Tactic 4: Conduct 1-2 question polls

- Some feedback on the newsletter as it exists now is its one-way communication; creating polls within newsletters will allow quick and easy two-way communication
- A newsletter poll is a good way to ascertain opinion on development ideas, gauge interest in types of events, educate recipients about the City, etc.
- Poll results become something residents can look forward to in the next newsletter
- During tough or quiet times, the newsletter poll can pivot to more light-hearted subject matter

Action 2: Create partnership programs (for businesses, organizations, residents, etc.)

Tactic 1: Inter-weave the City of Trotwood identity and values into existing community groups

- Partner with existing community groups, from walking groups to non-profits, to incorporate City of Trotwood identity and values and/or create content such as testimonials
- Identify existing events and find ways to co-host or sponsor them that provide a value-add for both the City and the organizer (provide event space, catering, advertising, etc.)

Tactic 2: Identify “micro-influencers” within the community and equip them with tools to promote the City of Trotwood identity and values

- A starting point to identify this type of person is attendance of City meetings – if they attend regularly, they are likely invested in the City and would be willing partners
- Local business owners have strong networks within the community and would provide excellent anchor points for City communications
- With the strength of the sports community, working with coaches or other notable figures would likely help gain traction for City communications

Tactic 3: Expand user-generated content library

- Host photo/video contests to encourage submissions by Trotwood community members
- Work with local artists to create unique Trotwood assets
- Work with the school systems to create student programs (e.g. working with journalism students to write local stories, art students to tell Trotwood’s story in new ways, government students to attend meetings), which will also grow the relationship between the City and its youth

Action 3: Increase City Involvement in Local Events

Tactic 1: Increase City representation at existing meetings

- Examples include but are not limited to: Neighborhood Watch's, HOA's, citywide events, etc.
- City officials / representatives “unofficially” attending existing meetings will help build connection and trust
- The ability to interact directly with City officials / representatives at these meetings creates a new opportunity for residents to provide input

Tactic 2: Host recurring event series throughout the city

- Providing regular ways for residents to engage with each other - with an emphasis on fun, not “meetings” - will build on the sense of community and pride in the City of Trotwood
- Diversifying the location of these events will provide opportunity for a wider range of attendance, as well as encouraging residents to visit parts of the city they may not otherwise

Tactic 3: Strengthen existing social fabric

- Finding ways to support existing social groups or events will bolster the existing Trotwood identity and encourage more members of the community to engage
- Public community spaces are vital to allow community members to gather - creating more of these physical gathering spaces would allow for more of the in-person engagement sought by members of the Trotwood community

Action 4: Write Trotwood's Story

Tactic 1: "Build on the gifts of our people"

- Stated by a focus group attendee, this is a core aspect of the Trotwood identity; Trotwood residents feel strongly about their fellow community members
- Publicizing and celebrating individuals' successes will strengthen their relationship to the City of Trotwood as well as their sense of identity as a "Trotwoodian"
- Provide opportunities for the Trotwood community to nominate others

Tactic 2: Develop materials displaying Trotwood's business friendliness

- One of Trotwood's points of pride is being business-friendly; creating materials to highlight how Trotwood supports its existing businesses will bolster this sentiment
- Create a "Hometown Successes" feature to spotlight local businesses; track and celebrate milestones such as new businesses, expansions, anniversaries, etc.

Tactic 3: Build upon the foundation of pride in living in Trotwood

- Create educational materials about Trotwood's history, growth (especially in the last five years), and plans for the future
- Work with the schools to educate the youth about Trotwood's community and history, encouraging them to stay in Trotwood after graduation
- Improve first impressions through both education about and enforcement of City codes

Action 5: Assess the possibility of hiring a Communications Specialist

Tactic 1: Utilize social media more actively to create a dialogue with residents

- Responding quickly and consistently to messages on social media will build confidence in the government, keep community members informed, and keep a pulse on community concerns

Tactic 2: Keep the website 100% up to date

- The City website can and should be the best resource for community members to find City information, but its value degrades quickly if the information is outdated
- Dedicating a single individual to communications will ensure the website is refreshed regularly

Tactic 3: Build relationships with potential communications partners (businesses, micro-influencers, etc.)

- Relationship development and maintenance take time and consistency, which a Communications Specialist could provide to the City
- From a potential partner perspective, working with an easily-identified individual is easier and smoother than working with an entity or department

Tactic 4: Conduct a media campaign to improve external perception of Trotwood

- A consistent item of note during the planning conversations was the negative bias against Trotwood within the region, and working to improve that was seen as important
- Having a dedicated lead and contact for a campaign will be necessary to manage the various moving pieces, such as creating media kits and coordinating interviews

Tactic 5: Host or sponsor events with local businesses on a consistent basis

- Integrating the City of Trotwood's identity and values into events with local businesses is a way to reach a wide, existing network within the community
- The Communications Specialist can focus on developing these partnerships and bringing publicity to both the City and the business