



CITY OF ROBINS

STRATEGIC FUTURE GROWTH OUTLINE – 2018

(ADOPTED 2/18/19, RESOLUTION NO. 0219-4)

<u>Goal</u>	<u>Strategy</u>	<u>Action Step(s)</u>	<u>Responsibility</u>	<u>Completed By</u>
COMMUNITY IDENTITY/ENGAGEMENT				
Goal #1	Short Term (1-2 Years)			
Develop and implement a community communication initiative.	Reinforce community identity points/core values in outreach with the community.	Create a Job Description for and engage the services of a part-time Communication Coordinator to implement strategies.	City Council	Jan.'19 – Dec.'20
	Continue community outreach programs, building on existing strengths (e.g., high community email subscription rate)	Conduct a City Wide Survey	City Council Communications Coordinator ECICOG Ad Hoc Committee	Jan.'19 – Dec.'20
	Work with local media to encourage more stories to focus on Robins	Meet with local media on a regular basis	Communications Coordinator	Jan.'19 – Dec.'20
	Implement “Did You Know” campaign format to educate public about the city budget and other city issues	Distribute Monthly	Communications Coordinator	Jan.'19 – Dec.'20
	Continue to update the city web page.	Post Monthly	Communications Coordinator	Jan.'19 – Dec.'20
	Intermediate Term (3-5 Years)	On-going		
Long Term (6-15 Years)	On-going			Jan.'24 – Dec.'33