



City of White Cloud
Community Participation Plan | October 2022

Approved by City Council October 4, 2022

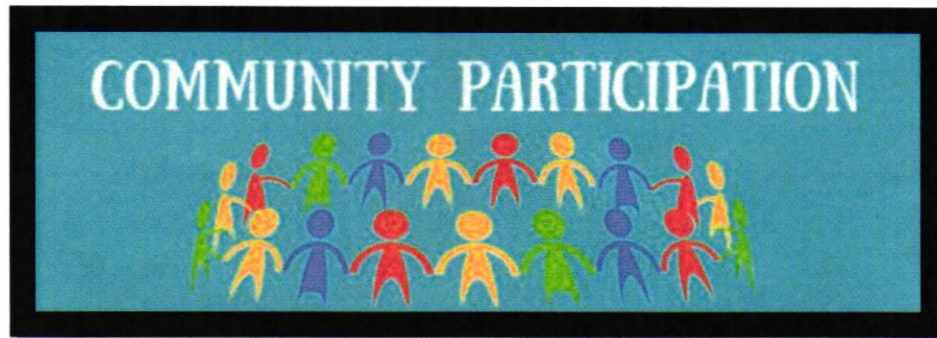


“Where the North Begins and Pure Waters Flow”

www.cityofwhitecloud.org

Table of Contents

Community Engagement Statement	page 3
Community Engagement Objectives	page 3
Transparency in Governance	page 4
Emergency Communications	page 4
Diverse Means of Communications Methods	page 4
Diverse Means of Distribution Methods	page 5
Media Relations	page 6
Key Stakeholders	page 6
Public Relations	page 6
Social Media Networking	page 6
Brand Management	page 7
Community Participation	page 8
Open Meetings	page 8
First Amendment	page 8
ADA Compliance	page 9
Notices	page 9
Community Involvement	page 10
Surveys	page 10
Third Party Compliance	page 10
Monitoring & Evaluating Outreach Efforts	page 10



Community Engagement Statement

The City of White Cloud strives to provide effective communications that meet city goals and objectives as well as provide transparency in governance through a variety of methods to share ideas and information and understand the needs of the residents. Community engagement is not a “one size fits all” exercise. Certain strategies are more appropriate in some circumstances than others, and a successful practice in one situation may not be as successful in another. To this point, this guide is intended to serve as an internal resource for ideas on how to best engage productive collaboration with stakeholders and the public in the future.

Community Engagement Objectives

- The City of White Cloud will provide information by diverse means of methods through the utilization of current and best communication practices keeping abreast of technologies and advancements in communications.
- The City of White Cloud will provide communications in relation to emergency communications, crisis communications, policy governance, transparency in governance, ribbon cuttings and grand openings, city events, public service announcements and public information.
- The City of White Cloud will encourage public participation allowing residents to voice their opinion, provide feedback and comments.
- The City of White Cloud will encourage permitted use of the public rights of way with telecommunications providers to foster technology.
- The City of White Cloud will provide information and shared services to residents and to neighboring municipalities, shared service partners and regional partners.
- The City of White Cloud will gather insight and ideas that further the mission of providing information to City residents.



Transparency in Governance

The highest priority of the Communications Department is to provide residents with increased access to transparency in governance through relevant information and in a timely fashion through multimedia platforms including web, digital and print.

- Governance is not exclusive to government affairs. Governance includes businesses, nonprofits, nongovernment organizations, associations or any group engaged in some purposeful activity.
- Transparency refers to the availability of information to the public and clarity about government rules, regulations, and decisions.
- Transparent procedures include open meetings, financial disclosure statements, freedom of information legislation, budgetary review, and audits.
- Transparent governance means not hiding anything from citizens, not engaging in shady deals and not making whimsical or discretionary decisions. There are clear guidelines to adhere upon. Openness is encouraged.
- Overall, transparent governance ensures that money is spent to its intended purpose. This also establishes trust. After all, the government is instituted for the purpose of serving the needs of the people, in an efficient, honest, and effective way. Hence, desired goals or outcomes are met.

Emergency Communications

The City of White Cloud will make public health and safety its top priority as outlined in the Emergency Services Hazard Management Plan.

The City of White Cloud will provide public safety information before, during and after a disaster or emergency.