

PROJECT ACTION PLAN

This Project Action Plan is intended as a tool for planning and monitoring how management staff will achieve the goals and objectives set by the City Council in the 2020-2022 Strategic Workplan. Management staff will complete this form for each Council project, it will be updated periodically and shared during scheduled Council department reports. This information is public, posted on the city's website and used to ensure accountability and share with our community.

Lead Department:	Administration
City Council Goal / Tactic:	Goal 2 – Community and Civic Engagement
Project Summary:	Explore Video Communications Channel
Estimated Completion:	Dec 2020
ACTION PLAN	
1. Background of Project: <ul style="list-style-type: none">• Video as a communications tool is widely used and consumed. Video has been used effectively by the city during the SDAT visioning and is in use by private and public entities.	
2. Current Status of Project: <ul style="list-style-type: none">• After strong advocacy by a Council member, outreach began in February to evaluate our internal capacity for video production.• Preliminary listing of needs and best fit for informational videos created.• Concurrently, outreach began in the local community to find talent. 2 individuals have been recommended.• Over the course of the pandemic, staff have been in periodic contact with the potential artists/contractors.	
3. Strategic Steps to Accomplish Project: <ul style="list-style-type: none">• Evaluate guidance from the Oregon Health Authority and hold conversations with the potential contractors.• Further refine needs and determine budget requirements.	
4. Estimated Cost of Project: <ul style="list-style-type: none">• TBD	
5. Barriers to Complete: <ul style="list-style-type: none">• COVID• Communications budget	