

# CITY AND BOROUGH OF SITKA COMMUNICATION PLAN DEVELOPMENT

Improving how Sitka connects with YOU



The City and Borough of Sitka is creating a Communications Plan to make it easier for everyone to stay informed and connected. This plan will be our guide for sharing news and updates in a way that's clear, consistent, and helpful—both inside City offices and out in the community.

## WHY ARE WE DOING THIS?

Good communication matters! When people know what's going on, it builds trust and helps everyone work together. Right now, it can feel like there's too much information, or that messages aren't always clear. We want to fix that by creating one strong, trusted voice for Sitka.

## OUR GOALS

- Make communication simple and clear so everyone understands what's happening.
- Build trust and transparency by sharing honest, timely updates.
- Connect with the community in ways that feel welcoming and easy.
- Help staff share information better so things run smoothly inside City offices.
- Measure what works so we keep improving.



SCAN THE QR  
CODE TO TAKE THE  
SURVEY





“**CLEAR  
COMMUNICATION  
IS HOW WE TURN  
CHALLENGES INTO  
SOLUTIONS—  
TOGETHER.**”

## WHAT IS A COMMUNICATIONS PLAN AND WHY DOES IT MATTER?

A communications plan is like a roadmap for sharing information. It helps answer questions like:

- What do we need to share?
- Who needs to hear it?
- What's the best way to reach them?

With a plan in place, messages are clear, timely, and easy to understand. It makes sure everyone—staff, residents, and partners—gets the right information at the right time. A good plan also helps avoid confusion, builds trust, and keeps the community connected.

## PROJECT TIMELINE

### Phase 1: Listen & Learn (Nov. 2025 - Jan. 2026)

- Ask for input through surveys and conversations
- Find out what's working and what needs improvement

### Phase 2: Create the Plan (Feb. 2026)

- Use your ideas to shape a clear, easy-to-follow plan
- Decide the best ways to share news and updates

### Phase 3: Final Touches (March 2026)

- Finish the plan and make it easy for everyone to use
- Create helpful tools like templates and guides

### Phase 4: Put It Into Action (April–June 2026)

- Train staff and start using the new plan
- Share updates with the community and keep listening

## HAVE QUESTIONS?

Want to learn more about the project or have questions? Reach out to the project team by emailing [pio@cityofsitka.org](mailto:pio@cityofsitka.org).

