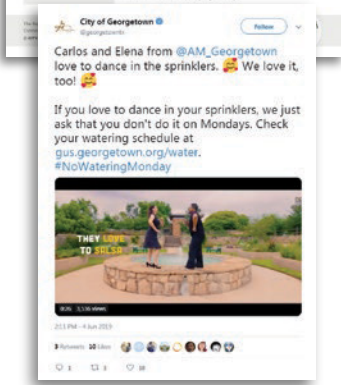


# City of Georgetown



### Four Primary Objectives

1. Adopt a more proactive and strategic approach to communications
2. Position the City to better anticipate and respond to crises and emerging issues
3. Foster a stronger sense of community partnership and stakeholder engagement
4. Establish a more distinctive and consistently conveyed brand voice that highlights Georgetown's unique positioning




The City of Georgetown, in Central Texas, has been one of the nation's fastest-growing communities in recent years. This growth and the rapid evolution of digital media have created new communications expectations among the City's external stakeholders. Consequently, the City engaged Cooksey Communications to assess its communications activities and resources, and to provide detailed recommendations for an updated long-term, strategic communications plan.

Over a three-month period, Cooksey performed a thorough audit of the City's existing communications program, benchmarked those efforts and resources against those of peer cities, conducted focus groups with a variety of internal and external audiences, and helped the City develop and analyze a survey gauging resident feedback on current outreach channels and messages.

Cooksey then presented the City a set of strategic recommendations designed to enhance public engagement and incorporate more proactive, best-in-class municipal communications techniques, thereby improving the expected effectiveness of both routine and crisis communications. The City is currently in the process of implementing Cooksey's recommendations, including a Communications Department reorganization, as well as a phased roll-out of new strategies that are smart, measurable and appropriately tailored to audience needs.

