



# BUDGET COMMUNICATIONS PLAN

**Dec. 2, 2008**



## Goal

Open communications with employees, residents and businesses about the budget issues facing the City of Monterey



## Strategy

- Consistent, frequent and focused communications that offer transparency to budget decisions
- Public outreach and education to gather input for service reductions and revenue opportunities
- Phase 1: internal
- Phase 2: external



## Strategy

- Solicit Boards & Commissions knowledge and experience
- Gather public input and ideas from all stakeholders



## Objectives

- Quarterly revenue / expenditure updates to Council and public
- Town Hall budget forums prior to major decisions
- Discussion of budget reconciliation steps under consideration
- Report on impact of steps taken
- Re-calibrate employee and community expectations



## Vehicles

- Face to face at forums and meetings
- Web pages (external and internal)
- The Monterey Channel on cable TV25
- City Focus online
- City Talk employee online newsletter
- City Manager's Budget Blog
- News Media



## Stakeholder Sessions - Jan. & Feb.

- Boards & Commissions
- Neighborhood Association Forum
- Business Forum
- Boards & Commissions Forum
- Mid-year Budget Review



## Stakeholder Sessions - March & April

- Community Forum
- Boards & Commissions, Neighborhood & Business Associations meetings as requested
- Citizen Survey



## Stakeholder Sessions - May & June

- Community Forum
- Final Budget Preparation
- Council Briefing
- Final Budget - public hearing
- Public engagement process begins for sustainable budgets for 2011 +



## Web site

[monterey.org/budget/budgetnews.html](http://monterey.org/budget/budgetnews.html)

[link](#)