

ESTF Communications Plan

General Practices

Encourage input from Community.

All Task Force members receive the Comment letters and are expected to have read them.

Utilize the Comment letter matrix to guide ESTF on areas of community concern. The matrix will be used to summarize new comment letters received to the ESTF as part of the weekly Committee agenda.

The public has access to the ESTF Agendas and Packets, and historical agenda topics are easily view on the website.

The ESTF minutes will highlight areas of future focus, providing full transparency with minimal additional workload for ESTF members or staff.

Further, the ESTF should utilize the website to communicate with the public about the status of various topics of inquiry. Content will be provided by ESTF to staff for posting, and updated as needed. When staff reply to public comments, they can direct the public to these resources.

Task Force members who receive comments outside of Task Force emails should forward those comments to the Economic-Stabilization@juneau.org email for tracking, processing, and distribution to the entire Task Force. If there is no intention of posting them as an official public comment, it should not go to that email and it will not make it into the matrix.

Response Steps

1. Comments will be distributed by staff to entire Task Force. All Task Force members should be reading all the public comments to keep a pulse on the community.
2. Standard initial response is sent out upon receipt by Task Force staff, and will reflect current communication resources available.
3. The matrix, filtered for new content since the last meeting, will be presented at each weekly task force meeting.
4. The resources on the website are expected to be the main source of communication with the public. However, Task Force members are welcome to update the commenter themselves, as long as economic-stabilization@juneau.org is copied for public record tracking purposes.