



Memorandum

Date: 1.23.23

From: Paul Sarne, Communications Director

To: Winooski City Council

Subject: Outreach / Engagement Options

Per the request of the Council, please see a general summary of the City's communications options and reach:

- customized web pages (for example, winooski.vt.gov/mainstreet)
- news updates (269 email subscribers, updates live on front page of site)
- social media:
 - Facebook (2.9K followers), Twitter (1403 followers) Instagram (2,444 followers) (@winooski.vt for all 3)
 - Front Porch Forum (3,864 members)
 - Community Services WhatsApp account (84 contacts)
- informational video recorded at Town Meeting TV studios
 - recordings can be embedded on web pages via YouTube uploads. Total YouTube reach only calculable after content is shared
 - can inquire about partnering with Vermont Language Justice Project for translated versions
- translation and interpretation resources: multiple depending on capacity and volume of request
- 8.5 x 11 flyer and 11 x 17 poster designs
 - can include QR codes to landing pages or documents
- Pamphlet designs
- Winooski Newsletter
 - mailed to all residential addresses in Winooski
 - digitally available on City and School websites
 - content deadline for March 2023 is February 9th
- Bulk Mailer (2-sided postcard sent to all addresses in Winooski)
- Quarterly stuffer sent with utility bills