City of Highland Park

Planning for a Permanent Place of Remembrance: Communications Plan

April 3, 2024

Values

The following are the City of Highland Park Community Values as the City prepares for a place of remembrance following the shooting that took place on July 4, 2022. The working group's approach will be trauma-informed, and meetings and discussion should serve as a safe space for ongoing discussions.

Community Values

Inclusion

Transparency

Respect and value all opinions

The outcome will last for decades into the future

Purpose

A communications plan includes **objectives** that align with the overall project, identifies key **stakeholders** and **communications channels**, sets **timelines** and **allocates resources**, outlines **strategies** to address potential communication risks, and includes ongoing **evaluation** to ensure objectives are being met.

The process of planning for a place of remembrance is just beginning. This presentation focuses on:

- Objectives
- Stakeholders
- Channels
- General Timelines

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Guiding Principles for Communications

- **Do No Harm**: consider as carefully and as thoroughly as possible the potential and inadvertent consequences of the words and images we use

- **Opt-In**: as much as possible, give individuals the opportunity to decide how and when to engage with content

- **Trauma-Informed**: work to avoid re-traumatization by using victim-centered language, being cognizant of the potential for inadvertent harm, and practicing transparency and open communication

- **Individualized**: consider many experiences of trauma, including within stakeholder groups, when planning the frequency and modality of communications

Objectives

1. Keep the community informed of the activities of the working group and milestones in the planning process.
2. Tailor messaging to the needs of each stakeholder group.
3. Maintain two-way communication and facilitate community engagement.
4. Ensure transparency by promoting meetings and providing resources and documents related to the planning process.
5. Enhance accessibility by providing materials in multiple languages and formats to meet the diverse communication needs of individuals impacted by the shooting.

Objective 1: Keep the Community Informed

The City uses **multiple communications platforms** to share information regarding the planning process:

- Website: hpremembrance.org
- Facebook: facebook.com/HighlandParkIL
- Weekly eNews: cityhpil.com/signup
- Dedicated email list: email remembrance@cityhpil.com to sign up
- The Highlander: bimonthly print newsletter

Objective 1: Keep the Community Informed

Additional communications modalities:

- Public meetings
  - Working group meetings open to the public
  - Updates at City Council meetings
  - Neighborhood meetings
  - Forthcoming community engagement meetings
- Partner organizations
  - Resource partners
  - Government partners
  - Business community
  - Clergy
- Media outreach

Objective #2: Tailor Messaging to Stakeholders

- Identify **core messages and adapt delivery** based on the needs of different stakeholder groups:
  - Next-of-kin Family Members
  - Individuals Present & Injured
  - Individuals Present & Uninjured
  - Highland Park Community
  - Community Beyond Highland Park
  - Government/Resource Partners & Clergy
- **Establish a cadence** to set consistent expectations for the frequency, volume, and type of communication
- Create an archive of communications so that community members can **opt in or out** without fear of missing important information

Objective #3: Facilitate Community Engagement

- Work with a **professional consultant** to design, manage and analyze community feedback in a trauma-informed manner
- Provide **multiple ways to share feedback**
- Offer **structured and unstructured** opportunities for feedback

Objective #4: Ensure Transparency

- Promote **public meetings** of the working group
- Provide periodic **public updates** from the working group at City Council meetings and in City communications
- Maintain an **archive of meeting notes, documents and presentations** at hpremembrance.org so that people who are unable to attend meetings can still participate

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Objective #5: Enhance Accessibility

- Enhance **language accessibility** by:
  - Using an embedded website translation tool
  - Providing materials in Spanish, Russian, and other languages as requested
  - Offering simultaneous interpretation (including ASL) for events
- Enhance **website accessibility** by:
  - Optimizing website design for assistive technology
- **Remove barriers to participation** in engagement activities by:
  - Offering opportunities to connect or share feedback through a variety of different modalities
  - Working with resource partners to meet people where they are
- **Apply trauma-informed principles** by:
  - Making people aware of when to expect communications
  - Ensuring communications are always available for reference
  - Providing advance notice of potentially re-traumatizing topics
  - Collaborating with community partners so they are aware of the communications plan and able to assist clients
  - Including reminders of Resiliency Division services

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Setting Expectations: Type & Frequency

What to Expect	How Often
Meeting Notices (eNews, FB, website, email)	Week prior to meeting
Meeting Summary (eNews, website, email)	eNews immediately following most recent meeting
Bimonthly Update (Highlander)	Each issue
Focus group or other event (eNews, FB, website, email)	Week prior to event
Community surveys (eNews, FB, website, email)	Announcement, periodic reminders during survey period, reminder before close)

Note:

Information will be archived at hpremembrance.org

Individuals may opt-out (or opt back in) at any time

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Setting Expectations: Use of Images & Graphics

What image or graphic?	Where is it used?
Together Highland Park Unidos Logo	Social media, email blasts, signage, website, print
Photos of the temporary memorial	Website, social media (for social media, only the two entrance plaques)
Photos of victims	Temporary memorial only
Generic "stock" photos: City Hall, lakefront, candles, etc.	Social media, occasionally print
FUTURE: design renderings, prototypes, maquettes	Website, social media, print, email blasts, signage (at events)

Note:
The City is intentional about the use of imagery or graphics. These are the only types of images you can expect the City to use in relation to planning for a permanent place of remembrance.

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Questions?