

Parkville Open Government & Communication Best Practices

The Parkville Communications Office, overseen by the City Clerk, serves as the City of Parkville’s communications, marketing and media relations office. The office works with each City Department and Program to develop and implement integrated communication strategies that support the City of Parkville.

Strategic Communications Office

The City of Parkville’s Communications Office can assist media personnel with requests for information; requests to interview City personnel or arrange requests for photo/video shoots on City property. Call or email us with your name, outlet, deadline, and story idea or request to start an inquiry. The department strives to achieve the City’s goal for organizational excellence by promoting best practices as related to open government and consistent communication by considering and promoting standard(s) for sound governance and fiscal management.

The City is dedicated to keeping residents, businesses and visitors connected with city government information and events that impact the city of Parkville.

The City of Parkville:

<p>SHALL <i>(Regular Procedure)</i></p> <ul style="list-style-type: none"> • Publish agendas/minutes • Broadcast decision meetings • Publish budget/financial documents • Maintain city’s website • Publish codes/ordinances • Publish news releases • Stay current on legal posting requirements • Publish monthly/quarterly Newsletter 	<p>SHOULD <i>(Goal(s) to Achieve/In-process)</i></p> <ul style="list-style-type: none"> • Conduct an annual review of Board of Aldermen Rules • Create/host a Citizens Academy: Offer process education of departments • Publish Master Plans and Maps online • Publish status of Parks programs and projects • Promote improvements to public notification practices/procedures
<p>COULD <i>(Contingent upon direction and available resource(s))</i></p> <ul style="list-style-type: none"> • Broadcast more meetings • Pursue specific communication/outreach efforts • Usage of social media (more/less) • Publish sunshine requests • Identify opportunities for additional public engagement • Publish public infrastructure project information 	<p>WOULD <i>(Funding Availability)</i></p> <ul style="list-style-type: none"> • Broadcast all meetings • Create a communications department • Publish (vs. social media) more frequent newsletter(s) • Conduct regular community surveys • Create an App for city services • Add records management system in conjunction with user-friendly website