

# 2026 Council Communications Update Q1 March 9, 2026

Key Updates



*Spokane Leads*



# 1.Multimedia Management

1.Blogs

2.Press Releases

3.Videos

# 2.Public Relations/Strategy

3.Community Engagement

4.What's Next Q2



# Multimedia Management

- Blogs have been used to give quick snapshots of Council action, community involvement and overall constituent engagement.
  - Like a newsletter, this form of written communication combines both visual and written snapshots of the latest.
  - Blogs are posted on our Council page, social media, city's community newsletter, and often in press releases.
  - 4 Blogs Jan - Feb
- Goal: 1-2 blogs per month



## Advocacy for Economic Development

Through a series of town halls and community engagement sessions, council members have listened to the voices of Eastern Washington residents, understanding their specific needs and aspirations. They have proposed

**2026 LEGISLATIVE AGENDA**

Exciting times are coming as the Washington Legislature session gets closer. The Spokane City Council has developed a forward-looking 2026 State Legislative Agenda that highlights our community's crucial needs. This agenda isn't just a list of priorities; it's a strategic plan guiding us toward a better future. We're working on improving environmental sustainability, increasing public safety, and broadening housing opportunities for everyone. Join me as we explore the key priorities that

As we observe Black History Month, it's crucial to recognize that it serves a vital purpose: to highlight the resilience, creativity, and accomplishments of Black individuals throughout history. It is not about creating divisions or isolating others; rather, it's about fostering awareness and appreciation for the unique experiences of Black Americans. Their stories

decades, our City Council has held its meetings on Mondays at 6 p.m. to accommodate working residents. Now, we are now exploring changing the meeting time to enhance transparency and accessibility for the community.

isions for potential change:

# Multimedia Management Press Releases

- Most utilized tool to inform media of Council action. It helps prompt media for interviews and gives quick, succinct context to what is coming up or what was passed by council.
- Press releases are distributed to a 300+ email list, on City Website, and on Council Facebook page.
- Newsroom Tours: KXLY, KREM, KHQ
- 11 Press releases (Jan –Mar)



**FOR IMMEDIATE RELEASE**

January 15, 2026

Contact: Lisa Gardner  
Director, Communications  
Spokane City Council  
lgardner@spokanecity.org

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**SPOKANE CITY COUNCIL VOTES ON  
DEPARTMENT OF JUSTICE GRANT**  
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Spokane—During a special legislative session on Thursday, January 15, 2026, Council voted 5-2 to approve Department of Justice (DOJ) grant funds applied for

MARCH 0

[Indian Canyon Golf Course Opens Thursday, March 12, 2026](#)

9:23 a.m. - Indian Canyon golf course will open for the season on March 12, representing the fourth course to announce a 2026 opening date.

March 4

[City of Spokane to Open New Scattered Site Shelter](#)

10:34 a.m. - New shelter to serve LGBTQIA+ community members

March 3

[City Council Bans Use of Private Property for Detention Facilities](#)

11:27 a.m. - Spokane City Council approved an interim emergency ordinance that would prohibit the property for detention facilities in the City.

[City Council Adopts "Immigration Enforcement Free Zones"](#)

Spokane City Council  
Published by Lisa Gardner · February 2 ·

"In Spokane, we all belong, and that includes our immigrant neighbors regardless of their immigration status," said Council Member Sarah Dixit. "When cities across our ... See more

MY.SPOKANECITY.ORG  
**City Council Members Introduce "Immigration Enforcement Free Zones"**  
A proposal to prohibit staging and surveillance on city-owned property and parking lots witho...

# Multimedia Management Video

- Council Connection, Recaps, and PSA's, videos are the most interactive tool for informing our constituents.
- Videos live on our Council vimeo and YouTube pages, CityCable5 page, Council Facebook, and often distributed in a press release.
- 3 Videos Jan – Mar
  - Goal 2 per month

The screenshot displays the Vimeo channel for the Spokane City Council. At the top, the Vimeo logo and search bar are visible. The channel profile includes the Spokane City Council logo, the name 'Spokane City Council', the location 'Spokane, WA, USA', and a link to the council's website. Below the profile are 'Follow' and 'Message' buttons. The main content area features three video thumbnails: 1) 'COUNCIL CONSIDERATION: COUNCIL MEETING DAY CHANGE' with a duration of 02:14; 2) 'Council Connection with Betsy Wilkerson' with a duration of 20:52; and 3) 'Joint Meeting with Spokane County Board of Commissioners Spokane City Council and Spokane Airport Board' with a duration of 01:26:49.

# Public Relations and Strategy

Based on upcoming Council action, assemble communications and public relations plan for strategic engagement. This is the proactive approach—rather than reactive. Full suite of tools to amplify, inform and solicit feedback from public.

**Community Engagement Plan: ORD 36738**  
"Council Meeting Day"

**OVERVIEW:**  
The City Council adopted Resolution 2024-0119 which, in addition to adopting council rules for the year 2025, also stated the council's intent to consider changing the regular meeting date starting in year 2026 and recognizing such a change should not occur without ample opportunity for public input. The ordinance currently leaves the meeting day blank and allows for council discussion and amendment prior to adoption of the ordinance.

**GOAL:**  
To spearhead a narrative to inform constituents and community stakeholders on the potential day change

**OBJECTIVES:**

- Educate the community and gather feedback
- Provide Community conversation feedback to council members to make an informed decision on vote.

**AUDIENCES**

- Citizens
- Stakeholders/Ambassadors
- Neighborhoods
- Media

**IMPACT OUTREACH METHODS:**

VIRTUAL (High Impact)	DIGITAL (Medium Impact)	PRINT (Low Impact)
<b>Video on Website:</b> 2-3 min video of CM or CP explaining ORD 36738 to be amplified on ALL Council platforms and CM Social Platforms	<b>Social Media Dialogue:</b> <ul style="list-style-type: none"> <li>Pros &amp; Cons flyer of Council Meeting Date Change</li> <li>Create FAQs or infographic that can be printed and distributed, or post on our website/social pages</li> </ul>	<b>BLDG:</b> Blog on Council Webpage
<b>Storytelling Campaign:</b> <ul style="list-style-type: none"> <li>Feedback from Stakeholders on both sides Pro/Con</li> <li>strategic alignment with community groups (video or print)</li> </ul>	<b>ONLINE SURVEY:</b>	<b>OP-ED:</b> Council Members submit op-ed to SR (personal capacity) Encourage letters from groups to email council
<b>Neighborhood Councils:</b> Additional meetings with NC to reinforce merits of ordinance <b>Timeline:</b>		<b>Statement from Administration:</b> Mayor Day-in-support or other city department input

Timing on High, Medium, Low impact methods will be contingent upon tactic(s) used for engagement. Estimated at 2 weeks - 2 months.

**PRO for keeping Monday:** Longstanding Schedule, Accessible for working residents and families, Community groups and stakeholders

**CONS for keeping Monday:** Conflicts with Monday Holidays, Start of the week fatigue for staff, council and attendees, Longer meetings can run late on a work

**Spokane City Council Members Discuss Community Policing Grant Press Conference**

Chase Gallery, City Hall  
January 24rd, 2026

**City Council Approves Change to City Council Meetings**

Lisa Gardner, City Council Director of Communications and Community Engagement, No Phone Number Available

Thursday, February 19, 2026 at 12:14 p.m.

**COUNCIL CONSIDERATION: COUNCIL MEETING DAY CHANGE**

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# Community Engagement

- Joined Council President in Olympia for the TakeAll Coalition Day on the Hill.
- Continued work and collaboration on the ReFive Community Plan with Maren Murphy and Planning Department.
- Continued involvement with the community engagement team and events for WSDOT Connects.



**CONNECTS**  
People, Places, and Possibilities

**Past, Present and Future**  
Join us—either in person or online—for a community conversation about the North Spokane Corridor and I-90 connection.

We will:

- Recap what we've heard from you
- Showcase the top eight design themes with Reinaldo Gil Zambrano
- Highlight upcoming opportunities to get involved
- Share available information on the state transportation budget

Your voice continues to shape this work. Come be part of the conversation!

**North Spokane Corridor**  
Fall  
Planning & Community Engagement

Wednesday, May 21  
Doors open at 5:30 p.m.  
Conversation begins at 5:45 p.m.  
Liberty Park Library, Events Room  
402 South Pittsburg Street  
Spokane, WA 99202

Local pizza dinner and an unsupervised children's activity area provided

Microsoft Teams  
To join the ER Connects meeting scan code or visit:  
<https://rb.gy/fki4kj>

# ReFIVE

*a community plan for fifth avenue*

In the spring, City of Spokane Planning Department began work on the 5th Avenue Community Plan. The Plan builds on a history of previous and ongoing planning efforts, and the project team has facilitated a breadth of engagement activities across every stage of the Plan development process throughout the year. Co-creation, accessibility and creativity have been key elements of the Plan's engagement approach.



# What's Next: Quarter 2

- District Town Halls
  - March 25<sup>th</sup> D3 Town Hall at MAC
- Engage with Council Workshop
- Continued Multimedia Management
- Launch of “Coming up on Council” videos

## Engaging with Council Workshop

By: Lisa Gardner, Director of Communications & Community Engagement

**Goals:** Give underserved and marginalized communities the opportunity to learn how council and understand city municipal function

**Target Audience:** Equity Communities

**Objectives:** Understand what Council does, know the difference between resolution and understand how budgets are created and approved, engaging council members by dis

Deliverables	Time	Tool(s)
Promotion	Ongoing	Flyers, <a href="#">Social Media</a>
community invite		Email to stakeholders
Create Slides/Talking points		
Secure Venue	Ongoing/TBD	Liberty Park Library The Hive

# Thank you!



*Spokane Leads*

