



Work Session Memorandum

Date: June 23, 2026

To: Mayor and City Councilmembers

Through: Kelly DiMartino, City Manager ^{DS}
Denzel Maxwell, Assistant City Manager ^{Initial}

From: Amanda King, Chief Communications & Engagement Officer, Communications & Engagement, ^{Initial}
aking@fortcollins.gov

Subject: June 16, 2026 Work Session Summary: Council Priority - Connecting Community to Council Actions

Bottom Line

The purpose of this memo is to document the summary of discussions during the June 16, 2026 Work Session. All Councilmembers were present.

Discussion Summary

- Councilmembers want to better communicate “the why” behind Council policy work ahead of policy decisions to bring people along while also building more overall community connection and understanding of the work Council is doing.
- An adjusted timeline for the workplan for this Council priority accelerates work already underway as well as a messaging strategy informed by both Council and the community moving forward.
- Existing channels and messaging are being adapted to align with Council priorities and policy work leveraging programs like City in :60, listening sessions, community event activations and partnerships with local media and other agencies.
- Ongoing Council priority and policy communications will be organized into five messaging categories (Why it Matters, How it Works, What’s Happened & What’s Next, Council & Community, and Get Involved) with corresponding tools and approaches for each category depending on considerations like the level of engagement, resourcing & capacity, timelines and desired reach.
- There are opportunities to continue to optimize website functionality and search, look into other metrics, enhance language access, and explore other ways to display and

share priorities and summarize Council meetings and discussions. There is also interest in more real time and less polished communications.

Next Steps

- Continue leveraging and adapting existing and emerging approaches
- Begin implementing, testing and refining messaging strategies
- Check back in with Council during quarterly check-ins