

Fiscal Year 26-27 Budget Communication Plan

Fiscal Year: 26-27	Description		Action Item	Assigned Department	Target Completion Date
Budget Calendar and Communication Plan	Outline the key phases of the annual budgeting process and specify how and when information will be shared with stakeholders. This section serves as a timeline for internal planning and a roadmap for public engagement.	Step 1	Draft Budget Calendar including all meetings	Budget	7/15/2025
		Step 2	Internal review period for staff	Administration, Budget, Communications, Finance	8/18/2025
		Step 3	Present calendar and communication plan at August Agenda Meeting	Budget	8/18/2025
		Step 4	Distribute finalized communication plan to staff and Council	Budget	8/19/2025
		Step 5			
Town Website	Descriptive webpage to serve as main source of comprehensive information and explanation of the proposed budget.	Step 1	Create FY26-27 Budget Webpage and URL redirect /budget27	Communications	9/5/2025
		Step 2	Add initial budget documents and information	Budget, Communications	9/5/2025
		Step 3	Update with relevant documents, dates, and information	Budget, Communications	As needed
		Step 4	Post the completed budget manual	Budget, Communications	4/17/2026
		Step 5			
Press Release	Release to be sent to Sunshine List (media and community partners) and posted under Town News on the website highlighting key points and takeaways of the proposed budget and advertising of the Budget Open House.	Step 1	Draft initial budget press release: Proposed Budget submitted	Communications	2/2/2026
		Step 2	Issue press release: Proposed Budget submitted	Communications	2/17/2026
		Step 3	Draft initial budget press release: Approved Budget	Communications	3/15/2026
		Step 4	Issue press release: Approved Budget	Communications	4/20/2026
		Step 5			
One-Page Flyer	Budget at a Glance flyer highlighting key points and takeaways of the budget.	Step 1	Create outline for "Budget at a Glance" flyer with placeholders	Budget, Communications	1/15/2026
		Step 2	Provide final information to Communications	Budget	2/9/2026
		Step 3	Post and distribute "Budget at a Glance" flyer	Budget, Communications	3/1/2026
		Step 4			
		Step 5			
Social Media	Recurring social media posts highlighting budget meeting dates and specific elements of the proposed budget that add value to residents.	Step 1	Provide a list of budget highlights	Budget	2/16/2026
		Step 2	Post meeting dates	Communications	Ongoing
		Step 3	Create budget highlight graphics in coordination with departments	All Departments, Communications	Ongoing
		Step 4	Share budget highlight posts across platforms	Communications	Ongoing
		Step 5	Announce final adopted FY26–27 Budget across all social media platforms	Communications	4/17/2026
Video	A video highlighting broader concepts of what the proposed budget seeks to accomplish.	Step 1	Create storyboard outlining key messages and visuals	Communications	2/20/2026
		Step 2	Schedule and conduct video shoots	Communications	3/6/2026
		Step 3	Edit and finalize FY26-27 Budget video	Communications	3/26/2026
		Step 4	Publish video on website and social media	Communications	4/17/2026
		Step 5			
Budget Q&A Forum	An opportunity to engage with the public to discuss the proposed budget and answer questions. The meeting will feature a high level presentation from staff and a Q&A with Council and staff.	Step 1	Prepare staff presentation summarizing key budget highlights	Budget	2/28/2026
		Step 2	Hold Budget Q&A Forum	All Departments	March TBD
		Step 3	Draft a summary of Q&A from the public and key takeaways from the forum	Budget	3/15/2026
		Step 4			
		Step 5			
Other Council Engagement Opportunities	Councilmember engagement opportunities throughout the budget process.	Step 1	Add meeting sign-up option to the website	Communications	9/5/2025
		Step 2	Provide Council with updated budget discussion points and highlights	Finance	As needed
		Step 3	Schedule budget meetings with Councilmembers as requested	Town Clerk's Office	As needed
		Step 4	Public Hearing	Finance	3/19/2026
		Step 5			