

BRFS Site Refresh Communications Plan

Communication plan purpose

This is a refresh of the structure and content of the Bureau of Revenue and Financial Services (BRFS) website.

Key messages

- The goal is to organize the site in such a way that best serves the customers who will be using it, both internally and externally.
- The site conveys a clear message about the function of BRFS and its divisions, as well as its organization.
- Provides easy access to the most commonly used functions and content.

Audience

- All City employees and the general public.

Roles (person/team and what they are responsible for)

Ethan Cirimo	Communications plan and site development, logistic support
Jen Clodius	Communications plan and site development, logistic support
Kelly Ball	Communications plan lead, oversight of project
Rick Nixon	Oversight of project

Key Dates

- Communications plan review
- Site final completion

Materials and Due Dates (include draft and review dates)

Deliverable	Due Date	Responsible Party
Rough draft of site		
Draft		Ethan, Jen, Rick
Approve		Kelly
Completed site		
Draft		Ethan, Jen, Rick
Approve		Kelly

Organizations to contact	Due Date	Responsible Party
Revenue Division		Ethan
BTS		Ethan