City of Idaho Falls

Community Engagement Campaign Book

Farmers Market Booth & Community Calendar Strategy

Sydney Adams

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Executive Summary

This campaign was created for the City of Idaho Falls to strengthen how the City connects with residents. As Idaho Falls continues to serve a growing and active community, clear communication is important for helping residents understand City services, find important updates, and feel connected to local government. The Community Engagement Team focused on three main goals from the City: increasing two-way communication, building trust, and improving awareness of City services.

To support these goals, our team developed three connected recommendations: a Farmers Market Booth, a community-facing calendar, and an internal calendar system. My individual work focused on the Farmers Market Booth and the community-facing calendar. Both strategies were designed to make communication more accessible, consistent, and useful for residents.

The Farmers Market Booth objective is: By the end of a 6-week Farmers Market Booth pilot during the 2026 market season, increase two-way communication and resident awareness of City of Idaho Falls services by completing 600–1,800 resident interactions, collecting at least 150 resident questions or feedback responses, and generating at least 300 QR code scans to City resources. This strategy gives the City a visible presence at the Idaho Falls Farmers Market, where residents are already gathering. The booth includes a recommended layout, interactive activities, a feedback raffle system, staffing guidance, budget estimates, KPI tracking, and an implementation process.

The internal and external calendar objective is: By December 31, 2026, increase resident awareness of City of Idaho Falls services and announcements by 20% while improving communication consistency across departments through a standardized outreach process. This strategy gives residents a clearer place to find City events, updates, programs, reminders, and resources. It also helps departments communicate more consistently by using a shared structure for submitting and organizing public information.

The most significant outcome of this campaign is that the City received practical tools it could realistically implement. These recommendations are not based on a large budget or complicated system. They are built around simple, repeatable processes that help the City meet residents where they are, collect useful feedback, and make public information easier to understand. Together, the Farmers Market Booth and community-facing calendar create a stronger connection between the City and its residents by combining in-person engagement with clearer digital communication.

Campaign Deliverables

Campaign Deliverables Overview

The Community Engagement Team organized its recommendations around strategies and tactics that supported the City of Idaho Falls' main goals: increasing two-way communication, building trust with residents, and improving awareness of City services. Each strategy was designed to make City communication more accessible, consistent, and useful for the community.

Strategy 1: Expand In-Person Community Outreach
Tactic: Farmers Market Booth at the Idaho Falls Farmers Market

The Farmers Market Booth was recommended as a way for the City to meet residents in a familiar, high-traffic community setting. Instead of expecting residents to search for information or attend formal meetings, the booth gives the City a visible and approachable presence at an event residents already attend.

This tactic supports two-way communication by giving residents a place to ask questions, share feedback, and interact with City staff in person. It also supports awareness by helping residents learn about City departments, services, events, and resources through handouts, QR codes, activities, and direct conversations.

Deliverables included:

- Farmers Market Booth booklet
- Farmers Market Booth strategy and implementation document
- Booth layout recommendation
- Interactive activity concepts
- Feedback raffle bowl system
- Resident feedback form
- Design recommendations
- Staffing and operations plan
- Budget and materials estimate
- KPI tracking plan
- Finished print-outs

Campaign Deliverables Overview

Strategy 2: Improve Resident Access to City Information
Tactic: Community-Facing Calendar System

The community-facing calendar was recommended as a way to make City information easier for residents to find and understand. This tactic focuses on organizing City events, announcements, reminders, programs, and community resources into a clearer system that residents can access both online and through printed materials.

This strategy supports awareness of City services by creating a central place for public-facing updates. It also supports trust and consistency by helping departments communicate through a shared process instead of posting information separately or inconsistently.

Deliverables included:

- Community-facing calendar strategy
- Printed calendar recommendations
- Redesigned website calendar recommendations
- Calendar category system
- Submission process website
- Master submission spreadsheet
- Google form for department submissions
- Deadline/ late policy recommendations
- Budget and resource needs

Strategy 3: Improve Two way Communication Through Internal Department Announcements
Tactic: Internal Department Calendar System Through Website

The internal calendar strategy was developed to improve communication and coordination across City departments.

Deliverables included:

- Internal department calendar
- Approval system
- Manager checklist
- Announcement questionnaire submission
- Employee access page
- Code specialized for manager access

Research & Individual Strategy

Individual Strategy

Strategy Explanation
My approach combined in-person and digital communication to help the City of Idaho Falls become more accessible, visible and consistent. I developed both strategies to support the campaign's main objectives: increasing two-way communication, increasing awareness of City services and building trust with residents.

Strategy 1: Expand In-Person Community Outreach
For my first strategy, I developed a recurring farmers market booth that would bring City departments directly into a place where residents already gather. Rather than expecting residents to visit City Hall, attend a formal meeting or search for information online, my strategy creates an approachable setting where they can ask questions, learn about services and provide feedback.

I designed the booth to include rotating departments, interactive activities, a raffle, QR codes and printed materials. This supports two-way communication through direct conversations, increases awareness of City services and builds trust by making the City more visible and accessible.

Strategy 2: Improve Access to City Information
For my second strategy, I revamped the community calendar to make City information easier to find and understand both on the website and on paper. I organized the calendar into three categories: City Information, Community Events and Community Resources.

I also developed a standardized website submission process for City departments, as well as a submission process if they decide not to update the website. The process requires departments to provide complete information, including the date, location, audience, description and action residents should take. This would improve awareness by making information easier to locate, strengthen trust through more consistent communication and encourage residents to attend, register, volunteer or provide feedback.

Together, my two strategies create a connected communication system. The farmers market booth builds relationships through face-to-face outreach, while the community calendar provides an ongoing digital resource residents can continue using afterward.

Research

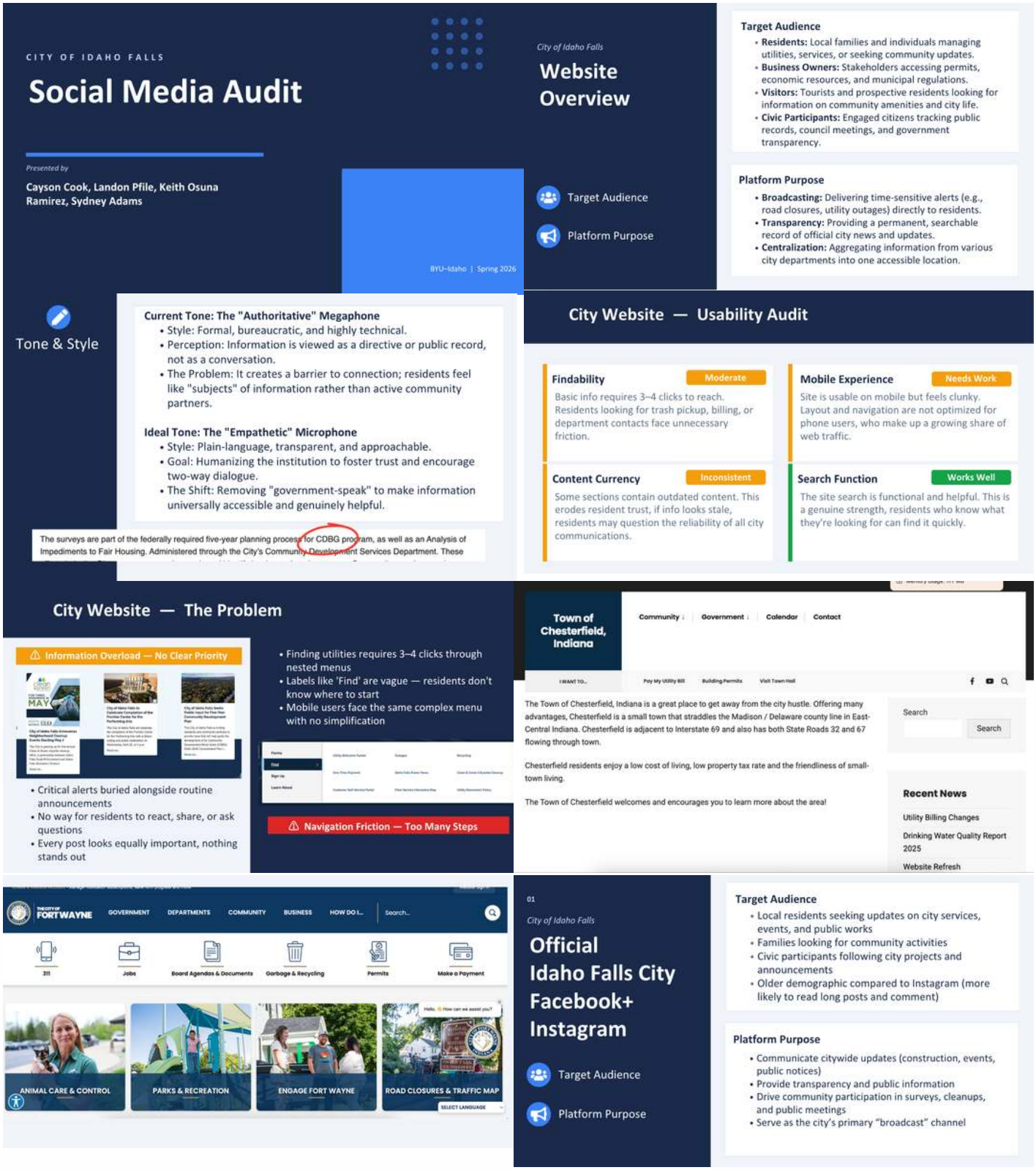
1. Social Media Audit
I reviewed the City of Idaho Falls website, Facebook and Instagram accounts, along with several department accounts. I compared their tone, content, engagement and calls to action. I also made the entire presentation for our research presentation and was the leader in making sure everyone did their part.
The audit showed that event-based and human-centered posts performed much better than routine informational posts. For example, a ribbon-cutting post received 935 likes, while a Clean & Green announcement received only seven.
This showed me that residents respond better to content that feels personal and connected to the community. It helped support my farmers market booth because the booth creates more direct and engaging communication.

2. Messaging and Consistency Research
I compared how different City departments communicated across their websites and social media accounts. I looked at tone, wording, structure and calls to action.
I found that departments shared similar priorities, but communicated them in very different ways. Some used formal or technical language, while others were much more casual. Important details were also sometimes buried in long posts.
This research helped me create a more consistent approach for both deliverables. The booth gives departments one shared communication experience, while the calendar submission process makes sure each department provides clear and complete information.

3. Community Calendar Research
I reviewed the current City calendar, its filters, event listings and the separate Events and Attractions page.
I found that residents have to choose from 37 different calendars, including 13 aquatics or zoo calendars. I also found that event information is spread across 11 different resources.
This showed me that the main problem was organization. It led me to create three simpler categories: City Information, Community Events and Community Resources.

4. Farmers Market Research
I researched the market's attendance, schedule, vendor count and number of available booth days.
The market typically brings in 8,000 to 9,000 people each Saturday and has 27 possible market days during the season.
Based on those numbers, I recommended a six-market pilot. This would give the City 30 hours of public outreach and exposure to about 48,000 to 54,000 cumulative visits. I also set a goal of 75 meaningful conversations per market, or 450 total.

Social Media Audit Research



Social Media Audit Research Slideshow

Facebook

Tone & Style

- Tone: Formal, informative, civic
- Style: Long captions, detailed explanations, official graphics
- Effect: Feels authoritative and reliable, but not conversational

Strenghts

- Strong reach and interaction during major events
- High comment volume shows active community interest
- Videos perform extremely well
- Facebook is clearly the city's most effective platform

Weakness

- Informational posts receive very low engagement
- Tone can feel bureaucratic
- Graphics are often text-heavy
- Responsiveness is inconsistent across posts

Instagram

Tone & Style

- Tone: Neutral, informational
- Style: Mostly reposted graphics from Facebook
- Effect: Feels like a duplicate channel rather than a platform with its own strategy

Strenghts

- Clean, consistent branding
- Good use of event graphics
- Reaches a different demographic than Facebook

Weakness

- Extremely low interaction
- No video content
- No behind-the-scenes or human-centered posts
- Feels like a copy-paste of Facebook

Engagement Patterns - Facebook

High engagement on event-based posts:

- Frontier Center ribbon cutting: 935 likes, 90 comments, 64 shares
- Zoo Opening Day (cross-post): 458 likes, 28 comments, 42 shares
- E-Street Project video: 417 likes, 75 comments, 14 shares, ~30k views

Low engagement on informational posts:

- Clean & Green announcement: 7 likes, 2 shares
- Sneak Peek posts: 15–22 likes, 1–4 comments

Engagement Patterns - Instagram

High engagement on event-based posts:

- Very few comments (often 0–2)
- Likes not visible in your screenshots, but low comment volume indicates low engagement
- Posts are mostly graphics, not photos or Reels
- No Stories, no Reels, no platform-native content



City of Idaho Falls

Zoo
Facebook+
Instagram

Target Audience

Platform Purpose

Target Audience

- **Local Families:** Primary repeat visitors looking for affordable, educational weekend activities.
- **Tourists/Visitors:** Travelers en route to Yellowstone who want to add a high-quality, "best little zoo" experience to their itinerary.
- **Educators/Students:** Schools and youth groups seeking field trip opportunities.

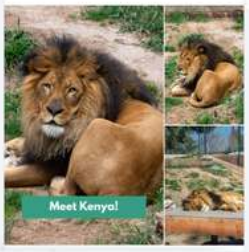
Platforms Purpose

- **Education:** Delivering conservation science and animal welfare information to the public.
- **Fundraising:** Driving membership growth and financial support for the Tautphaus Park Zoological Society.
- **Experience:** Providing practical visitor tools, including ticketing, scheduling, and member services.

Tone & Style

Tone/ Style

- **Tone:** Enthusiastic, warm, and inviting.
- **Style:** Highly visual (relying on photos/videos of animals and events) to capture attention.





03

Zoo Platforms - Pros

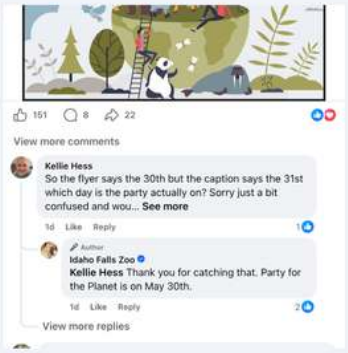
Zoo Success Drivers

- **Active Dialogue:** Proactively responding to comments builds human connection and trust.
- **Relatable Tone:** Warm, approachable messaging captures attention instead of simply broadcasting facts.
- **Visual Strategy:** Engaging media proves residents do care when content is accessible and compelling.

The Strategic takeaway

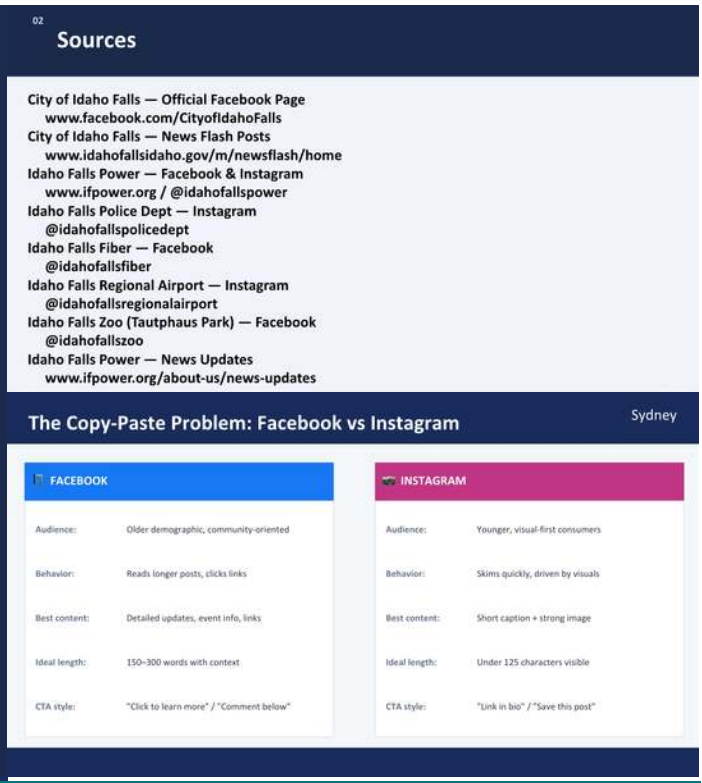
- **The City has a working model:** This engagement success proves that residents want two-way interaction with their local government.





Social Media Audit Research Slideshow

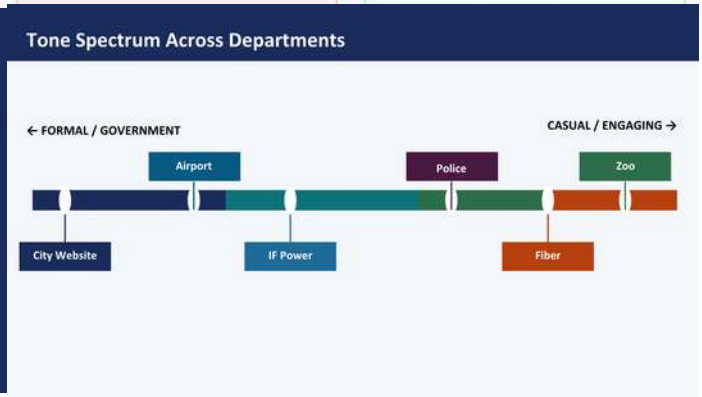












Messaging and Consistency Research

What We Looked At

Six platforms, one question: does the City communicate consistently?

- City of Idaho Falls: Website & Facebook & Instagram
- Idaho Falls Power: Facebook & Instagram
- Idaho Falls Police: Facebook & Instagram
- Idaho Falls Fiber: Facebook
- Idaho Falls Regional Airport: Instagram
- Idaho Falls Zoo: Facebook

The Core Finding

> **The City communicates consistent priorities, but not in a consistent way.**

Themes that show up everywhere: community, safety, improvement, transparency, local pride.

The problem: every department sounds like *itself*, not like the City.

Platform Breakdown

City Website / Facebook

- Headlines are clear, body content buries the details
- Heavy jargon: CDBG, corridor, federally required
- Event times and deadlines are buried in long paragraphs
- Rarely explains *why* anything matters to the resident

Idaho Falls Power

- Most consistent messaging of any department
- Clear themes: safety, community, efficiency
- Strong CTAs, "Call 811," "Dig smart. Dig safe."
- Posts identical content to FB and Instagram (no platform tailoring)
- Tone shifts between safety posts, appreciation posts, and sustainability posts

Idaho Falls Police

- Most engaging and human of any department
- Story-driven, features real officers, builds trust
- Tone swings widely, emotional → informational → promotional
- No consistent visual template or structure

Idaho Falls Fiber

- Strongest CTAs of any department
- Clear value props, promo codes, direct sign-up prompts
- Tone swings just as hard, promotional → alert/warning → recruitment
- Feels like a standalone brand, not part of the City

Regional Airport

- Best balance of informational + human storytelling
- Posts follow a clear structure: context → details → impact
- No defined voice anchor, formal funding posts vs. emotional retirement tributes
- Weakest CTAs overall

Idaho Falls Zoo

- Best audience connection of any department
- Conversational, asks questions, visual-first, invites interaction
- Only account consistently doing this
- So casual it feels completely disconnected from the City

Where Inconsistency Shows Up

Tone — ranges from formal (City) to casual (Zoo) with nothing connecting them

Language — jargon vs. plain language, no standard across departments

Structure — some posts use bullets, most don't, no consistent format

Platform use — City and Power post identical content to FB and Instagram

The "Why It Matters" gap — all departments say *what's* happening, almost none say *why it matters to you*

Why It Matters for Residents

- **Confusion**: different styles from every department = no sense it's one organization
- **Missed info**: deadlines and event details buried = residents miss what's important
- **Lower engagement**: complicated content = people don't read or act
- **Eroded trust**: inconsistency makes the City look uncoordinated

Recommendations

1. **Standard message structure** — every post: What → Why it matters → Who's affected → What to do → Where to learn more
2. **Plain language** — write at an 8th–10th grade level, cut the jargon
3. **Unified City voice** — shared tone guidelines across all departments (clear, helpful, approachable)
4. **Lead with key info** — stop burying deadlines and event details
5. **Consistent CTAs** — every post answers "what should I do?"
6. **Platform-specific content** — FB and Instagram need different formats, not copy-paste

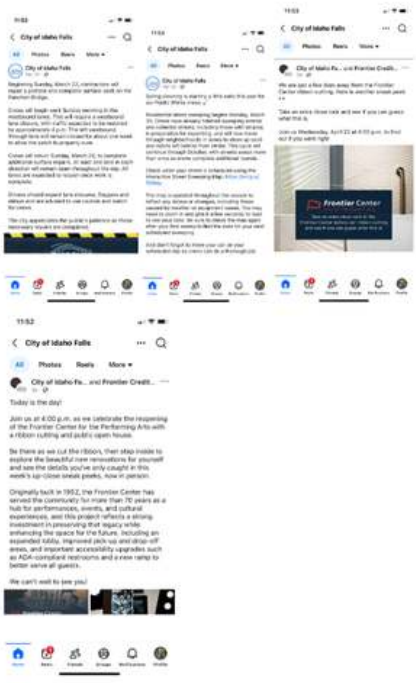
Bottom Line

Each department communicates well on its own. Together, they feel like six different organizations.

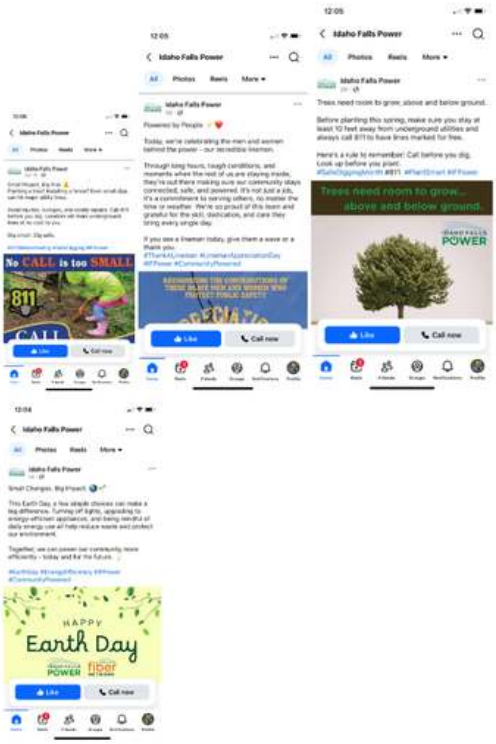
> *The issue isn't what the City is saying, it's how it's saying it.*

Sources

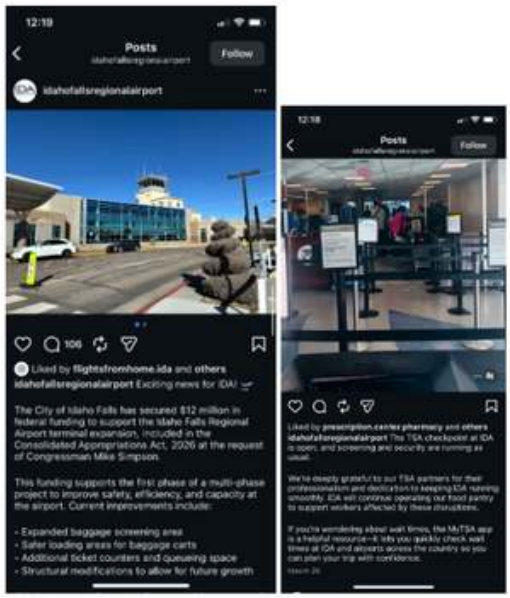
- City of Idaho Falls Facebook: facebook.com/CityofIdahoFalls
- City News Flash Posts:
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  https://www.idahofallsidaho.gov/m/newsflash/home/detail/2939
  https://www.idahofallsidaho.gov/m/newsflash/Home/Detail/2940
  https://www.idahofallsidaho.gov/m/newsflash/Home/Detail/2917
- Idaho Falls Power: ifpower.org / @idahofallspower
- Idaho Falls Police: @idahofallspolicedept
- Idaho Falls Fiber: @idahofallsfiber
- Idaho Falls Regional Airport: @idahofallsregionalairport
- Idaho Falls Zoo: @idahofallszoo

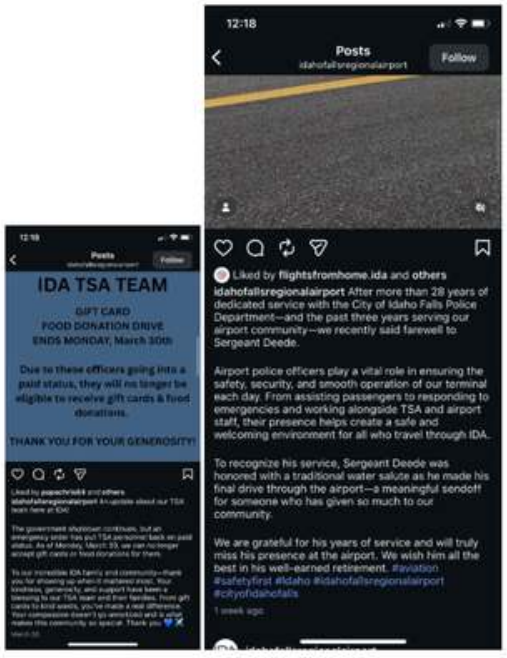


Messaging and Consistency Research

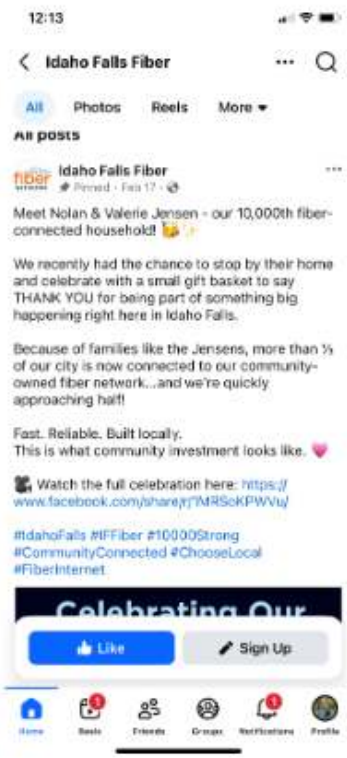


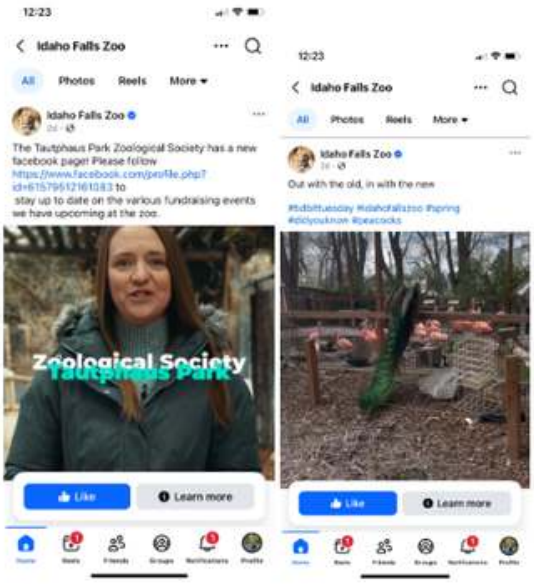


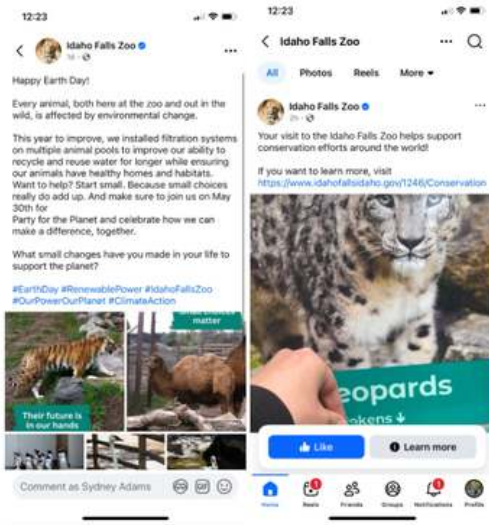


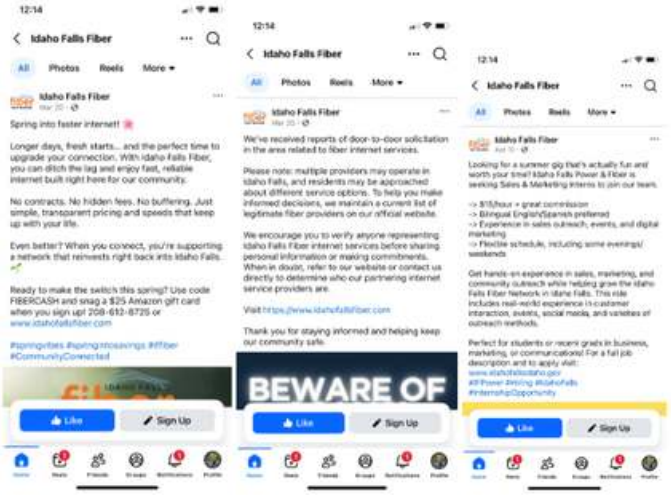


Messaging and Consistency Research









Community Calendar Research

Community Calendar Research

Current Calendar Structure

The City of Idaho Falls website currently gives residents **37 individual calendars to choose from**, excluding the "All Calendars" option.

These calendars include City meetings, departmental events, recreation programs, public notices and specialized program calendars. Examples include City Council, City Events, Public Works, Police Community Events, Parks & Recreation Events, Idaho Falls Power Meetings and several aquatics and zoo calendars.

Breakdown of the 37 Calendars

- **9 aquatics-related calendars**
- **4 zoo-related calendars**
- **13 combined aquatics and zoo calendars**
- **2 calendars labeled "Previous Camps" and "Previous Programs"**
- **1 general calendar labeled "City Events"**

Aquatics and zoo calendars make up **13 of the 37 calendar choices**, or approximately **35% of the entire calendar menu**.

The nine aquatics-related calendars are:

1. Aquatic Center
2. Aquatic Fitness
3. Aquatics Jr High Swim Team
4. Aquatics Public Swim
5. Aquatics Spartans Jr High Swim Team
6. Aquatics Special Events
7. Aquatics Special Hours & Pool Closures
8. Aquatics Surfer Swim Team
9. Aquatics Swim Lessons

The four zoo-related calendars are:

1. Idaho Falls Zoo
2. Zoo Education
3. Zoo Tots Classes
4. Zoorific Family Fun Days

Source: City of Idaho Falls online calendar, reviewed July 13, 2026.

Current Search and Viewing Options

The existing calendar provides residents with:

- **3 calendar views:** list, week and month
- **2 date-search fields:** start date and end date
- **1 keyword-search field**
- **1 calendar-selection menu**
- **1 option to show past events**
- **2 subscription tools:** Notify Me and iCalendar
- Options to print or email calendar information

These functions provide useful tools, but residents must first determine which of the 37 calendars contains the information they need.

Source: City of Idaho Falls online calendar, reviewed July 13, 2026.

Number of Events Visible in July 2026

When "All Calendars" was viewed on July 13, 2026, the calendar displayed **four upcoming entries for the remainder of July**:

- **3 City Council entries**
- **1 Idaho Falls Zoo event**

The entries were:

1. Wines in the Wild — July 17
2. City Council Meeting: Budget — July 21
3. City Council Work Session — July 27
4. City Council Meeting — July 30

The separate calendar labeled **"City Events" displayed zero July 2026 entries** when reviewed.

This does not prove that only four City-related activities were taking place during July. It shows that only four upcoming entries were visible through the default "All Calendars" view at the time of review, while the general "City Events" calendar contained no July entries.

Source: City of Idaho Falls online calendar and City Events calendar, reviewed July 13, 2026.

Events and Attractions Are Spread Across Multiple Locations

The City's separate "Events & Attractions" webpage directs residents to **11 different event, facility or attraction resources**:

1. Aquatic Center
2. Civic Auditorium
3. Community Events
4. Golf Course
5. Idaho Falls Zoo at Tautphaus Park
6. Marmo/Lehto Ice Arena
7. Museum of Idaho
8. Parks & Recreation
9. Public Library
10. War Bonnet Round Up
11. UTV Holiday Light Parade

Some of these links lead to separate City pages or outside websites rather than one combined community calendar.

Source: City of Idaho Falls Events & Attractions webpage, reviewed July 13, 2026.

Current System Compared With the Recommendation

Measurement	Current system	Proposed system
Resident-facing calendar choices	37	3
General City Events calendar	1	Included within Community Events
Primary resident categories	Not standardized	3
Standard submission process	Not shown publicly	1 shared process
Events and attraction resources listed separately	11	Linked or represented through one central system

The proposed three categories are:

1. **City Information**
2. **Community Events**
3. **Community Resources**

Reducing the top-level resident choices from 37 calendars to three categories would be a **91.9% reduction**, rounded to **92%**.

Calculation:

(37 − 3) ÷ 37 × 100 = 91.9%

The existing 37 calendars would not necessarily need to be deleted. They could remain as internal tags, department filters or secondary options. The three categories would create a simpler starting point for residents.

Key Research Numbers

37

Individual calendar choices currently presented to residents.

13

Calendars devoted specifically to aquatics or zoo information.

35%

Percentage of calendar choices devoted to aquatics and zoo categories.

4

Upcoming July entries displayed in "All Calendars" when reviewed July 13.

0

July entries displayed in the general "City Events" calendar when reviewed.

11

Separate destinations listed on the City's Events & Attractions page.

3

Recommended top-level public categories.

92%

Calculated reduction in top-level choices if the public-facing structure moves from 37 choices to three categories.

Research Conclusion

The City already has a functioning calendar with search, subscription and viewing tools. The primary issue is not the absence of a calendar. It is the amount and organization of the information residents must navigate.

Residents currently choose from 37 individual calendars, including 13 separate aquatics and zoo calendars. At the same time, the broad "City Events" calendar displayed no July 2026 entries when reviewed, and additional event information is distributed across 11 resources on the Events & Attractions page.

A three-category structure would give residents a clearer starting point while allowing departments to retain detailed filters behind the system. A standardized submission process would also help ensure that departments consistently submit complete information for City notices, public events and community resources.

Farmers Market Research

Idaho Falls Farmers Market:

Metric	Number	Source
Typical Saturday attendance	**8,000–9,000 visitors**	Idaho Falls Farmers Market manager quoted by East Idaho News in April 2025.
Highest reported weekly attendance	**Up to 12,000 visitors**	East Idaho News.
2025 vendor count	**173 vendors**	Increased from 141 vendors the previous season.
Current reported vendor count	**130+ to approximately 200 vendors**	The market website and local reporting use different counts depending on the week and season.
Market frequency	**Every Saturday**	Official Idaho Falls Farmers Market website.
Market season	**May through October**	Official market website.
Market hours	**9:00 a.m.–2:00 p.m.**	Official market website.
Public-facing market time	**5 hours per Saturday**	Based on official operating hours.
Location	**Memorial Drive in downtown Idaho Falls**	Official market website.

How many market days are available?

From May through October 2026, there are **27 Saturdays**, meaning the City has up to:

- **27 possible booth days**
- **135 total public-facing market hours**
- Approximately **216,000–243,000 cumulative attendee visits** across the season, based on 8,000–9,000 visits per Saturday
- As many as **324,000 cumulative visits** if every market reached the reported 12,000-person peak

These are **cumulative visits, not unique people**. A resident who attends five markets would be counted five times.

What should the City attend?

I would recommend a **six-market pilot**, not all 27 markets during the first season.

Six booth days represent:

- **22% of the available market season**
- **30 public-facing booth hours**
- Exposure to approximately **48,000–54,000 cumulative market visits**
- Potential exposure to as many as **72,000 cumulative visits** if attendance reaches the 12,000-person high point

The City would not personally speak with all 48,000–54,000 attendees. That number represents the total audience moving through the market on the six selected dates.

How many people could City staff realistically talk to?

There does not appear to be a published source showing exactly how many visitors an individual Idaho Falls Farmers Market booth speaks with. That number needs to be presented as a **staffing-based campaign projection**, not an outside statistic.

With **2–3 City employees** staffing the booth for five public hours:

Daily conversation goal	Six-market total
50 conversations per market	**300 conversations**
75 conversations per market	**450 conversations**
100 conversations per market	**600 conversations**

Recommended target

The most reasonable measurable target is:

> **At least 75 meaningful resident conversations per market, or 450 conversations during a six-market pilot.**

That equals:

- **15 conversations per hour across the booth**
- With three employees, approximately **five conversations per employee per hour**
- About **one resident conversation every 12 minutes per employee**

That is realistic because employees will also be distributing materials, running activities, recording feedback and answering longer questions.

Percentage of market visitors directly reached

Using average attendance of 8,000–9,000 people:

- 50 conversations = approximately **0.6%** of weekly attendees
- 75 conversations = approximately **0.8%–0.9%**
- 100 conversations = approximately **1.1%–1.25%**

This may appear small, but 75 direct conversations are deeper interactions. The booth would also create indirect exposure through signage, activities, handouts and QR codes.

Recommended six-market schedule

The City should spread the booth across the season rather than attending six consecutive Saturdays:

Timing	Recommended attendance
May or early June	1 market
Late June	1 market
July	1 market
August	1 market
September	1 market
October	1 market
Total	**6 markets**

This gives the City representation across the entire season and allows different departments to participate.

Campaign Execution

Strategy & Scope of Work

Campaign Execution- Strategy & Scope of Work

Strategy & Scope of Work

City of Idaho Falls

Campaign Goals

- Increase awareness
- Build community trust
- Strengthen two-way communication

Campaign Direction

This campaign focuses on improving communication between the City of Idaho Falls and residents by making city communication more consistent, transparent, and accessible. The strategy aims to increase awareness of city services and announcements, build community trust, and create more opportunities for residents to give feedback and engage with the city through both digital and in-person communication channels.

Goal:

Increase Awareness

Objective:

By December 31, 2026, increase resident awareness of City of Idaho Falls services and announcements by 20% while improving communication consistency across departments through a standardized outreach process.

Strategy 1: Expand In-Person Community Outreach

Tactics:

- Booths at farmers markets(create booklet for events)
- City Hall open house- plan what that will look like
- Community presentations- big events & departments will present at town meetings
- QR codes around town
- Updated event calendar

Strategy 2: Improve Printed & Direct Resident Communication

Tactics:

- Annual State of the City report/newsletter
- Department sign-up options

Goal:

Build Community Trust

Objective:

By the end of 2026, the City of Idaho Falls will build community trust by sharing at least one city success story or community win each week through direct communication channels, public meetings, and printed or email updates.

Strategy 1: Increase Transparency Through Content Posts

Tactics:

- Share city success stories on website and social media
- Highlight employees/ Employee spotlight
- State of the City annual report/newsletter
- Share how city decisions are made

Strategy 2: Strengthen Trust Through Leadership Visibility

Tactics:

- Monthly Mayor live/Q&A sessions - Every 1st Monday, produce a Mayor Live talking about issues and plans for the city
- Direct contact opportunities with the Mayor
- Encourage leadership to engage with residents

Goal:

Strengthen two-way communication

Objective:

Objective: By December 31, 2026, strengthen two-way communication with residents by releasing one survey a month, creating consistent opportunities for feedback, questions, and responses. Hold meetings once a month through public and online channels to discuss upcoming information for the following month.

Campaign Execution- Strategy & Scope of Work

Strategy 1: Expand Resident Feedback Opportunities

Tactics:
- Monthly resident surveys
- Monthly public meetings/Q&A sessions
- Feedback organization system

Strategy 2: Improve Responsiveness and Accessibility

Tactics:
- Guaranteed response times
- Team dedicated to responding to contact emails
- One clear public contact for each department
- Proof resident feedback was reviewed and used

Timeline

May 2026
May 16 (Sat) — Launch welcome packet/email template and begin e-notification sign-ups. (Sydney)
May 18 (Mon) 5:00 PM — Publish first weekly city success story on website and social channels. (Harrison)
May 19 (Tue) — Place initial QR-code signs around town linking to city resources and subscription page. (Sydney)
May 20 (Wed) — Department sign-up options enabled on website; test subscription flows. (Sydney)
May 22 (Fri) — Distribute Annual State of the City report / newsletter (print and email). (Sydney/Harrison)
May 24 (Sun) 12:00 PM — Publish first employee spotlight. (Harrison)
May 27 (Wed) — Farmers market booth: staff the booth and distribute event booklet. (Sydney)
May 29 (Fri) — Launch centralized public event calendar (online). (Sydney)
May 30 (Sat) — Begin live chat office hours pilot (scheduled hours). (Corvette)

June 2026
June 1 (Tue) — Publish weekly city success story; promote State of the City highlights. (Harrison)
June 3 (Thu) — Free community dinner event (in-person outreach). (Sydney)
June 5 (Sat) 12:00 PM — Employee spotlight post. (Harrison)
June 7 (Mon) 10:00 AM — First Mayor Live/Q&A promotion (session held first Monday each month). (Harrison)
June 10 (Thu) — Community presentations at neighborhood venues (first round). (Sydney)
June 11 (Fri) — Publish reel summarizing last council meeting (2nd/4th Friday cadence begins; see note). (Harrison)
June 14 (Mon) 5:00 PM — Weekly city success story post. (Harrison)
June 17 (Thu) — City Hall open house. (Sydney)
June 18 (Fri) — Release monthly resident survey #1 (third week cadence begins; Corvette).
June 19 (Sat) 12:00 PM — Employee spotlight post. (Harrison)
June 21 (Mon) — Publish follow-up content from City Hall open house and collect feedback (Corvette/Sydney).
June 24 (Thu) — Update and distribute printed welcome packets at in-person events. (Sydney)
June 28 (Mon) 5:00 PM — Weekly success story post. (Harrison)
July 2026 (through July 10)
July 1 (Thu) — Publish council-decision reel (2nd/4th Friday pattern shifts to nearest weekday before July 10 as needed). (Harrison)
July 3 (Sat) 12:00 PM — Employee spotlight post. (Harrison)
July 5 (Mon) 5:00 PM — Weekly city success story post. (Harrison)
July 7 (Wed) — Community outreach checkpoint: review engagement metrics, subscription growth, and survey responses; adjust tactics where needed. (Kaizen team)
July 8 (Thu) — Release monthly resident survey #2 (third-week cadence adjusted to fit July window). (Corvette)
July 10 (Sat) — Mid-campaign summary snapshot delivered to City: preliminary metrics, notable feedback, and recommended adjustments. (Kaizen)

Recurring cadence (applies May 16–July 10 and continues afterward)

Weekly — City success story: publish every Monday at 5:00 PM starting May 18. (Harrison)
Weekly — Employee spotlight: publish Saturdays at 12:00 PM starting May 24. (Harrison)
Biweekly — Council decision reels: publish the 2nd and 4th Friday after council meetings; first reel published June 11. (Harrison)
Monthly (within this time window) — Resident surveys released during the third week of each month: June 18 and July 8 (Corvette).
Monthly — Mayor Live/Q&A: first Monday session promoted June 7 and recurring first Monday thereafter (Harrison).
Ongoing — E-notifications, department sign-ups, QR-code maintenance, live chat hours, and centralized event calendar updates. (Sydney/Corvette)

City Hall Open House

Once a month at City Hall
Time: 5:30–7:00 p.m.
Location: City Hall lobby, council chambers, or a meeting room
Format: Drop-in style, not a formal presentation

Station	What residents could do
Mayor/City Leadership	Ask general questions, share concerns, hear city priorities
Public Works	Learn about roads, construction, snow removal, water, sewer
Idaho Falls Power	Ask about outages, rates, energy programs
Police/Fire	Learn safety updates, ask community questions
Parks & Rec/Zoo/Aquatics	Learn about programs, events, projects
Community Development	Ask about growth, planning, permits, housing
Feedback Table	Fill out survey, leave comments, request follow-up

Why 20% Increase?

There is a 16% gap between the general quality of city services (76%) and the benchmark performance of the Fire Department (92%). City leadership and the CRC use these benchmarks to set communication targets, aiming to bring all departments up to that 90%+ "Gold Standard" of resident awareness and satisfaction.

Farmers' Market Booth

Each department would roatate operating the booth. Or an individual job during the season promoting all departments

Item	Estimated Cost
Farmers market walk-on booth fee	$40
Table/chairs/canopy	$0 if city-owned
Printed flyers/handouts	$25–$75
Signage/tablecloth	$0–$50 if already owned
Small giveaway/candy	$50–$100
Estimated total for one booth day	**$85–$215**

Campaign Execution

Farmers Market Booth

Booth Deliverables and How They Support Campaign Goals

Booklet Draft
I created early booklet drafts to organize the booth strategy into a format City staff could quickly understand and use. Through revisions, I improved the wording, page order, and visual hierarchy so the final booklet felt less like a planning document and more like an implementation guide. This supported the campaign goals by making the booth easier to launch consistently and helping departments communicate City services more clearly.

Booth Design Drafts
I developed several booth design concepts before choosing the final layout and visual direction. I adjusted the arrangement of tables, activities, signs, and feedback areas to make the booth feel approachable while still allowing staff to speak with residents and manage activities. These revisions supported two-way communication and trust by creating a welcoming experience instead of a formal information table.

Final Printouts
I created ready-to-use print materials, including the community calendar, department contact information, QR code sheets, signage, and other booth resources. I designed them to be simple, readable, and easy for residents to take home or scan during a conversation. These materials supported awareness of City services by connecting in-person interactions to useful online information residents could access later.

Department Sign-Up Sheet
I created a centralized department sign-up sheet so City departments could reserve booth dates, choose activities, and identify the materials they would need. I included clear fields and an overview system to reduce scheduling confusion and make responsibilities visible. This tool supported the overall objective by helping the City maintain a consistent booth presence across the six-week pilot.

Budget
I developed a detailed budget that separated one-time startup expenses from recurring costs. I revised the materials and quantities to balance a professional resident experience with realistic City spending. The budget supported implementation by showing that the booth could be launched without requiring a large or complicated investment.

Booth Deliverables and How They Support Campaign Goals

KPI Tracker Sheet
I created a master KPI tracker to measure conversations, activity participation, feedback responses, QR code scans, handouts, sign-ups, common questions, and follow-up needs. I included both numerical and written measurements because attendance alone would not show whether residents had meaningful interactions. This directly supported the campaign objectives by giving the City a way to measure increased communication and awareness.

Feedback Form
I created a feedback form that allowed residents to submit questions, comments, and concerns during the market. I kept the form brief so residents could complete it quickly and so City staff could easily identify common themes and needed follow-ups. This deliverable supported two-way communication and trust by giving residents a clear way to be heard.

Final Farmers Market Booklet
The final booklet combined the booth concept, layouts, activities, materials, staffing guidance, print resources, and implementation details into one visual guide. I refined the design and organization so staff could quickly understand how the booth should look and operate. It supported the campaign goals by turning the strategy into a practical resource that could be reused across multiple market days.

Final Strategy Document
I created the final strategy document to provide the full reasoning and implementation plan behind the Farmers Market Booth. It included the research, objectives, staffing structure, budget, activities, measurement process, and recommended next steps. This document connected every individual deliverable to the broader goal of making City communication more visible, accessible, and measurable.

Farmers Market Booth- Drafts







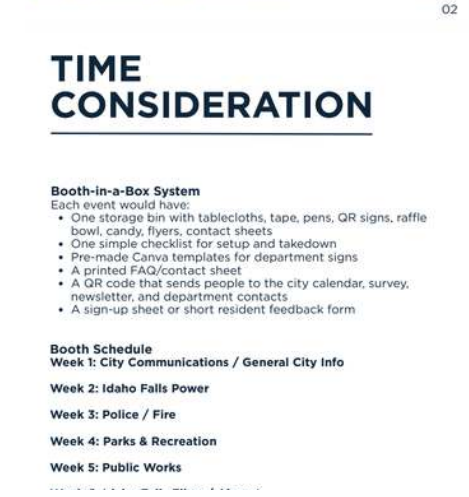


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BOOTH EXPERIENCE STRATEGY

RESIDENT JOURNEY

1. Approach Booth
Residents notice signage, activities, and staff interaction.

2. Ask Questions
Residents speak with City staff about services and resources.

3. Receive Resources
Residents receive handouts, QR codes, and department information.

4. Learn About Services
Residents explore City programs, events, and opportunities.

5. Stay Connected
Residents access updates and future community events.

DESIRED OUTCOMES
Increased resident awareness
Greater community participation
Improved accessibility to City information
Stronger community trust

COST CONSIDERATION

Cost Consideration
- Start with a monthly pilot booth instead of attending every week.
- Use supplies the city already has, like tables, chairs, tents, banners, and flyers.
- Rotate departments so only one department has to staff the booth at a time.
- Start with lower cost giveaways like pens, wristbands, and toys.
- Use QR code signs instead of printing a lot of handouts.
- Reuse booth materials for multiple years to keep long-term costs low.
- Keep the booth simple: one table, one banner, a feedback activity, and basic city information.

Why this matters:
This approach keeps the booth affordable and easy to test before the City commits to a larger program. The main concern would be staff time and whether small setup, printing, or giveaway costs fit within the budget.

Main idea:
The booth should be a low-cost, reusable outreach option that helps the city connect with residents without creating a large new expense.

MEASUREMENT & EVALUATION

COMMUNITY OUTREACH MEASUREMENT

Each Event Goals

100–300
Resident Interactions

50+
QR Code Scans

50+
Activity Participants

25+
Community Feedback Responses

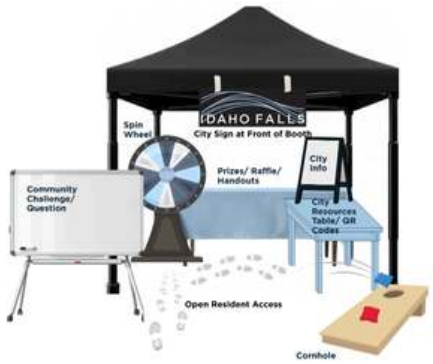
100+
Printed Materials Distributed

Volunteers or staff will track participation during each event using a simple clipboard or tally sheet.

LONG-TERM GOALS
Increased resident awareness
Improved communication accessibility
Greater community participation
Stronger community connection

BOOTH LAYOUT & SETUP #1

BOOTH



BOOTH LAYOUT & SETUP #2

BOOTH



BOOTH LAYOUT & SETUP #3

BOOTH



BOOTH LAYOUT & SETUP #1

TABLES



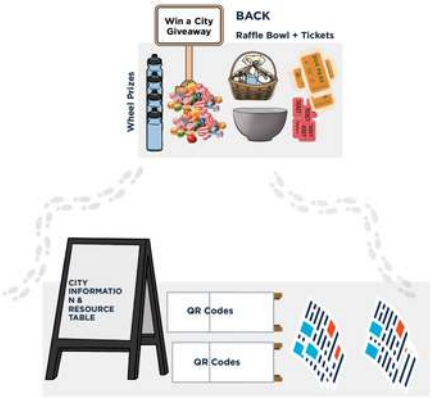
BOOTH LAYOUT & SETUP #2

TABLES



BOOTH LAYOUT & SETUP #3

TABLES



CORNHOLE DESIGN



NAME TAGS 50 Name Tags



T-SHIRT DESIGN



FRONT BACK

50 Shirts

COMMUNITY FEEDBACK BOARD

Example Daily Questions:

- What information would you like to receive more often from the City?
- What City updates are most important to you?
- What community events would you attend?
- What programs or services should more residents know about?
- What would help you feel more connected to Idaho Falls?



How to Enter:

- Follow City social media
- Sign up for City updates/newsletter
- Complete quick community survey

Raffle Prizes:

- Local business gift basket
- Farmers market gift card
- City passes (Zoo, Aquarium)
- Idaho Falls merch bundle

Raffles create additional motivation for participation while increasing communication reach.



WHEEL DESIGN



Farmers Market Booth- Final Print Outs

COMMUNITY EVENT CALENDAR

City Information | Community Events | Community Resources

JUNE 2026

SUN	MON	TUE	WED	THU	FRI	SAT
	01 City Council Work Session	02	**03** Idaho Falls Utility Board Meeting - Cancelled	**04** City Council Meeting	05	06
07	08	**09** Water Conservation Reminder	10	11	**12** Sippin' Safari Concert Series	**13** Farmers Market
14	15	16	**17** Community Cleanup Day	18	**19** Juneteenth - City Offices Closed	20
21	**22** City Council Work Session	23	**24** Resident Survey Reminder	**25** City Council Meeting	26	**27** Farmers Market
28	29	30				

Scan for full event details, updates, and community information.

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CITY DEPARTMENT CONTACT INFORMATION

Quick access to City services, departments, and community resources.

City Hall
Phone: (208) 612-8100
Email: IFClerk@idahofalls.gov
Website: https://www.idahofallsidaho.gov/

Public Works
Phone: (208) 612-8250
Email: pwd@idahofallsidaho.gov
Website: https://www.idahofallsidaho.gov/1738/Public-Works

Idaho Falls Power
Phone: (208) 612-8430
Email: ifpinfo@ifpower.org
Website: https://www.ifpower.org/

Utility Billing
Phone: (208) 612-8280
Email: utilities@idahofalls.gov
Website: https://www.idahofallsidaho.gov/1851/Utility-Payments

Parks & Recreation
Phone: (208) 612-8480
Email: parks@idahofalls.gov
Website: idahofalls.gov/parks

Fiber
Phone: (208) 612-8725
Email: iffibersignups@idahofalls.gov
Website: https://www.idahofallsfiber.com/

Police Department
Phone: (208) 529-1200
Email: hcook@idahofallsidaho.gov.
Website: https://www.idahofallsidaho.gov/1739/Police-Department

Fire Department
Phone: (208) 612-8495
Email: pradford@idahofallsidaho.gov
Website: https://www.idahofallsidaho.gov/1742/Fire-Department

Airport
Phone: (208) 612-8221
Website: https://www.idahofallsidaho.gov/1743/Airport

Streets Division
Phone: (208) 612-8490
Email: streets@idahofalls.gov
Website: https://www.idahofallsidaho.gov/374/Street

Water Division
Phone: (208) 612-8471
Email: ifwater@idahofallsidaho.gov
Website: https://www.idahofallsidaho.gov/402/Water

For additional information and updates, visit www.idahofalls.gov

Farmers Market Booth Evaluation Form

NAME: DATE:	Goal Per Event	Actual
Resident Interactions	100–300 Interactions	
QR Code Scans	50+ Scans	
Activity Participants	50+ Participants	
Feedback Responses	25+ Responses	
Printed Materials Distributed	100+ Handouts	
Raffle Entries	50+ Entries	
Newsletter/Social Sign-Ups	10–25 Sign-Ups	
Common Resident Questions	5–10 Themes	

QUICK ACCESS QR CODE SHEETS

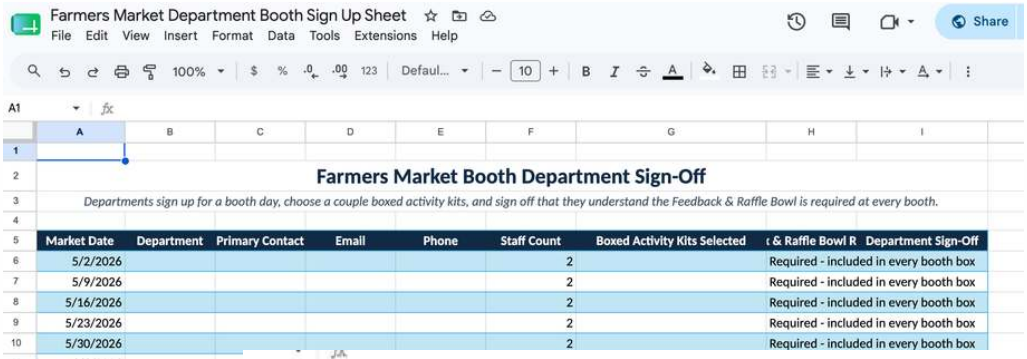
Idaho Falls City Website

Idaho Falls Social Media Instagram

Feedback Survey

QR Code Sheets to Print
- City Webiste
- Social Media Platforms
- Event Calendar
- Feedback Survey
- Specific Department Websites

Farmers Market Booth- Department Sign Up Sheet


Farmers Market Department Booth Sign Up Sheet

File Edit View Insert Format Data Tools Extensions Help

Share

Farmers Market Booth Department Sign-Off

Departments sign up for a booth day, choose a couple boxed activity kits, and sign off that they understand the Feedback & Raffle Bowl is required at every booth.

Market Date	Department	Primary Contact	Email	Phone	Staff Count	Boxed Activity Kits Selected	& Raffle Bowl R	Department Sign-Off
5/2/2026					2		Required - included in every booth box	
5/9/2026					2		Required - included in every booth box	
5/16/2026					2		Required - included in every booth box	
5/23/2026					2		Required - included in every booth box	
5/30/2026					2		Required - included in every booth box	
6/6/2026								
6/13/2026								
6/20/2026								
6/27/2026								
7/4/2026								
7/11/2026								
7/18/2026								
7/25/2026								
8/1/2026								

Booth Day Sign-Of

Boxed Activity Kit Sign-Off

Materials are already boxed and labeled. Departments only need to choose one kit, grab the matching labeled box, and sign it out/in.

Market Date	Department	Box Label / Kit	Checked Out By	Checked Out Time	Returned By	Returned Time	Notes / Missing Items
5/2/2026							
5/9/2026							
5/16/2026							
5/23/2026							
5/30/2026							
6/6/2026							
6/13/2026							
6/20/2026							
6/27/2026							
7/4/2026							

A1:D1 Activity Kit Menu

Activity Kit Menu

Activity / Box	Required?	What Staff Grab	What Residents D	Prize / Giveaways	
Feedback & Raff	YES - every boot	BOX 1 - bowl, raffle slips, pens, feedback prompt	Answer a quick f	Raffle entry	This is m
Cornhole Kit	Optional	BOX 2 - Idaho Falls cornhole boards, beanbags, s	Play a quick rour	Small prize or raffle entry	Good lo
Spin Wheel Kit	Optional	BOX 3 - prize wheel, department category labels,	Spin the wheel,	Candy, stickers, pen, or extra raffle entry	Wheel c
Trivia Game Kit	Optional	BOX 4 - tablet/laptop instructions, QR code/gam	Join a quick City	Idaho Falls branded merch, tote bag, water bott	Can be r
Meet the Mayor	Special event	BOX 5 - Mayor Day sign, photo prompt, question	Stop by to say h	Raffle entry or branded giveaway	Use only

A18

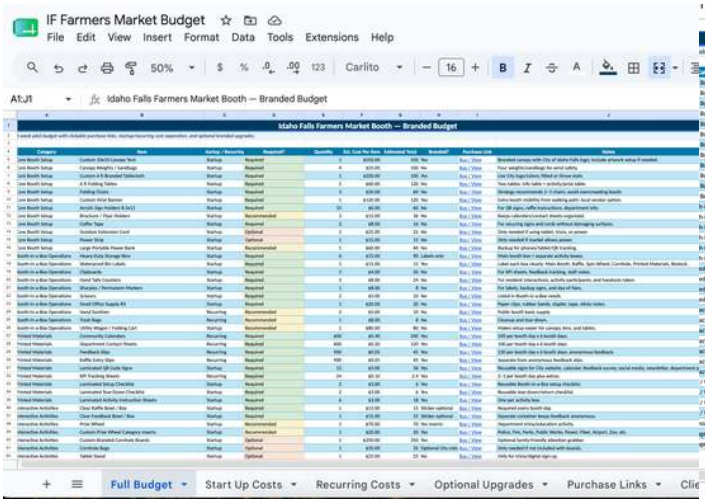
Booth Sign-Up Summary

Total Market Dates	27
Departments Signed	0
Pending Sign-Offs	0
Unassigned Dates	27

Instruction	Who Uses It	Where	Reminder
Pick a booth date	Departments	Booth Day Sign-Off tab	Staff count should be at least 2 when possible.
Choose one boxed activity kit	Departments	Boxed Activity Kit Selected column	Feedback & Raffle Bowl is mandatory and included every week.
Sign kit out and back in	Department lea	Activity Kit Sign-Off tab	Note missing items so the box can be restocked.

Farmers Market Booth- Budget

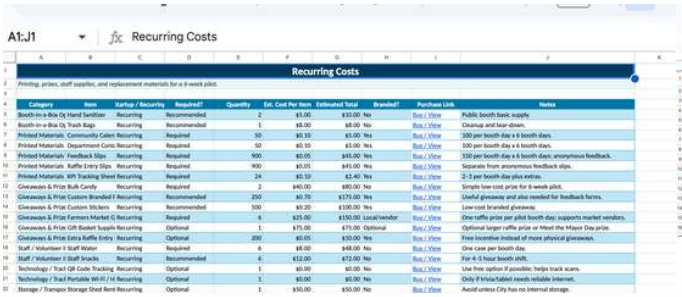
Full Budget



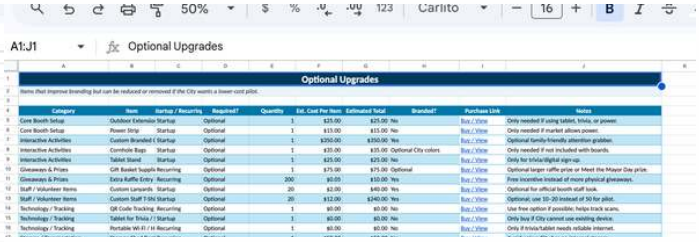
Startup Costs



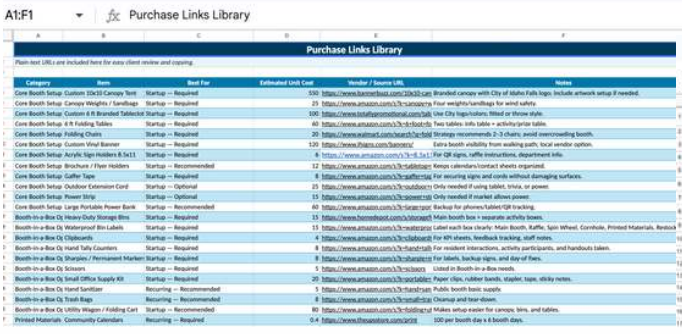
Recurring Costs



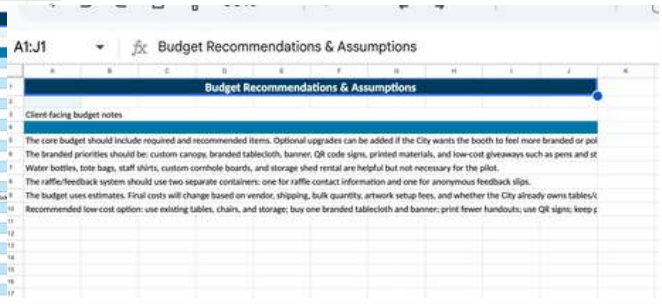
Optional Upgrades



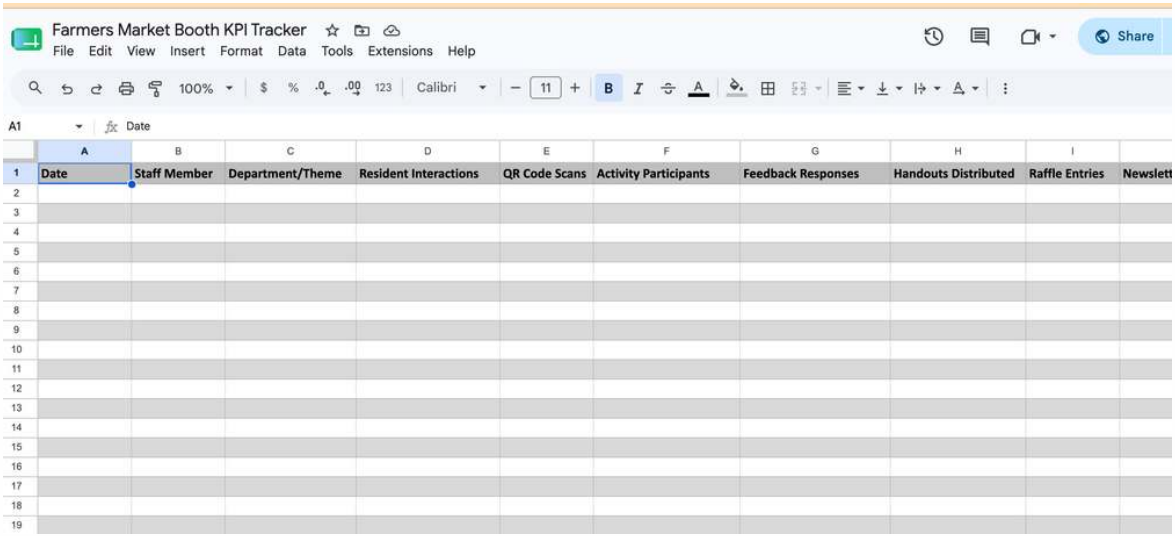
Purchase Links



Budget Recommendations

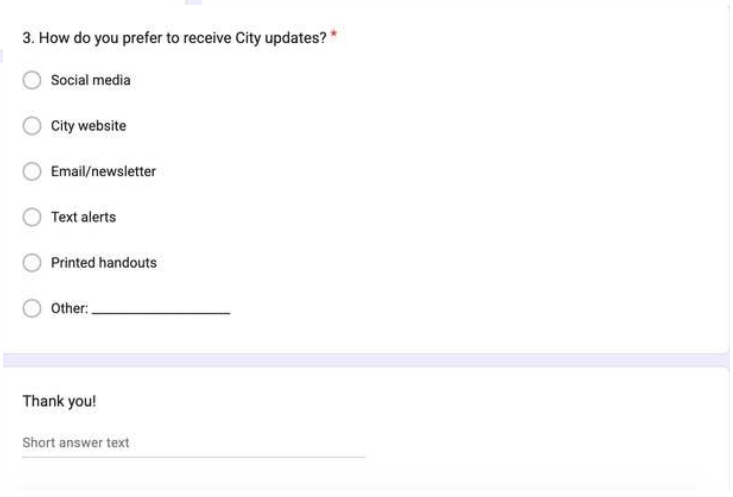


Farmers Market Booth- Master KPI Tracker



Farmers Market Booth- Feedback Form





Farmers Market Booth- Final Booklet

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FARMERS MARKET BOOTH

BOOTH DESIGN & ACTIVITIES

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BOOTH LAYOUT & SETUP



PRINTABLE FORMS

COMMUNITY EVENT CALENDAR

City Information | Community Events | Community Resources

JUNE 2026

SUN	MON	TUE	WED	THU	FRI	SAT
	01 City Council Work Session	02	03 Idaho Falls Utility Board Meeting - Cancelled	04 City Council Meeting	05	06
07	08	09 Public Conservation Reminder	10	11	12 Fourth Safari Concert Series	13 Farmers Market
14	15	16	17 Community Cleanup Day	18	19 Juneteenth - City Offices Closed	20
21	22 City Council Work Session	23	24 Resident Permits Reminder	25 City Council Meeting	26	27 Farmers Market
28	29	30				

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Website: https://www.ifpower.org/

Utility Billing
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Email: utilities@idahofalls.gov
Website: https://www.idahofallsidaho.gov/1851/Utility-Payments

Parks & Recreation
Phone: (208) 612-8480
Email: parks@idahofalls.gov
Website: idahofalls.gov/parks

Fiber
Phone: (208) 612-8725
Email: iffibersignups@idahofalls.gov
Website: https://www.idahofallsfiber.com/

Police Department
Phone: (208) 529-1200
Email: hcook@idahofallsidaho.gov
Website: https://www.idahofallsidaho.gov/1739/Police-Department

Fire Department
Phone: (208) 612-8495
Email: pradford@idahofallsidaho.gov
Website: https://www.idahofallsidaho.gov/1742/Fire-Department

Airport
Phone: (208) 612-8221
Website: https://www.idahofallsidaho.gov/1741/Airport

Streets Division
Phone: (208) 612-8490
Email: streets@idahofalls.gov
Website: https://www.idahofallsidaho.gov/374/Street

Water Division
Phone: (208) 612-8471
Email: iwater@idahofallsidaho.gov
Website: https://www.idahofallsidaho.gov/402/Water

For additional information and updates, visit www.idahofalls.gov

Farmers Market Booth Evaluation Form

NAME: DATE:	Goal Per Event	Actual
Resident Interactions	100–300 Interactions	
QR Code Scans	50+ Scans	
Activity Participants	50+ Participants	
Feedback Responses	25+ Responses	
Printed Materials Distributed	100+ Handouts	
Raffle Entries	50+ Entries	
Newsletter/Social Sign-Ups	10–25 Sign-Ups	
Common Resident Questions	5–10 Themes	

QUICK ACCESS QR CODE SHEETS

Idaho Falls City Website	Idaho Falls Social Media Instagram	Feedback Survey

QR Code Sheets to Print

- City Website
- Social Media Platforms
- Event Calendar
- Feedback Survey
- Specific Department Websites

INTERACTIVE ACTIVITIES

RAFFLE/ COMMUNITY FEEDBACK

Residents can enter the raffle by writing their name, phone number, and one question, comment, or piece of feedback for the City. This keeps participation quick and simple while giving the City useful resident input after each booth day. The feedback can help departments understand common questions, follow up on concerns, and improve future City communication.

TRIVIA GAME

Residents can join a short City trivia game by scanning a QR code or entering a game code on their phone. The game uses 5-10 quick questions about Idaho Falls services, landmarks, events, and resources, helping residents learn useful City information in a fun and interactive way.

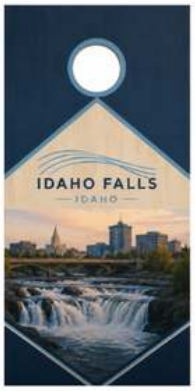
MEET THE MAYOR DAYS

On select Saturdays, the Mayor can join the booth to greet residents, answer questions, and participate in simple booth activities. This makes City leadership more visible and approachable while giving residents a relaxed way to share ideas, concerns, or feedback.

See page 17 of the Strategy Document

CORNHOLE

Residents can play a quick round of City-branded cornhole as a simple way to stop and engage with the booth. After playing, staff can invite them to scan a QR code, take a handout, enter the raffle, or share a question or comment for the City.



SPIN WHEEL

Residents spin a wheel with different City departments on each section, then answer a quick question based on the department they land on. After answering, they can choose a small prize, making it a simple way to learn about City services while encouraging conversation with staff.



VOLUNTEER NAME TAGS



VOLUNTEER T-SHIRTS



Farmers Market Booth- Final Strategy Document

Idaho Falls Farmers Market Booth

Strategy & Implementation Document

July 2026
Prepared for: City of Idaho Falls
Prepared By: Community Engagement Team
Agency Name: Kaizen
BYU-Idaho Comm Capstone Spring 2026

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Purpose & Community Outreach Goals

Purpose

The Farmers Market Booth is designed to help the City of Idaho Falls create a more approachable, consistent, and interactive way to communicate with residents.

The booth gives the City a physical presence in a place where residents are already gathering. Instead of expecting residents to attend City Council meetings, search through department webpages, or follow every City social media account, the City can bring information directly to the community in a casual and friendly environment.

The booth is not meant to be complicated or expensive. It is meant to be a repeatable outreach system that can be used by different departments throughout the Farmers Market season and eventually adapted for other City events.

Main Outreach Goals

The booth should help the City:

- Increase resident awareness of City services.
- Collect useful resident feedback.
- Identify common resident questions.
- Promote City programs, events, and resources.
- Increase traffic to City communication channels through QR codes.
- Create a reusable outreach system for future events.

A realistic pilot objective would be:

By the end of a 6-week Farmers Market Booth pilot, the City will complete 600-1,800 resident interactions, collect at least 150 feedback responses, generate at least 300 QR code scans, and identify 10-20 common resident question themes that can be used to improve future communication.

The Why & Impact

A Farmers Market Booth is a strong fit because it meets residents in a setting that is already community-focused, relaxed, and high-traffic. Residents may not always seek out City information on their own, but they are more likely to engage when the information is easy to access and presented in a friendly way.

The booth also allows the City to connect with a wider mix of residents, including families, older residents, young adults, vendors, visitors, and people who may not regularly attend formal City meetings.

Estimated Reach

- 5,000–8,000 visitors per market day, with 150+ vendors driving steady foot traffic.
- Across 26 market days, the booth could be seen by 130,000–208,000 visits in a full season.
- Even with conservative engagement:
  - About 500–800 people see the booth clearly each event.
  - Around 150–400 residents stop to ask a question or take materials.
  - Roughly 50–160 sign up or take an action (newsletter, text alerts, program info).

Estimated reach per booth day

- 100–300 resident interactions
- 50+ QR code scans
- 50+ activity participants
- 25+ feedback responses
- 100+ printed materials distributed
- 10–25 newsletter or social media sign-ups

Estimated reach for a 6-week pilot

- 600–1,800 resident interactions
- 300+ QR code scans
- 300+ activity participants
- 150+ feedback responses
- 600+ printed materials distributed
- 60–150 newsletter or social media sign-ups

Booth Requirements & How to Contact

- Location: Idaho Falls Farmers Market on Memorial Drive
- Schedule: Saturdays, 9:00 a.m.-2:00 p.m., May through October

Booth Reservation

- There is no booth fee for the City. Dates should be confirmed in advance with the Farmers Market manager
- Contact: idahofallsfarmersmarket@gmail.com

When reserving dates, staff should confirm:

- Booth location
- Arrival and setup time
- Parking and unloading instructions
- Power access, if needed
- Space for activities like cornhole or spin wheel
- Any market rules or restrictions

Example Outreach Email

Hello,

I am reaching out on behalf of the City of Idaho Falls to ask about reserving booth space at the Idaho Falls Farmers Market for select Saturdays this season.

Could you please confirm available dates and share any setup details, including booth location, arrival time, parking/unloading, power access, activity space, and market rules?

We plan to bring a 10' x 10' canopy, table, chairs, printed materials, QR code signs, and a small resident engagement activity.

Thank you,
[Name, Title/Department, City of Idaho Falls, Phone Number, Email]

Booth Setup

The booth should use a standard 10' x 10' space. The City should bring its own canopy, table(s), chairs, branded tablecloth or banner, printed materials, QR code signs, raffle/feedback supplies, and activity materials.

Step-by-Step Implementation Process

1. Select booth dates
Choose which Saturdays the City wants to attend the Farmers Market. For a pilot, 6 selected Saturdays is recommended.

2. Confirm dates with the Farmers Market
Email the Farmers Market manager to reserve the City's booth dates and confirm setup details, arrival time, parking, booth location, and any power or space needs.

3. Assign the featured department
Choose which department or City topic will be highlighted each booth day. Each department should know its date, staffing expectations, and what information it is responsible for bringing.

4. Prepare booth materials
Before each booth day, the booth lead should confirm that the canopy, table, signage, handouts, QR codes, raffle supplies, activity materials, prizes, and KPI sheet are ready.

5. Set up the booth
Staff should arrive early enough to unload, set up the canopy and table, place signage, organize materials, test QR codes or technology, and review staff roles before the market begins.

6. Engage residents during the market
Staff should greet residents, answer questions, invite them to participate in the activity, encourage QR code scans, and ask them to enter the raffle by leaving a question or comment for the City.

7. Track participation and feedback
Throughout the booth day, staff should track basic numbers such as resident conversations, QR code scans, activity participants, raffle entries, sign-ups, and common questions.

8. Complete takedown and submit results
After the market, staff should pack materials, save raffle slips and feedback, complete the KPI tracking sheet, and submit results to the communications team or designated project owner within 24 hours.

Setup Timeline

Time Before Market	Task
60 minutes before	Arrive, unload materials, locate booth space
45 minutes before	Set up canopy, table, chairs, tablecloth, and banner
30 minutes before	Place printed materials, QR codes, raffle bowl, and activity
15 minutes before	Review staff roles and confirm tracking sheet
Market start	Begin greeting residents

Tear-Down Timeline
Staff should plan for **30–45 minutes** after the booth closes.

Tear-down tasks

- Pack printed materials.
- Save completed feedback slips.
- Count raffle entries.
- Collect KPI tracking sheet.
- Pack activity materials.
- Take down signs, tables, and canopy.
- Return Booth-in-a-Box materials.
- Submit KPI form within 24 hours.

Booth-in-a-Box System
Materials should be stored in labeled boxes so departments can easily pick up what they need and run the booth.

Main Booth Box

- Tablecloth
- QR signs
- Contact sheets
- Calendars
- Feedback bowl and raffle slips
- Pens, clipboards, and KPI sheets
- Setup/tear-down checklist
- Name tags, tape, and scissors
- Small prizes

Activity Boxes

- One box per activity
- Instructions included
- Supplies and prizes included

After Each Event

- Check boxes
- Restock supplies
- Prepare for the next booth day

Staffing & Operations
Minimum staffing: 2 people (1 booth lead, 1 activity/support staff member)
Ideal staffing: 3 people (1 booth lead, 1 featured department representative, 1 activity lead)

Estimated time per person per booth day

Task	Estimated Time
Pick up materials	15-20 minutes
Travel/unload/setup	45-60 minutes
Staff booth	4-5 hours
Tear down/load materials	30-45 minutes
Return materials and complete KPI form	20-30 minutes
Total time per booth day	**6-7 hours**

Staff Roles
Booth Lead
Oversees the booth, confirms the date, handles materials, sets up, greets residents, tracks KPIs, and reports follow-up needs.

Featured Department Representative
Provides department-specific updates, answers questions, shares handouts, and records any follow-up items.

Activity/Engagement Lead
Runs booth activities, encourages participation, promotes QR code scans, and tracks engagement.

Department Participation
Departments should sign up for booth days based on availability and communication needs. Each department can choose a booth theme, activity, and materials.

Department Booth Sign Up Sheet
Farmers Market Department Booth Sign Up Sheet

Booth Layouts
See booklet page 8 for a design example.
This layout is recommended because it keeps the booth open, organized, and easy for residents to approach.

- Right-side information table: The information table is placed on the right so residents can easily grab handouts, scan QR codes, or sign up for updates without blocking the front of the booth. It also creates a clear "next step" after they participate in an activity.
- Back activity/prize table: The spin wheel and prizes are placed toward the back of the booth to draw residents in without crowding the walking path. This helps staff control the flow of people and keeps the front of the booth from feeling too busy.
- Cornhole near the front/side: Cornhole is placed near the front or side so it catches attention from people walking by, while still leaving enough room for residents to enter the booth and talk with staff.

Overall, this layout works best because it creates a simple resident flow: residents notice the activity, stop to participate, talk with staff, visit the information table, and leave feedback through the raffle.

Layout Recommendation
The City should use the same basic booth foundation each week but allow the featured department to choose the activity or focus. This keeps the booth consistent while still making each week feel fresh.

ooth should be designed as a low-cost pilot using reusable materials wherever ble. The goal is to avoid creating a program that requires large ongoing expense

IF Farmers Market Budget

Cost-Saving Options

Costs can be reduced by:

- Using existing City tables, chairs, tents, and banners.
- Printing fewer handouts and relying more on QR codes.
- Reusing laminated QR code signs.
- Asking departments to provide existing materials.
- Using simple prizes such as candy, stickers, or extra raffle entries.
- Starting with only one activity instead of several.

Booth-in-a-Box Cost Consideration

After the first setup, the Booth-in-a-Box can be reused for other City events. This makes the upfront cost more valuable because the materials are not only for the Farmers Market.

Possible future uses include:

- Riverfest
- Fourth of July Celebration
- National Night Out
- Summer Concert Series
- Parks & Recreation events
- Christmas Tree Lighting
- Community resource fairs
- BYU-Idaho community events

Measurement & Evaluation

Measurement helps the City decide if the booth is worth continuing. Tracking should stay simple and take 5–10 minutes after each booth day.

Farmers Market Booth KPI Tracker

The booth lead should track:

- QR code scans
- Activity participants
- Feedback slips submitted
- Handouts taken
- Sign-ups
- Common questions or concerns
- Department follow-up items

Reporting Process
After each booth day:

- Complete the KPI form
- Save feedback slips
- Summarize common questions
- Send urgent concerns to the correct department
- Add results to the shared spreadsheet
- Review themes for future City updates or follow-up content

Reporting Timeline

- Complete KPI form: same day
- Submit KPI form: within 24 hours
- Review feedback: within 2–3 business days
- Send follow-up questions to departments: within 1 week
- Complete pilot summary: after 6 booth days

What Success Looks Like
The pilot is successful if:

- Departments are willing to participate
- The City collects useful feedback
- QR codes and handouts are used
- Common resident questions are identified

Time/Cost Considerations

The Farmers Market Booth is designed to be simple, repeatable, and realistic for the City to manage without a large new budget or full-time staff member.

Staff Time

- Each booth day: 6-7 hours from setup to tear-down
- Recommended staffing: 2-3 staff members
- Total per booth day: 12-21 staff hours

6-Week Pilot Staff Estimate

- 2 staff members: 72-84 total staff hours
- 3 staff members: 108-126 total staff hours

Cost Consideration

- Startup costs: reusable items like banners, tablecloths, storage totes, signs, and activity supplies
  - Estimated cost: $2,778.00
- Recurring costs: printed materials, raffle slips, candy, prizes, and replacement supplies for the 6-week pilot
  - Estimated cost: $880.40
- Core pilot total: $3,717.40
- Full total with optional upgrades: $4,582.40

Long-Term Value

Most booth materials can be reused at future events. Once the Booth-in-a-Box is created, the City only needs to cover smaller supply and printing costs.

If the booth is used at 10 events in one year, the $2,778.00 startup cost averages about $278 per event, not including recurring supply costs. This makes the booth a reusable outreach tool instead of a one-time Farmers Market project.

Risks & Mitigation

Not enough staff

- Start with a 6-week pilot
- Use 2-3 staff members per event
- Rotate departments so no one department carries the full load

Residents do not stop

- Use visible activities, raffle items, clear signage, and friendly staff
- Have staff stand near the front instead of sitting behind the table the whole time

Too many printed materials

- Use QR codes for detailed information
- Limit printing to key items like the community calendar and department contact sheet

Feedback is collected but not used

- Use feedback for social media posts, newsletters, FAQs, and department follow-up

Departments are unclear on expectations

- Use a department sign-up sheet, Booth-in-a-Box checklist, and activity menu
- Have departments choose their activity and submit materials before their booth day

Weather affects attendance

- Use a canopy and secure signs/materials
- Track weather on the KPI form so attendance can be understood in context

Recommended Next Steps

To move the booth from idea to implementation, the City should complete the following steps:

1. Choose the pilot dates.
2. Confirm booth availability with the Farmers Market manager.
3. Select participating departments.
4. Assign one booth lead for each date.
5. Create and organize the Booth-in-a-Box.
6. Finalize QR codes.
7. Print the first round of materials.
8. Prepare the department sign-up sheet.
9. Prepare the KPI tracking sheet.
10. Run the first booth day as a test.
11. Review results after each event.
12. Complete a final pilot summary after 6 booth days.

Final Recommendation

The Farmers Market Booth gives the City of Idaho Falls a simple, realistic, and community-centered way to improve outreach. It supports City communication goals by increasing awareness, creating two-way communication, and building trust with residents.

The recommended approach is to begin with a 6-week pilot, use a Booth-in-a-Box system, rotate departments, keep printed materials simple, include at least one interactive activity each week, and track basic KPIs.

This approach keeps the project manageable while still giving the City useful resident feedback, stronger visibility, and a reusable outreach system for future events.

Printed Materials & Resources

See booklet pages 4-6 for a design example.

Printed materials should be simple, useful, and limited so the booth does not feel crowded. QR codes should be used when possible to reduce printing and keep information updated.

Recommended Materials Per Booth Day

- Department contact sheet: 100 copies
- Community event calendar: 100 copies
- Feedback/raffle slips: 100-150 slips
- QR code signs: 5-10 displays
- KPI tracking sheets: 2-3 copies
- Setup checklist: 1-2 copies
- Activity instruction sheet: 1-2 copies

Information Table

The table should be organized into clear sections:

- City information
- Featured department information
- Community events
- QR codes
- Feedback/raffle slips
- Small giveaways

Key Materials

- Community Calendar: Printed monthly with major City events, programs, and resources.
- Department Contact Sheet: Includes phone numbers, website links, and QR codes for major departments.
- QR Code Signs: Link to the City website, social media, calendar, feedback survey, department pages, and update sign-up. Signs should be laminated or placed in reusable holders.

Interactive Activities

See booklet page 7 for a design example.

Interactive activities help the booth feel approachable and give residents a reason to stop. Each activity should connect back to City information, feedback, or resident education.

Page 18- Raffle/Community Feedback Bowl

Page 19- Spin Wheel

Page 20- Cornhole

Page 21- Trivia

Page 22- Meet the Mayor Days

Raffle/Community Feedback Bowl

The raffle/community feedback bowl should be used at every booth day because it supports two-way communication. Residents can enter the raffle by writing their name and phone number on a raffle ticket, then submitting a separate anonymous feedback slip with a question, comment, or concern for the City.

How It Works

- Use two bowls: one for raffle tickets and one for anonymous feedback slips
- Staff invite residents to participate and ask what they want the City to know
- Feedback slips are reviewed after each booth day
- Common questions, concerns, and themes are shared with departments
- Responses can help guide future City updates, social media posts, newsletters, or FAQ pages

Suggested Feedback Questions

- What City service do you want to know more about?
- What is one question you have for the City?
- What community update would be most helpful to you?
- How do you prefer to receive City information?
- What should the City explain more clearly?
- What events or programs would you like to hear more about?

Spin Wheel

The spin wheel helps residents learn about City departments in a quick, interactive way. Each section represents a department, such as Police, Fire, Idaho Falls Power, Idaho Falls Fiber, Parks & Recreation, Public Works, Airport, or Zoo.

How It Works

- Resident spins the wheel
- Wheel lands on a department category
- Resident answers a short question
- Resident receives a small prize or extra raffle entry
- Staff use the activity to share information, offer QR codes/handouts, and invite feedback

Purpose

- Makes the booth more approachable
- Teaches residents about City services
- Starts simple conversations
- Supports awareness, engagement, and feedback

Possible Prizes

- Candy
- Stickers
- Pens
- Waterbottles
- Small City-branded item

Sample Questions

- How can residents report a power outage?
- What activities does Parks & Recreation offer?
- Where can residents find public safety updates?
- How can residents stay informed about City events?
- What are ways residents can conserve water?

Cornhole

Cornhole is an optional activity that can make the booth feel more welcoming, relaxed, and family-friendly. It gives residents a simple reason to stop, play, and talk with City staff.

How It Works

- Place City-branded boards near the front or side of the booth
- Residents play a quick round
- Staff invite them to scan a QR code, take a handout, enter the raffle, or share feedback

Purpose

- Attracts residents who may not stop at an information table
- Creates an easy conversation starter
- Connects residents to City services, events, and resources
- Supports feedback and two-way communication

Best Use

- Use when there is enough booth space
- Works well at busy, family-friendly market days
- Should support the booth, not become the main focus

Communication Connection

- Residents play before entering the raffle
- Staff invite players to scan a QR code after playing
- Residents write one question or comment for the City on a feedback slip

Trivia Game

The trivia game is an optional activity that turns City information into a quick, engaging quiz. It can be run through Kahoot or a similar platform using a tablet, laptop, or TV screen. Residents can join by scanning a QR code or entering a game code.

How It Works

- Use 5–10 short multiple-choice questions
- Questions should focus on City services, events, departments, landmarks, and resources
- Residents answer from their phones
- Winners can receive a small prize or extra raffle entry

Purpose

- Helps residents learn about City services
- Increases awareness of events and resources
- Corrects common misconceptions
- Gives staff an easy way to start conversations

Sample Questions

- What river runs through Idaho Falls?
- Which department handles power outages?
- Where can residents find City event information?
- Which department manages parks and recreation programs?
- Where can residents find public safety updates?

Prize Options

- Idaho Falls-branded tote bags
- Water bottles
- Flashlights
- Bookmarks
- Keychains
- Stickers or pens
- Extra raffle entry

Meet the Mayor Days

Meet the Mayor Days are optional featured booth days where the Mayor joins the Farmers Market booth for a set time. This helps make City leadership more visible, approachable, and connected to residents.

Recommended Use

- Schedule 1–2 Meet the Mayor Days during the 6-week pilot
- Promote ahead of time through the City website, social media, newsletter, and community calendar
- Use the booth as a relaxed setting for residents to ask questions and share feedback

Resident Activities

- Ask the Mayor a question
- Share feedback on a raffle slip
- Take a quick photo
- Participate in trivia, cornhole, or the raffle
- Learn about current City updates or services

Communication Value

- Builds trust with residents
- Encourages two-way communication
- Reaches residents who may not attend formal City meetings
- Provides questions and feedback for Mayor's Mic, social media, newsletters, or department follow-up

Campaign Execution

Community Calendar

Booth Deliverables and How They Support Campaign Goals

Final Implementation Document
I created the final implementation document to explain how the redesigned community calendar could be introduced, managed, and maintained by the City. It combined the category system, submission process, deadlines, approval steps, resource needs, and recommended next actions into one clear guide. This supported the campaign goals by giving the City a realistic process for making public information more consistent, accessible, and useful.

Website Design
I redesigned the website calendar to give residents one clearer place to find City events, announcements, programs, reminders, and community resources. I simplified the experience by organizing information into three categories: City Information, Community Events, and Community Resources. This supported awareness and trust by reducing confusion and making important information easier to locate and understand.

Submission Form
I created a standardized submission form for departments to provide the information needed for each calendar entry, including the date, time, location, audience, description, action, link, and accessibility details. I designed it this way because inconsistent or incomplete submissions would create more work and reduce clarity for residents. This supported the overall objective by helping every department communicate through the same clear structure.

Master Submission Sheet
I developed a master submission sheet to organize calendar entries, track approval status, monitor deadlines, and prepare information for publication. I included fields for categories, priorities, contacts, dates, and required actions so the communications team could manage submissions in one place. This supported consistency across departments and made the calendar easier to update each month.

Draft Strategy Document
I created and revised a draft strategy document before completing the final implementation plan. During the revision process, I improved the wording, organization, category definitions, submission timeline, and responsibilities so the recommendation was easier to follow. This helped me turn the initial idea into a more practical system that directly supported awareness, trust, and communication consistency.

Community Calendar Final



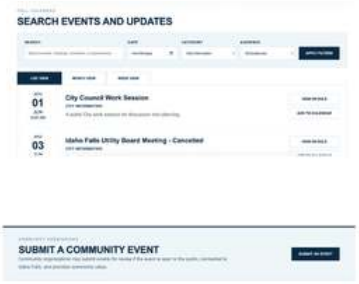




Table of Contents

Page 3- Purpose & Audience
Who the website guide is for and what the external calendar is meant to accomplish.

Page 4- Current Calendar Problem
What is confusing about the current website and why it needs to be simplified.

Page 5- Recommended Website Layout
A simple breakdown of the new homepage sections and how the page should be organized.

Page 6- Calendar Categories
The three main categories: City Information, Community Events, and Community Resources.

Page 7- Event Submission Process
Who submits events, what information they submit, and how events get approved.

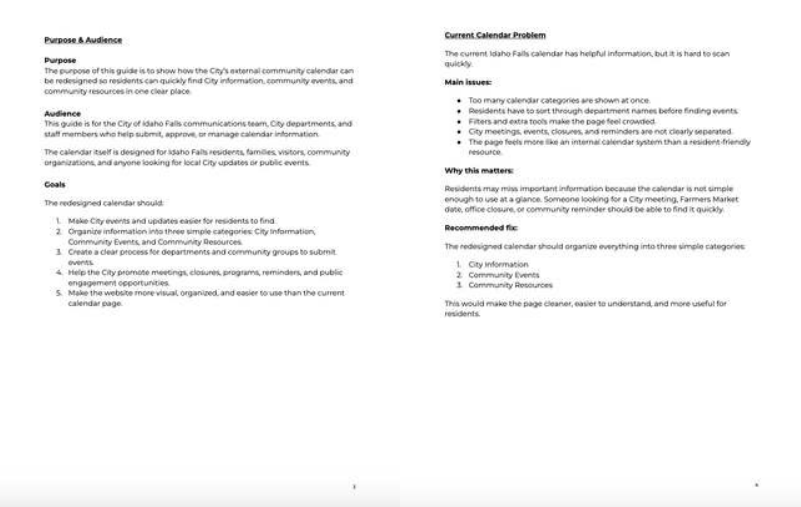
Page 8- Submission Deadlines & Late Policy
Monthly deadlines for City departments and outside community event submissions.

Page 9- Budget & Website Needs
Costs or resources needed, such as staff time, website updates, QR codes, print materials, and maintenance.

Page 10- Next Steps
What the City should do first to build, test, and launch the redesigned calendar.

Community Calendar Website Implementation Guide

July 2026
Prepared for: City of Idaho Falls
Prepared By: Community Engagement Team
Agency Name: Kaizen
BYU-Idaho Comm Capstone Spring 2026



Purpose & Audience

Purpose
The purpose of this guide is to show how the City's external community calendar can be redesigned so residents can quickly find City information, community events, and community resources in one clear place.

Audience
This guide is for the City of Idaho Falls communications team, City departments, and staff members who help submit, approve, or manage calendar information.

The calendar itself is designed for Idaho Falls residents, families, visitors, community organizations, and anyone looking for local City updates or public events.

Goals

The redesigned calendar should:

1. Make City events and updates easier for residents to find.
2. Organize information into three simple categories: City Information, Community Events, and Community Resources.
3. Create a clear process for departments and community groups to submit events.
4. Help the City promote meetings, closures, programs, reminders, and public engagement opportunities.
5. Make the website more visual, organized, and easier to use than the current calendar page.

Current Calendar Problem

The current Idaho Falls calendar has helpful information, but it is hard to scan quickly.

Main issues:

- Too many calendar categories are shown at once.
- Residents have to sort through department names before finding events.
- Filters and extra tools make the page feel crowded.
- City meetings, events, closures, and reminders are not clearly separated.
- The page feels more like an internal calendar system than a resident-friendly resource.

Why this matters:

Residents may miss important information because the calendar is not simple enough to use at a glance. Someone looking for a City meeting, Farmers Market date, office closure, or community reminder should be able to find it quickly.

Recommended fix:

The redesigned calendar should organize everything into three simple categories:

1. City Information
2. Community Events
3. Community Resources

This would make the page cleaner, easier to understand, and more useful for residents.

Recommended Calendar Website

The redesigned calendar website should be clean, simple, and easy to scan. Residents should be able to quickly find events, meetings, closures, reminders, and community resources without sorting through too many categories.

Main website sections:

- Header: City logo, navigation, and search bar
- Main Banner: Community Calendar title, short description, and action buttons
- Quick Links: This Week, City Information, Community Events, and Submit an Event
- Calendar Categories: City Information, Community Events, and Community Resources
- This Week in Idaho Falls: Short list of important weekly updates
- Searchable Calendar: Search, date, category, and audience filters
- Stay Updated: Alerts, calendar updates, social media, and add-to-calendar options
- Submit an Event: Clear link for departments and community groups

Design direction: Use the City logo, deep blue, light blue, and white. Avoid extra colors, icons, and clutter.

Design QR Code:

Community Calendar Website Design

Calendar Categories

The City already has a community calendar, so this revamp focuses on making the existing system easier to read, organize, and submit to. The redesigned calendar should use three clear categories for public updates.

Tier 1: City Information

This category should include the most important City updates residents need to know.

Examples:
City Council meetings, public hearings, office closures, utility notices, emergency alerts, and election reminders.

Tier 2: Community Events

This category should include public events, programs, and activities residents may want to attend.

Examples:
Farmers Market, City events, recreation programs, concerts, public activities, and community cleanup days.

Tier 3: Community Resources

This category should include helpful reminders, resources, and awareness items.

Examples:
Seasonal reminders, resident survey reminders, safety reminders, public resources, and service deadlines.

Using these three categories would make the calendar easier for residents to scan and easier for City staff to organize.

Event Submission Process

When submitting to the calendar portal, employees should select the **Community Calendar** drop-down. A reminder will appear explaining that anything submitted may be posted externally for the public to view. Employees will then choose the category that best fits their update and answer the required questions so the calendar manager has everything needed to post it.

Community Calendar Form Questions

Calendar Tier

Tier 1: City Information (Council meetings, public hearings, office closures, utility notices, emergency alerts, election reminders)

Tier 2: Community Events (City events, recreation programs, concerts, public activities, cleanup days, volunteer opportunities)

Tier 3: Community Resources (Seasonal reminders, surveys, safety reminders, public resources, service deadlines, awareness items)

Required Questions

- What is the title of the calendar item?
- What department is submitting this?
- Who is the main contact?
- What date should this appear on the calendar?
- What time does it start and end?
- Is this one-time or recurring?
- Where is it located?
- Who is the intended audience?
- What short description should residents see?
- What action should residents take?
  Attend, register, volunteer, apply, visit a webpage, be aware, or other
- Is there a link, registration page, flyer, or QR code?
- Is there a cost, deadline, age limit, or accessibility note?

Submission Deadlines & Late Policy

To keep the Community Calendar organized, departments should follow one monthly submission timeline. This gives Communications enough time to review, finalize, post, print, and promote calendar items before the new month begins.

Monthly Submission Timeline

15th of each month: Department Submission Deadline
Departments submit all known internal and community calendar items for the following month.
Example: July calendar items are due by June 15.

16th–20th: Review Period
Communications reviews submissions, follows up on missing information, checks public-facing wording, and confirms which calendar each item belongs on.

25th: Final Calendar Deadline
Calendars are finalized by the 25th so they can be posted, printed, shared, or promoted before the new month begins.

Late Policy

Late submissions are not guaranteed to be added to the current month's calendar. They may be added if they are urgent, time-sensitive, required for public awareness, or important for department coordination.

Non-urgent late submissions may be moved to the next calendar update or shared through another communication channel.

Emergency updates, closures, cancellations, and major service changes can be submitted at any time and reviewed as needed.

Budget & Website Needs

The calendar redesign should be a low-cost website update because the City already has a community calendar system. The main needs are staff time, a clearer submission process, and small support materials that help residents find the calendar.

Who submits calendar items:

- City departments submit meetings, closures, reminders, programs, deadlines, and service updates.
- Community organizations may submit public events for review.
- Communications can add major City updates, reminders, and featured events.

Who approves calendar items:

- The Communications team should give final approval before anything is posted publicly.
- Department leads should confirm details for their own events when needed.
- Website staff or the calendar manager should post only approved items.

Website needs:

- Update the current calendar layout.
- Use three categories: City Information, Community Events, and Community Resources.
- Add a clear event submission form.
- Add buttons for View Calendar, Submit an Event, and Sign Up for Updates.
- Add search, date, category, and audience filters.
- Add a This Week in Idaho Falls section.
- Make sure the page works well on mobile.

Budget needs:

- Staff time to review and approve submissions.
- Website staff or vendor time to update the page.
- Reusable QR code signs that link to the calendar.
- Optional monthly calendar printouts.
- Optional tabletop sign holders for public spaces or booths.
- Ongoing monthly maintenance by Communications.

Next Steps

To move the external community calendar redesign forward, the City should start with a simple pilot process.

Recommended next steps:

1. **Choose one calendar manager**
   Assign one person or team, likely Communications, to manage submissions, approvals, and updates.
2. **Finalize the three calendar categories**
   Use City Information, Community Events, and Community Resources as the main public-facing categories.
3. **Create the submission form**
   Build a simple form for departments and community groups to submit event details, deadlines, links, and contact information.
4. **Set approval rules**
   Decide who approves City department updates, community event submissions, and urgent updates before they are posted.
5. **Update the website layout**
   Redesign the calendar page to include quick links, filters, This Week in Idaho Falls, and clear submission/update buttons.
6. **Test with a small group**
   Have a few departments submit events first to make sure the process is clear and realistic.
7. **Launch the updated calendar**
   Promote the calendar through the City website, social media, newsletters, QR codes, and printed calendar handouts.
8. **Review monthly**
   Each month, Communications should review what was submitted, what residents used, and what needs to be improved.

Community Calendar Submission Form



Idaho Falls Community Calendar Submission Form

Please use this form to submit events, meetings, programs, reminders, or public updates that should be considered for the Idaho Falls monthly content calendar.

Submissions are requested by the **1st of each month** so the communications team has enough time to review, organize, and schedule content.

Please submit one event or update per form response.

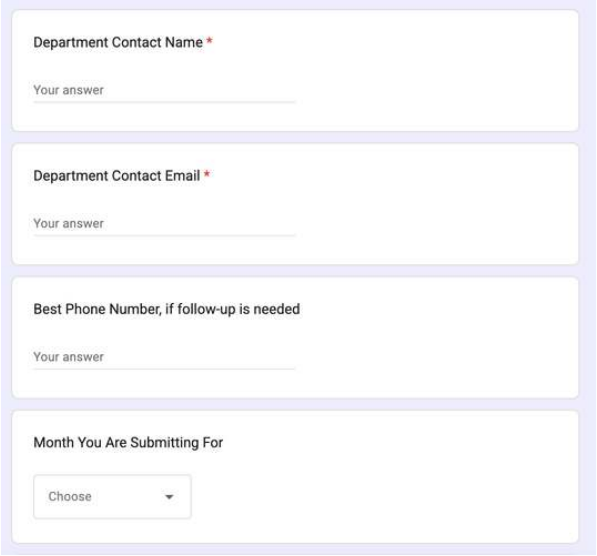
sydradams13@gmail.com Switch account

Not shared

* Indicates required question

Department Name *

Choose



Department Contact Name *

Your answer

Department Contact Email *

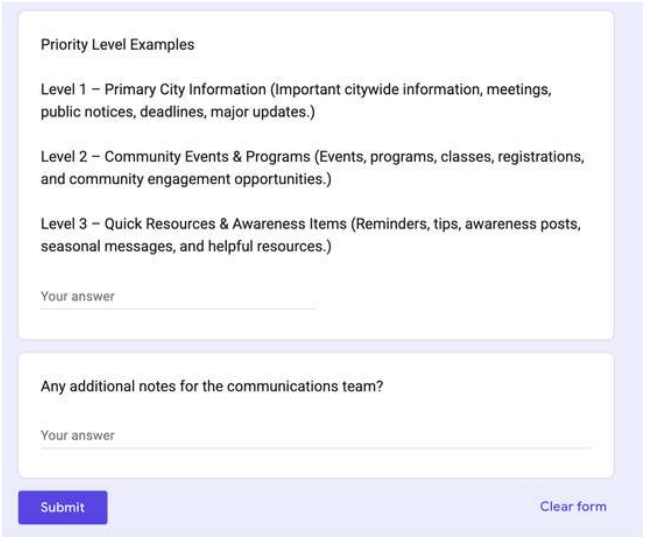
Your answer

Best Phone Number, if follow-up is needed

Your answer

Month You Are Submitting For

Choose



Priority Level Examples

Level 1 – Primary City Information (Important citywide information, meetings, public notices, deadlines, major updates.)

Level 2 – Community Events & Programs (Events, programs, classes, registrations, and community engagement opportunities.)

Level 3 – Quick Resources & Awareness Items (Reminders, tips, awareness posts, seasonal messages, and helpful resources.)

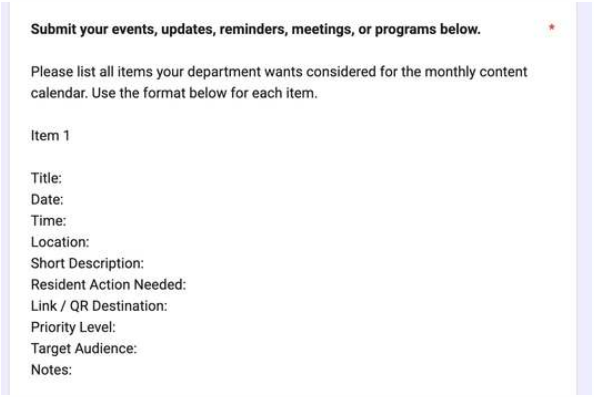
Your answer

Any additional notes for the communications team?

Your answer

Submit

Clear form

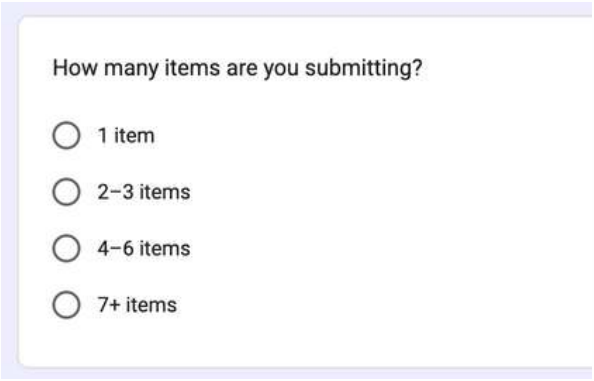


Submit your events, updates, reminders, meetings, or programs below. *

Please list all items your department wants considered for the monthly content calendar. Use the format below for each item.

Item 1

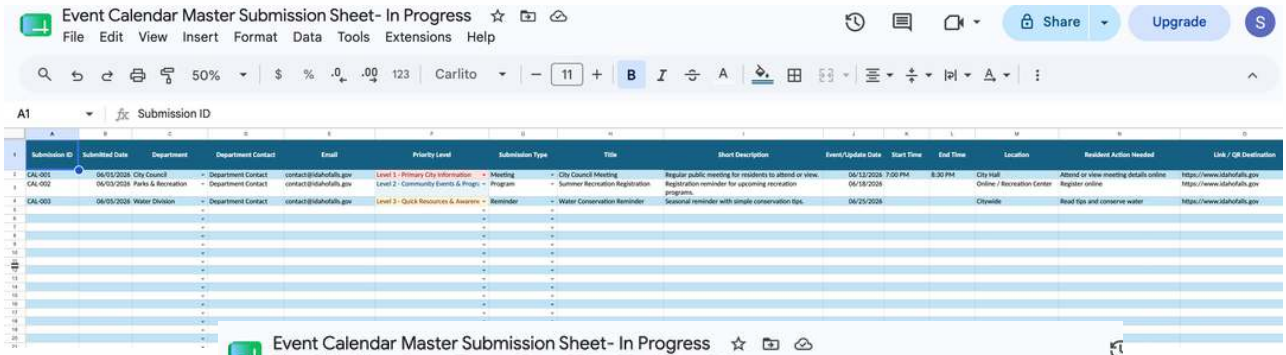
Title:
Date:
Time:
Location:
Short Description:
Resident Action Needed:
Link / QR Destination:
Priority Level:
Target Audience:
Notes:

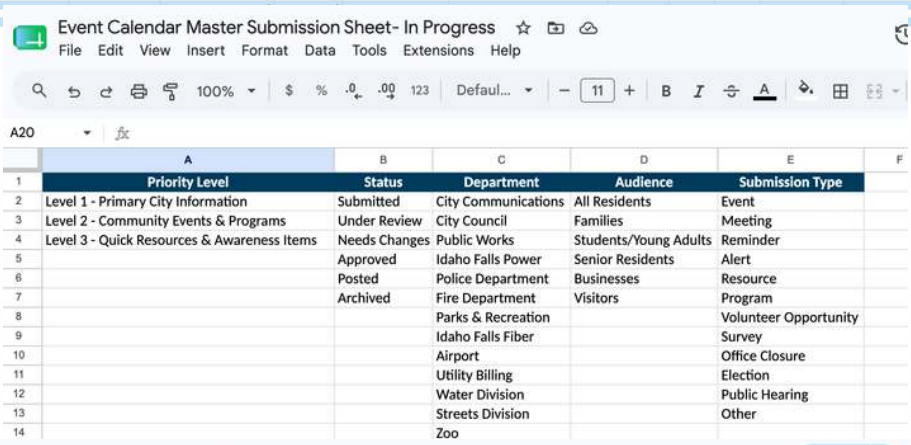


How many items are you submitting?

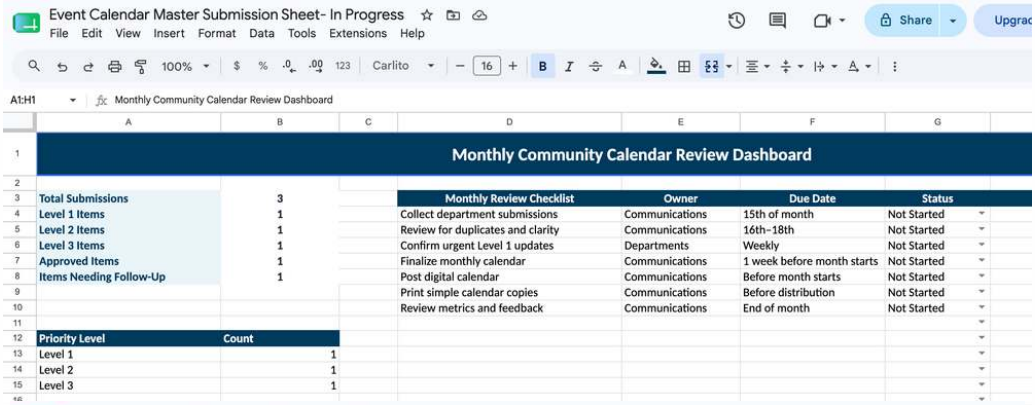
- 1 item
- 2–3 items
- 4–6 items
- 7+ items

Community Calendar Master Submission Sheet





Priority Level	Status	Department	Audience	Submission Type
Level 1 - Primary City Information	Submitted	City Communications	All Residents	Event
Level 2 - Community Events & Programs	Under Review	City Council	Families	Meeting
Level 3 - Quick Resources & Awareness Items	Needs Changes	Public Works	Students/Young Adults	Reminder
	Approved	Idaho Falls Power	Senior Residents	Alert
	Posted	Police Department	Businesses	Resource
	Archived	Fire Department	Visitors	Program
		Parks & Recreation		Volunteer Opportunity
		Idaho Falls Fiber		Survey
		Airport		Office Closure
		Utility Billing		Election
		Water Division		Public Hearing
		Streets Division		Other
		Zoo		



Monthly Community Calendar Review Dashboard

Total Submissions	3
Level 1 Items	1
Level 2 Items	1
Level 3 Items	1
Approved Items	1
Items Needing Follow-Up	1

Priority Level	Count
Level 1	1
Level 2	1
Level 3	1

Monthly Review Checklist	Owner	Due Date	Status
Collect department submissions	Communications	15th of month	Not Started
Review for duplicates and clarity	Communications	16th–18th	Not Started
Confirm urgent Level 1 updates	Departments	Weekly	Not Started
Finalize monthly calendar	Communications	1 week before month starts	Not Started
Post digital calendar	Communications	Before month starts	Not Started
Print simple calendar copies	Communications	Before distribution	Not Started
Review metrics and feedback	Communications	End of month	Not Started



City of Idaho Falls Community Calendar Submission System

Purpose	This workbook gives departments one simple place to submit, review, and organize calendar items before they are added to the public community calendar.
How departments use it	Departments enter event or update details in the Calendar Submissions tab. Required fields are marked in the header notes/labels.
When to submit	Submit items by the 15th of each month for the following month. Urgent Level 1 updates can be added as needed.
Who reviews it	The Communications team reviews submissions for clarity, consistency, duplicate items, and correct priority level.
How it stays simple	Departments only provide basic information. Communications handles formatting, final wording, and placement on the calendar.
Priority Levels	Level 1 = Primary City Information; Level 2 = Community Events & Programs; Level 3 = Quick Resources & Awareness Items.
Update rhythm	Monthly planning review + weekly calendar check + urgent updates as needed.

Community Calendar Strategy Document- Draft

City of Idaho Falls Event Calendar Strategy
Centralized Communication & Resident Awareness Plan

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1. Executive Summary

The City of Idaho Falls already provides calendar information through its website and existing communication channels. This strategy builds on that foundation by recommending a more centralized, organized, and resident-friendly calendar system.

The goal is to make City meetings, events, programs, deadlines, reminders, and community resources easier for residents to find and use. By creating clear calendar categories, a simple department submission process, printed monthly versions, QR code access, and consistent promotion, the City can improve resident awareness without needing to build an entirely new platform.

This strategy is designed to support the City's current communication efforts while making the calendar more visible, consistent, and accessible for residents.

2. Purpose

The purpose of the Community Calendar is to increase resident awareness of City events, meetings, programs, announcements, and resources by placing key information in one easy-to-access system.

The calendar would help residents:

- Find City information in one place
- See upcoming meetings, events, and programs
- Understand important reminders and deadlines
- Get involved in City opportunities
- Stay connected with City communication

3. Communication Opportunity

The City already shares important information across its website, department pages, social media, newsletters, flyers, and public notices. A stronger calendar system would help bring those updates together in a more consistent and easy-to-follow format.

This creates an opportunity to:

- Improve resident access to City information
- Make events and meetings easier to find

- Reduce confusion about where updates are posted
- Help departments share information in a consistent way
- Encourage more residents to participate in City events and programs

4. Recommended Calendar System

The City should strengthen its current calendar by creating a more centralized system for collecting, organizing, updating, and sharing resident-facing information.

The system should include:

- One main online calendar
- Three clear information categories
- One shared department submission form
- Weekly review by Communications
- Monthly printed calendar copies
- QR codes that link to the online calendar
- Promotion through existing City communication channels

Main idea:
The calendar should serve as a central communication tool that helps residents quickly find important City updates and opportunities.

5. Calendar Categories

Level 1: Primary City Information

Most important updates residents need to know.

Examples:

- City Council meetings
- Public hearings
- Utility outages
- Office closures
- Emergency alerts
- Elections

Level 2: Community Events & Programs

Opportunities for residents to attend, participate, or get involved.

Examples:

- Concerts
- Farmers market events
- Parks & Recreation programs
- Community classes
- Volunteer opportunities

Level 3: Quick Resources & Awareness Items

Helpful reminders, tips, and resource highlights.

Examples:

- Survey deadlines
- Social media reminders
- Seasonal reminders
- Recycling reminders
- QR resource highlights
- Community tips

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6. Department Submission Process

Departments would submit calendar updates through one shared form.

The form would include:

- Title
- Date and time
- Location
- Department name
- Short description
- Contact information
- Link or QR code
- Calendar category

Departments could submit updates once a month, ideally two weeks before the next month begins. Urgent updates could still be added as needed.

The Communications team would review submissions, organize them, and add them to the calendar in a consistent format.

7. Access and Distribution

Residents should be able to access the calendar through both digital and printed formats.

Digital Access

- City website
- Department pages
- Social media links
- Newsletter links
- QR codes

Printed Access

- City Hall
- Parks & Recreation facilities
- Farmers market booth
- Community spaces
- Department lobbies

Outreach

- Promote monthly calendar highlights on social media
- Add calendar links to department posts
- Include QR codes on flyers and signs
- Share printed copies at City events
- Encourage community partners to share calendar information

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8. Budget Considerations

Because the City already has an existing website calendar, this strategy focuses on improving and promoting the current system rather than creating a major new platform.

Item	Purpose	Estimated Cost
Website calendar improvements	Improve organization and usability	$0 if completed internally
Submission form	Collect department updates in one place	$0

Monthly calendar template	Create a printable version	$0 if completed internally
Printed copies	Share at City locations and events	$50–$150/month
QR code signs/flyers	Link residents to the online calendar	$25–$75 one-time
Promotion	Social media/newsletter posts	$0
Staff time	Review and update calendar	Internal time

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9. Measurement

The City can measure calendar awareness by tracking whether more residents are finding and using the calendar.

Track:

- Calendar website visits
- QR code scans
- Newsletter clicks
- Social media clicks
- Printed calendars distributed
- Event attendance
- Survey responses
- Public meeting attendance

Example survey question:

Do you know where to find City of Idaho Falls events, meetings, and community updates?

Answer options:

- Yes
- No
- Somewhat

The same question can be asked again later to compare awareness over time.

10. Next Steps

- Review the current City calendar system.
- Identify opportunities to improve organization and access.
- Create three calendar categories.
- Build one shared department submission form.
- Assign one calendar contact from each department.
- Create a weekly review process through Communications.
- Add QR codes that link to the online calendar.
- Print monthly calendar copies.
- Promote the calendar through social media, newsletters, department pages, and City locations.
- Review engagement and improve the system over time.

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11. Final Recommendation

The City of Idaho Falls should strengthen its current calendar by developing it into a more centralized community information system.

This approach builds on the City's existing communication efforts while making updates easier for residents to find, understand, and use. With clear categories, a simple department submission process, QR codes, printed copies, and regular promotion, the calendar can become a practical tool for increasing resident awareness and encouraging stronger community participation.

Final Analysis & Reflection

This campaign challenged me to move beyond completing a class assignment and create work that could actually be useful to a real client. At the beginning, I felt pressure to make every recommendation feel professional, realistic, and strong enough to present to the City of Idaho Falls. Because this was new for me, I had to learn how to balance creative ideas with practical limits such as staffing, budget, approval processes, and the City's existing systems.

Throughout the project, I revised the booth layouts, activities, print materials, calendar categories, submission process, and supporting documents. Some of my original ideas were too broad or complicated, so I worked to simplify them and make each deliverable easier for City staff and residents to use. The revision process helped me understand that strong campaign work is not just about having a good idea. It is also about making that idea clear, realistic, measurable, and easy to implement.

The campaign was effective because it connected in-person engagement with a stronger digital communication system. The Farmers Market Booth created opportunities for conversation, feedback, and relationship building, while the community calendar made City information easier to find and understand over time. Overall, I learned how to take research, client needs, and campaign objectives and turn them into practical communication tools. I also gained more confidence in my ability to create professional work for a real organization and adjust my ideas when the final outcome needed to be stronger.