



Let's Talk Parker Project Checklist

Initial Project Approval:

- Review the Let's Talk Parker [Publishing and Marketing Policy](#) to determine if your project meets the Let's Talk Parker criteria.
- Request and receive project approval from your Department Director to submit your project for consideration.
- If approved by Department Director, fill out and submit the Let's Talk Parker [project request form](#).
 - TA/Communications staff will notify you regarding whether or not your project meets the Let's Talk Parker criteria.
 - If project meets the established criteria, a project framework will be created for you on the site and a project administrator will be assigned for project development.

Project Development:

- Review Project [Best Practices](#) prior to starting project development.
- Request Let's Talk Parker training, if necessary.
- Consult with your Department Director and any internal stakeholders (especially if the project could impact the workload, budget, resources or short or long-term duties of another department and/or staff person) to ensure all parties are on the same page regarding project information to be distributed, community engagement goals and desired outcomes.
- Begin building your project. The Project Administrator is responsible for building the project, however, you may email letstalkparker@parkeronline.org if you need feedback/ideas/assistance with project development and a member of TA's Office or Communications Department will contact you.
- Include the "[Who's Listening](#)" widget in your project, including photos of the project administrator(s). The Communications Department can resize the staff photos for you.
- Include the "[Life Cycle](#)" widget in your project to provide the public with a clear timeframe of when public input will be taken and considered.
- Once your project is ready to be published, email letstalkparker@parkeronline.org and request that your project be reviewed and published. Please include a link to the photo you would like to use for your project tile on the main page of the site. The Town's professional photography library can be found at [g:/public/Professional Photography Project](https://www.parkeronline.org/g/public/Professional%20Photography%20Project).

Final Project Approval and Launch:

- Please allow 48 business hours for projects to be approved and published.
- The Communications Department will size your project tile photo and staff photos for the “Who’s Listening” widget.
- The TA’s Office and Communications Department will provide a final project review to ensure consistency across projects and that Town branding standards have been met.
- Any changes or revisions will be communicated to the Project Administrator.
- Once changes have been finalized, the project will be published to www.LetsTalkParker.org.
- The Communications Department and Town Administrator’s Office will determine the placement of the projects on the www.LetsTalkParker.org home page based upon certain criteria, such as prominence of the projects, projects that are garnering more activity and the level of community engagement.
- Once the project is live, Communications Department staff will promote it through the Town’s marketing avenues.

Project Monitoring:

- Project Administrators should actively monitor their project for questions, concerns and necessary changes or updates.
- If the Project Administrator will be unable to monitor their project for more than 24 business hours, another staff person should temporarily be assigned monitoring duties.
- Any project questions submitted should be responded to within 48 business hours.

Project Closure/Reporting:

- Provide periodic engagement updates on the Let’s Talk Parker project page, including the community input that has been received, how it has impacted the decision-making process and what action, if any, is being taken in response to the input received.
- Once the project has concluded, a recap of the above factors should be included in the Let’s Talk Parker quarterly newsletter so residents know their feedback was heard and acted upon.
- Any names, email addresses and/or user names should be removed from reporting data before sharing with the public.