

MUNICIPAL COMMUNICATIONS TOOLKIT

A Practical Guide for Colorado's Small & Mid-Sized Communities

Press Releases • Social Media • Community Email • Crisis Communications

Published in August 2026 and prepared by the Colorado Municipal League's Communication Section for the staff member at any municipality who wears the "communications hat" ... along with everything else on their desk.



What's Inside

1. How to Use This Toolkit (Page 3)

Getting oriented before you start customizing anything.

2. Community Networks of Colorado Communicators (Page 4)

Resources for professional communicators, amateur communicators ... and other professionals who do communication as 'other duties as assigned.'

3. Branding & Visual Basics (Page 5)

Where your logo goes, and how to keep every channel looking consistent.

4. Press Release Templates (Page 8)

Routine announcements, event releases, urgent notices, and media monitoring.

5. Social Media Templates (Page 12)

Ready-to-adapt posts for Facebook, Instagram, X, and Nextdoor.

6. Community Email Templates (Page 15)

Newsletters, service alerts, and meeting notices.

7. Crisis Communications Protocol (Page 17)

Roles, timelines, and templates for when something goes wrong.

8. Quick-Reference Appendix (Page 21)

Checklists and a fill-in contact sheet.

9. Considerations for Statutory Regulations & First Amendment Rights (Page 23)

1. How to Use This Toolkit

Most small Colorado municipalities don't have a dedicated communications director. Instead, communications work usually lands on a town clerk, deputy clerk, town manager, or administrative assistant — on top of their regular job. This toolkit is built for that person. The purpose of this toolkit is to help you align how you communicate about yourself to your community with how you aim to be perceived by your community members. This toolkit is meant to be a helpful guide; it is not a final authority on your municipality's communication strategies.

Everything here is a starting point, not a finished product. Copy a template, replace the bracketed placeholder text (shown in blue italics, like this:

[EXAMPLE PLACEHOLDER]), and adjust the tone so it sounds like your community (view Section 2 for information about identifying your tone).

What's in each template

- A ready-made structure so you're never starting from a blank page.
- Placeholder text marked in *blue italics* — replace these with your own details.
- A note on where your logo and any graphics should go.
- Guidance on tone, length, and what to double-check before you hit send or publish.

Before you start

- Save a master copy of each template with your logo, colors, and boilerplate already filled in, so day-to-day use is just filling in the specifics.
- Confirm who on staff has final sign-off authority before something goes out publicly (see the roles table in Section 6).
- Store your approved logo files (PNG with a transparent background, plus a JPG version) somewhere every staff member who might need them can find them.
- Bookmark the Crisis Communications section (Section 6) so you're not searching for it during an actual crisis.

NOTE: this toolkit includes suggestions for third party vendors who offer products that may support your work. These suggestions are not a comprehensive list of vendors nor do they serve as an endorsement. CML always encourages municipal members to review the list of CML associate members.

2. Community Network of Colorado Communicators

You're not alone! Whether you are a professional communicator, an amateur communicator, or you do communication as 'other duties as assigned,' there are networks of other people available with whom you can connect (and commiserate!).

First, you are welcome to join CML's Communication Section or CML's Communication listserv. You need not be a Public Information Officer to join those networks!

There are also professional networks, such as the Colorado chapter of the [Public Relations Society of America \(PRSA\)](#), networks with the National League of Cities, the [Colorado chapter of the International Association of Business Professionals](#), and more.

Please contact Kristin Kemp, CML engagement and communication manager, at any time to schedule a consultation. She is available for a one-hour 1:1 meeting with you to help you put this toolkit into place at your municipality. Volunteer members on the CML's Communication Section are also available.

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3. Branding, Tone & Visual Basics

You don't need a professional brand guide to look consistent — you just need to make a few decisions once and reuse them everywhere. This section covers logo placement and the basics of keeping your visual identity consistent across channels.

3.1 Brand Voice & Tone

Your municipality's 'brand voice' is your core personality — it is consistent and long-term. Your 'brand tone' is a flexible mood that shifts depending on the situation. Brand tone is the emotional attitude and style your municipality uses when it talks to people. Your brand tone shapes word choice, sentence rhythm, and the mood of a message.

Your brand voice and tone are reflected in all the ways you communicate — orally (through presentations, media interviews, and meetings), written materials (through websites, press releases, social media posts, etc), and visually (through the photos you post, the signage you install, etc).

Your *desired* brand voice and tone may be different than your community *perceives*. Many marketing and reputational public relations consultants offer services to help you identify your brand and your community's perception of you. If you don't have the resources to pursue those consultations, here are some basic steps.

Identifying your desired brand voice & tone

1. What's your municipality's core purpose? What are your secondary purposes? What is *not* your purpose? Answer succinctly in less than a page.

Identifying how your community perceives your brand voice & tone

1. Based on your core purpose, what five adjectives describe your municipality?
2. Based on your core purpose, who do you serve primarily?
 - a. Evaluate if your effort is devoted to this audience or if you devote resources to other audiences. Is your focus in the right areas?
 - b. Evaluate how this core audience is impacted by your work — both positively and negatively.
 - c. If you could describe this core audience as a single person, how would you describe them?

Putting into action your brand voice & tone

Nike is often regarded as the best example of branding. Nike's brand attributes focus on inspiration, innovation, and the Hero Archetype, built on core traits like being iconic, unstoppable, and authentic. The tagline, 'Just Do It' is synonymous with Nike. How does that

apply to your municipality? Let's say you've identified the following five adjectives to reflect your municipality's core purpose: historic, fair, rugged, independent, and transparent. Alternatively, let's say your adjectives are innovative, growth, dynamic, welcoming, and smart.

For both sets of words, what images come to mind? (Do you envision images of children playing in backyards or do you envision ranchers in the prairie?) What stories come to mind? More specifically, what colors come to mind? What fonts come to mind? Those images and stories should be reflected in your communication materials. The purpose of this toolkit is to help you better align how you communicate about yourself to your community with how you aim to be perceived.

3.2 Logo placement by channel

Channel	Where the logo goes	Sizing notes
Press releases	Top left corner or centered, above the headline	At least 1" wide; keep on white or light background
Letterhead / official letters	Top of the page, centered or left-aligned	Match your existing municipal letterhead if one exists
Social media profile photo	The photo itself (square crop)	Use a simplified mark/emblem, not the full horizontal logo — it gets cropped into a circle on most platforms
Social graphics / flyers	Bottom right or bottom left corner	Small and consistent — it should not compete with the main message
Email header	Centered banner at the top	300–600 px wide; link it to your city/town website

Color and fonts

- Pick one or two primary colors and one accent color — pull them from your existing seal or logo if you have one.
- Use those same colors on your letterhead, social graphics, and email headers so materials are recognizable at a glance.
- Pick one font family for headlines and one for body text. If your logo uses a specific font, a close free match (Google Fonts has many) is fine for everyday use.

Photos and graphics

- Only use photos you have the rights to: staff-taken photos, properly licensed stock images, or images residents have given permission to use.
- Add alt text (a short written description) to images on your website and social posts so they're accessible to residents using screen readers.
- Never put critical information — a phone number, a date, an address — only inside a graphic. Repeat it in the actual text of the post or email.
- Keep contrast high between text and background on any graphic (dark text on light background, or light text on dark background).

3.3 Tools

You don't necessarily need expensive products to develop or maintain your graphics. If you have a person on staff who is competent with graphic design, ideally you can invest in a license for professional design software (such as Adobe Illustrator). Otherwise, there are layperson products available for free or at low cost, such as [Canva](#) or [Venngage](#).

Be sure to follow digital accessibility standards, particularly to remain in compliance with 21-1110. Most online tools now provide basic accessibility features. For instance, view the accessible product offerings from [Canva](#).

TIP Create one folder called “Brand Assets” with your logo files, color codes (hex codes), and font names. Every template in this kit assumes that folder exists.

4. Press Release Templates

Engaging with your local media is critical to building trust within your community. Local publications serve a critical purpose of covering topical, local news and are increasingly more important and more trusted by community members in the era of ‘big media’ and social media. What are the most proximate local publications to your municipality? Assess how they report on your municipality’s work: is coverage accurate and fair? This kit provides tools to help ensure accurate and fair coverage.

First, reach out 1:1 to the publisher/editor/reporter. Establish a relationship by being proactive. In addition to 1:1 interactions, press releases are an important tool to communicate with your community. The intended audience is the community members who are reading your local publications. Press releases provide your community with a single source of truth for information that impacts their lives. They also serve as an engagement tool: think of press releases like invitations to your open meetings.

A press release follows a predictable shape: who/what/when/where/why up front, supporting detail after, and contact information a reporter can actually use. All three templates below follow that same skeleton — only the tone and urgency change.

4.1 How to Send Announcements

There are many eblast providers that range in price. Examples of vendors include PatronMail, Mailchimp, Constant Contact, PressRelations, and GovDelivery. You can also simply use email to send a press release. Consider who you are sending it to. It need not only go to journalists. You can send it to your elected officials, your community members, to other municipalities, to journalists in other communities, etc.

4.2 Routine / General Announcement

Use for: new program launches, policy updates, staff announcements, general good-news items.

[CITY/TOWN LOGO — TOP LEFT OR CENTERED]

FOR IMMEDIATE RELEASE

Date: [MONTH DAY, YEAR]

Contact: [NAME, TITLE] | [PHONE] | [EMAIL]

[TOWN OF ____] Announces [Headline — Clear, Specific, No Jargon]

[CITY, CO] — [One to two sentence lead paragraph: the single most important fact — what happened or what's changing, and when.]

[Second paragraph: supporting detail — why this matters to residents, what it means for them.]

“[Optional one-sentence quote from the mayor, town manager, or department head.]” said [Name, Title].

[Third paragraph, if needed: additional details, next steps, or where to learn more.]

About [Town/City Name]:

[One or two sentence standard boilerplate description of your municipality — reuse this every time.]

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4.3 Event Announcement

Use for: community events, ribbon cuttings, public meetings open to residents, seasonal programs.

[CITY/TOWN LOGO — TOP LEFT OR CENTERED]

FOR IMMEDIATE RELEASE

Date: *[MONTH DAY, YEAR]*

Contact: *[NAME, TITLE] | [PHONE] | [EMAIL]*

[Event Name] Returns to [Town Name] on [Date]

[CITY, CO] — [Lead paragraph: what the event is, when, and where, in one or two sentences.]

What: *[Brief description]*

When: *[Date and time]*

Where: *[Location / address]*

Cost: *[Free / ticket price / registration link]*

[Additional paragraph: activities, vendors, parking/accessibility notes, what to bring.]

“[Optional quote about why this event matters to the community.]” said [Name, Title].

About [Town/City Name]:

[Standard boilerplate.]

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4.4 Urgent / Time-Sensitive Notice

Use for: road closures, service disruptions, weather impacts, and other time-sensitive but non-emergency items. (For an active emergency or crisis, use the templates in Section 6 instead.)

[CITY/TOWN LOGO — TOP LEFT OR CENTERED] FOR IMMEDIATE RELEASE Date: <i>[MONTH DAY, YEAR]</i> Time: <i>[TIME]</i> Contact: <i>[NAME, TITLE]</i> <i>[PHONE]</i> <i>[EMAIL]</i> <i>Clear, specific headline — lead with the impact, e.g. “Main Street Closed Between 3rd and 5th Beginning Monday”</i> <i>CITY, CO] — [Lead with the single fact residents need: what is affected, and the timeframe.]</i> Affected area/service: <i>[detail]</i> Duration: <i>[start — end, or “until further notice”]</i> Reason: <i>[brief, factual explanation]</i> What residents should do: <i>[detour, alternate service, action needed]</i> <i>Closing paragraph: where to get updates — website, social media, hotline.]</i> ### TIP Urgent notices should be scannable in 10 seconds. Put the impact and timeframe in the first sentence — don't bury it in paragraph three.

4.5 Media monitoring

Municipal leaders should stay abreast of the ways in which news organizations are referring to your municipality. There are myriad media monitoring providers, ranging from simple google searches to sophisticated yet affordable vendors such as [PressRelations](#).

5. Social Media Templates

Whether or not your municipality has a local publication, your community members have access to social media. What are your constituents saying about you on those platforms? Which platforms do your constituents tend to use? Your municipality can create official accounts on those platforms. You don't need to create accounts on every platform. Select only the platforms that provide you with the most communication value.

Keep the same facts consistent across platforms but adjust length and tone to fit each one. A short table of platform basics is below, followed by five post templates you'll use most often.

Platform quick reference

Platform	Good for	Notes
Facebook	Events, longer updates, community discussion	Most-used platform by local residents in many CO towns; supports longer captions and event pages
Instagram	Photos, short visual updates, reels (short-form vertical videos), and carousels (a series of photos or graphics that the user can swipe through)	Caption can be longer, but lead with the key info — it's easy to skim past
X (Twitter)	Fast-moving updates, real-time alerts	Keep it short; use only 1–2 hashtags
Nextdoor	Hyperlocal notices, road/utility updates	Residents expect a practical, plain-spoken tone here

5.1 Event Promotion

Use for: upcoming community events, meetings, festivals.

 *[EVENT NAME]* is coming to *[Town Name]*!

 *[Location]*  *[Date & time]*

[1–2 sentences: what to expect, who it's for.]

[Cost / registration info, if any.]

Learn more: *[link]*

#[TownName] #[EventHashtag]

NOTE: Basic emojis such as the ones used in the above sample can be misinterpreted by users as AI-generated. Take care to write your posts authentically.

5.2 Service Disruption / Road Closure

Use for: utility work, road closures, trash pickup changes.

⚠️ *[What's affected, in plain language]*

[Affected area/street/service] will be [closed/delayed/changed] from [start] to [end].

Why: *[brief reason]*

What to do: *[detour / alternate arrangement]*

Questions? Call *[phone]* or visit *[link]*.

5.3 General Community Update

Use for: routine news, program updates, reminders.

[Friendly opening line — what's new or what you want residents to know.]

[1–2 sentences of detail.]

More info: *[link]*

5.4 Public Meeting Reminder

Use for: council meetings, budget hearings, public comment periods.

📅 **Reminder:** *[Meeting name] — [Date, time]*

📍 *[Location or virtual link]*

On the agenda: *[1–2 key topics]*

Full agenda & how to comment: *[link]*

5.5 Emergency Alert

Use for: urgent, time-critical safety information. Keep this the shortest and most direct of all templates.

🚨 *[ONE-LINE SUMMARY OF THE SITUATION AND THE ACTION NEEDED]*

[Who is affected and what they should do right now.]

Updates: [\[link / hotline number\]](#)

Posted [\[time\]](#) — next update by [\[time\]](#)

5.6 Consistency and Cadence

Create a content calendar to stay consistent with posting. Aim for one post a week at a minimum. There are several social media management tools that can help simplify content planning and social media management, but if you do not have a budget for these tools, a simple spreadsheet with dates and topics can help keep content on track.

You must keep your social media platforms active in order to sustain trust with your followers. Your platforms must function as an official, trusted source of accurate and timely information. Defunct platforms are worse than having no accounts because they reduce trust. If you cannot commit to using your social media platforms weekly, do not create an account. If you currently have defunct accounts, consider closing them.

5.7 Managing Comments

Platforms allow you, as the account holder, to control engagement with your followers, i.e. if they can post comments or like/dislike posts. If you allow comments, be sure to monitor comments daily or at least weekly.

Always thank people for posting. It encourages more engagement.

If someone asks a question, answer their question in a timely fashion and provide the source of the information so that next time they can find it themselves.

If someone offers positive feedback, thank them!

If someone posts an inaccurate comment, politely correct the information.

If someone posts a negative comment, thank them for the feedback and offer to contact them directly to continue the conversation. Other followers will see you addressing the community member's sentiments, even if you can't address the concern itself.

If someone posts an obscene or otherwise inappropriate comment (i.e. pornographic or explicit material), you have the ability to remove the post. You also have the ability to remove followers. It is important to only remove content after consulting with legal as it could be seen as a violation of the 1st amendment. You should be transparent about your removal/deletion of comments protocol.

TIP Post the same core facts on every platform your residents actually use — don't assume one channel reaches everyone. Cross-post rather than picking a favorite.

6. Community Email Notification Templates

Email is often the most reliable way to reach residents who have opted in, especially older residents or those without social media. These templates cover the three emails you'll send most often. As noted above in Section 3, you can elect to use an eblast platform or simply use your routine email. A benefit of eblast platforms is that they provide opt-in subscriber forms and they provide you with analytical data. The analytical data will indicate if your community has (or has not) read your notice. You can post archives of your ebasts on your website to foster transparency.

6.1 Regular Newsletter / Update

Use for: monthly or periodic community updates.

[EMAIL HEADER: LOGO CENTERED, 300–600px WIDE]

Subject: *[Town Name]* Update — *[Month Year]*

[Friendly opening line — one sentence.]

In this update:

- *[Announcement 1 headline] — [1 sentence]*
- *[Announcement 2 headline] — [1 sentence]*
- *[Upcoming event] — [date/time]*

Reminders:

[Recurring deadlines, seasonal notices, etc.]

Questions? Reach us at *[phone]* or *[email]*.

Visit *[website]* | Follow us on *[social handles]*

6.2 Urgent / Service Disruption Notification

Use for: water main breaks, boil-water notices, power outages, urgent safety information.

Subject: *[URGENT: brief description — e.g. “Water Service Interruption — Main St. Area”]*

[Lead sentence: what's happening and who is affected — no preamble.]

What's happening: *[brief factual explanation]*

Affected area: *[streets/neighborhoods/service area]*

Expected duration: *[timeframe or “updates to follow”]*

What you should do: *[specific action — e.g. boil water, use alternate route]*

We will send an update by *[time]*. For real-time updates, visit *[link]* or call *[phone]*.

6.3 Public Meeting Notice

Use for: council meetings, budget hearings, and other meetings requiring public notice.

Subject: Notice of *[Meeting Name]* — *[Date]*

Town/City Name will hold a *[meeting type]* on *[date]* at *[time]*.

Location: *[address or virtual meeting link]*

Purpose: *[brief description of agenda items]*

Public comment: *[how and when residents may comment]*

Full agenda available at *[link]*. Questions: *[contact info]*.

TIP For urgent emails, put the most important fact in the subject line itself — many residents decide whether to open an email based on the subject alone.

7. Crisis Communications Protocol

A crisis communications plan isn't just for major disasters — it's what keeps a bad day from becoming a worse one. The goal is always the same: get accurate information to residents quickly, from one consistent voice, before rumors fill the gap.

7.1 What counts as a crisis?

Level	Examples	Response
Level 1 — Minor	Short utility outage, minor road issue, isolated complaint going around locally	Handle with a routine social/email update; no special activation needed
Level 2 — Moderate	Extended service outage, weather event, a public safety incident with limited scope	Activate this protocol; notify leadership; single point of contact handles all public communication
Level 3 — Major	Public safety emergency, natural disaster, incident involving injury or death, major scandal or legal issue	Full activation; coordinate with county/state emergency management and law enforcement as applicable; consider outside PIO support

7.2 Roles & responsibilities

Fill this in before a crisis happens — not during one. Everyone on staff should know who does what.

Role	Responsibility	Primary / Backup
Spokesperson	Only person who speaks to media. This person posts official statements or they may delegate the posting of official written statements.	Name] / [Backup]
Approver	Reviews and signs off on all public messaging before release	Name] / [Backup]
Drafter	Writes the initial statement and follow-ups	Name] / [Backup]
Monitor	Tracks social media, phone calls, and press inquiries; flags misinformation	Name] / [Backup]
Internal liaison	Keeps council/staff/partner agencies informed	Name] / [Backup]

7.3 First 60 minutes checklist

- **Confirm the facts.** Don't communicate anything you can't verify. If you're not sure, say what you know and what you're still confirming.
- **Notify leadership and the response team** immediately using your internal contact list (Section 7).
- **Designate the single spokesperson** for this incident — no one else responds publicly. This single person needs access to the emergency response commander or the designated leader.
- **Issue a holding statement** (template below) within the first hour, even if full details aren't ready. Silence gets filled by speculation.
- **Post the same holding statement/press release** across website, social media, and email simultaneously if the audience is broad.
- **Set a timeline for the next update** and say so publicly (e.g., “next update by 3:00 PM”) — then meet it.
- **Log everything:** what was said, when, and by whom, for later review.

7.4 Holding statement template

Use this when you need to say something immediately but don't yet have full details.

[Town/City Name] is aware of *[brief, factual description of the situation]*.

[What is being done right now — one sentence.]

The safety of our residents is our top priority. We will share verified information as soon as it is available.

Next update: *[specific time]*

Questions: *[contact info]*

7.5 Crisis press release template

[CITY/TOWN LOGO]

FOR IMMEDIATE RELEASE

Date: *[DATE]* Time: *[TIME]*

Contact: *[Spokesperson Name, Title]* | *[PHONE]* | *[EMAIL]*

[Factual, non-alarmist headline stating what happened]

[CITY, CO] — [Lead paragraph: what happened, when, where — facts only, no speculation.]

[Second paragraph: current status and what response is underway.]

[Third paragraph: what residents should do, if anything — evacuation, shelter, avoid an area, etc.]

“[Brief quote from spokesperson — calm, factual, no speculation.]” said [Name, Title].

[Closing paragraph: where and when the next update will be shared.]

###

7.6 Crisis social media template

 *[One-line factual summary of the situation]*

[What residents need to know / do right now.]

This is a developing situation. We will post updates here as they're confirmed.

Next update by: *[time]* Questions: *[phone/link]*

7.7 Crisis email template

Subject: *[URGENT: brief, factual description]*

[Lead sentence: what happened and who is affected.]

Current status: *[what's known now]*

What you should do: *[specific action, if any]*

Next update: *[time]*

Questions: *[phone/email]*

7.8 Message discipline — dos and don'ts

do	don't
Stick to confirmed facts	Speculate about cause, blame, or outcome

Hedge all statements with, 'what we know at this time is ...'	State long-term implications during the initial phase of the crisis
Route all statements through the single spokesperson	Let multiple staff members answer media questions separately
Acknowledge what you don't know yet	Go silent while you "wait for more information"
Use plain, calm language	Use jargon, legalese, acronyms, or minimize the situation
Correct misinformation quickly and factually	Argue with residents or the media in comments
Keep a written log of every statement made	Rely on memory for what was said and when

7.9 After the crisis

Once the immediate situation is resolved, schedule a short debrief. A few honest questions go a long way toward improving the next response.

- What information got to residents quickly and accurately — and what didn't?
- Did the designated roles (spokesperson, approver, drafter, monitor) work as planned?
- Where did misinformation spread, and why?
- What should be added to or changed in this protocol before the next incident?
- Does anyone — residents, staff, partner agencies — need a follow-up thank-you or update?

8. Quick-Reference Appendix

8.1 Pre-publish checklist

Run through this before anything goes out publicly — routine or urgent.

- Logo is present and correctly placed
- All bracketed placeholder text has been replaced
- Contact information is current and correct
- Dates, times, and locations are accurate
- Spelling and grammar have been proofread by a second person, if possible
- Message has been approved by the designated approver (see Section 6.2 for crisis items)
- Same information is being shared consistently across all relevant channels
- Critical information is included in the text itself, not only in an image

8.2 Internal contact sheet

Fill in and keep this current. Store a printed copy somewhere accessible even if systems are down.

Name	Role	Phone	Email
[Name]	[Role]	[Phone]	[Email]
[Name]	[Role]	[Phone]	[Email]
[Name]	[Role]	[Phone]	[Email]
[Name]	[Role]	[Phone]	[Email]
[Name]	[Role]	[Phone]	[Email]

8.3 External / media contact sheet

Outlet / Agency	Contact Name	Phone	Email
[Local paper]	[Name]	[Phone]	[Email]

[TV/radio station]	[Name]	[Phone]	[Email]
[County emergency mgmt.]	[Name]	[Phone]	[Email]
[Sheriff/police liaison]	[Name]	[Phone]	[Email]

TIP Revisit this toolkit once a year — update contact names, logo files, and platform specs, since social media requirements change often.

9. Considerations for Statutory Regulations & First Amendment Rights

Liaise with your attorney to know how First Amendment rights apply to community engagement and your external communication, particularly social media. Government agencies should nearly never remove followers or posts as that could be a violation of freedom of speech. However, there are some exceptions for obscene content (i.e. pornographic or explicit - material).

Some regulations to be aware of include the CAN SPAM Act of 2003 regarding a user's right to opt-out of email distribution lists, Colorado 21-1110 regarding digital accessibility, Colorado Open Records Acts, and others.

10. You made it to the end of this toolkit – congrats!

Please contact Kristin Kemp, CML engagement and communication manager, at any time to schedule a consultation. She is available for a one-hour 1:1 meeting with you to help you put this toolkit into place at your municipality. Volunteer members on the CML's Communication Section are also available.

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