Communications Program
Purpose Statement

The goal of the City of El Segundo Communications Program is to improve communications between all key stakeholders in the City, and ensure that communications are consistent, proactive and collaborative. An effective communications program is a fiscally responsible and smart investment in the City’s future. Clear, concise and timely communications improve efficiency, trust, understanding and engagement among residents, employees and businesses.
Communications Platforms
Websites, El Segundo TV, Social Media, Advertising, Public Relations, Newsletters, Media Coverage, Events, Community Meetings, Nixle/Everbridge
### Alignment with Strategic Plan

<table>
<thead>
<tr>
<th>Category</th>
<th>Goals</th>
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<tr>
<td><strong>Enhance Customer Service and Engagement</strong></td>
<td>- Residents better informed of City policies and activities</td>
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<td>- Improve how businesses interact with the City</td>
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<td>- Consistent and proactive information/feedback gathering</td>
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<td><strong>Support Community Safety and Preparedness</strong></td>
<td>- Develop communication initiatives to prepare residents/businesses for an emergency</td>
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<td>- Assist in providing the community with information about the emergency and instructions about what they should do.</td>
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<td>- Coordinate accurate, timely information about the extent of the emergency and response efforts to the media</td>
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<td><strong>Develop as a Choice Employer and Workforce</strong></td>
<td>- Employee engagement, highlight successes</td>
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<td>- Increase interdepartmental collaboration</td>
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<td>- Streamline efforts, avoid duplicative efforts, guide content</td>
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<td>- Communications training for employees</td>
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<td><strong>Develop Quality Infrastructure and Technology</strong></td>
<td>- Ongoing updates to city websites</td>
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<td>- Monitor and track website performance</td>
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<td>- Improved customer interface with the website</td>
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<td><strong>Champion Economic Development and Fiscal Stability</strong></td>
<td>- Marketing, public relations, advertising - brand/image enhancement</td>
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<td>- Business retention outreach, forums and events</td>
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<td>- Targeted business attraction</td>
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<td>- Business to business connections</td>
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Develop Citywide Communications Plan
Oct-Dec 2018

Recruit and Hire Communications and Economic Development Staff
October 2018 – March 2019

Launch ElSegundoBusiness.com & DestinationElSegundo.com
September 2018

Digital Advertising Campaign
October 2018

Launch New City Website
August-September 2019

Communications Program Implementation
Communications Plan

Uncover current communication gaps and pain points

Understand current & preferred communication vehicles

Build a strategic communications plan to align all groups

Improved communications can increase efficiency, enhance employee engagement and improve city experiences for residents, businesses and visitors.
## Approach

### Discovery
- Survey residents
- Survey city department employees, commissions, committees and boards
- One “focus interview” with department heads
- Research city communication best practices
- Research “best in class” communications in other industries
- Audit and analyze current communication vehicles

### Plan Development
- Analysis of discovery findings
- Set of strategic recommendations
- Present findings and recommendations to City Council and department heads
- Documented plan to include:
  - What we learned from research
  - Areas that are not working well and require a shift
  - Areas that are working well and can be applied more broadly
  - Recommendations for responsible parties, strategic approach and best communication vehicles

### Tools Development
- Communications guideline document including:
  - Communication flow chart
  - Priority messaging for up to five various situations
  - Media policy
  - Social media guidelines
  - Tips for writing a statement
  - Preferred audience channels
- City style guide to ensure brand consistency
### People

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<th>Role</th>
<th>Responsibilities</th>
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| **Deputy City Manager**               | - Oversee citywide communications and economic development programs  
                                         - Work with City Council and Department heads to develop strategic communications initiatives.  
                                         - Plan, manage and coordinate all program activities related to business recruitment and retention for the City.  
                                         - Manage website content development and updates.  
                                         - Manage economic development and hospitality and tourism marketing efforts.  
                                         - Lead the development and implementation of a comprehensive communications program.  
                                         - Serve as the liaison to the residential and business community, professional groups, media and other external contacts for the City. |
| **Communications Management Analyst** | - Work collaboratively with copy writers from city departments to post content, proofread, ensure consistent messaging, and coordinate all of the city’s social media platforms.  
                                         - Create communication materials including media pitches, FAQs, and fact sheets that explain or convey the City’s policies or position on issues.  
                                         - Develop, design, post and monitor content for the City’s websites.  
                                         - Provide key talking points, briefing materials and assist with speech writing.  
                                         - Issue press releases, arrange interviews, compile press kits, and execute media outreach campaigns.  
                                         - Proactively source stories from employees and the community and pitch to media.  
                                         - Prepare and evaluate analytics reports on performance of websites and digital marketing efforts. |
| **Economic Development Coordinator**   | - Assist in implementing program activities related to business recruitment and retention for the City  
                                         - Establish and maintain effective working relationships with the real estate community and businesses  
                                         - Support the City’s Economic Development Advisory Council (EDAC).  
                                         - Monitor and update the economic development work plan  
                                         - Maintain online database of available commercial properties  
                                         - Schedule and coordinate business visits  
                                         - Office assistance and administrative support  
                                         - Assist with economic development marketing and communications efforts including website and social media content generation. |
Proposed Budget

Communications Plan
  • Phelps: $75,000
  • Utilize salary savings during the hiring process

Upgrade the Economic Development Manager to Deputy City Manager
  • Total Compensation: Increase of ~$20,000

New Positions
  • Communications Management Analyst
    • Total Compensation: $120,000 – $140,000
  • Economic Development Coordinator
    • Total Compensation: $90,000 - $120,000

Net Impact
  • $230,000 - $280,000
Thank You