Support the city through communications that foster effective, proactive and two-way communications with all key stakeholders; leading to improved trust, greater transparency, understanding and engagement with residents, employees and businesses.
Communications Audit - All Departments

Key Findings:

- Standardized guidelines for internal and external communications
- Training - Social media, writing for the web, and adherence to Social Media Policy
- Create opportunities for departments to tell their stories and share successes
- Increase communications with residents and businesses
- Develop an intranet to better connect all departments and consolidate common resources
- Departments would like to maintain their own branding, but welcome the opportunity to integrate citywide branding
Boost
Maintain and enhance presence in the community with communication channels that reach multiple audiences

Integrate
Messaging across all departments

Reinforce
Promote key messages and city branding through channels and communication opportunities

Share
Vision and initiatives of city departments and city council

Communications Strategy
Program Goals

- Foster Greater Understanding and Trust
- Develop Unified and Consistent Brand Identity
- Improve Internal Communications
- Supports Emergency Communications
- Partner with Media Outlets
- Gather Feedback - Continuous Improvement
Initiatives

- Building Stakeholder Relationships
- Proactive, Timely, and Consistent Outreach to Our Community
- New City Website Development
- Emergency and Crisis Communications Planning
- Establishing an Integrated Brand Image for the City
- Strengthening Media Relations
- Enhancing Social Media
- Evolving El Segundo TV
- Improving Internal City Communications
- Supporting City Manager, Mayor and City Council Priorities
Building Stakeholders Relationships

Establish Stakeholder Groups to Encourage Communication and Collaboration

- Community/Residents
- Media
- Emergency
- Mayor's CEO Roundtable
- Aerospace Sector Startups/Entrepreneurs
- Top 20 employers
- Economic Development Groups
- Elected Officials
- Marketing Communications
- LAAFB Base Retention
- Committees, Commissions and Boards
- Business Attraction and Retention
- LAWA Relations
- Education Partners
Proactive, Timely & Consistent Outreach to Our Community

- Anticipate information needs before requested
- Highlight successes
- Support messaging of complex issues
- Enhance use of newsletters, bulletins and social media using GovDelivery platform
New City Website Development

- Develop and maintain the city's website so that it is a trusted source of timely and accurate information
- Increase ease of reporting service requests
- Continued implementation of new email/SMS delivery system
- Implementation of a robust intranet for employees
Emergency & Crisis Communications Planning

- Implementation and education of new and current staff on procedures
- Integration with emergency management
- Partner identification
- Promotion and reinforcement of public participation
- Leverage accreditation
- Website preparedness
Integrated Brand for the City

- Creation of a city style guide
- Consistent use of brand standards
- Utilizing consistent brand messaging to internal and external stakeholders
Strengthening Media Relations

- Creation of media relations policy
- Proactive outreach and updates to media
- Development with department directors to create editorial calendar of news
- Identify and engage with key influencers
- Utilization of media monitoring tool for real-time updates and opportunities
Enhancing Social Media

- Evolve and improve social media use across all departments
- Support social media strategy, content development, and deployment
- Keep a pulse on new channels and opportunities
- Engage with outside social channels to further the city's reach and engagement
Evolving El Segundo TV

- Rebrand to better communicate offerings
- Evaluate current programming
- Continue successful programming
- Implement new programming
- Strengthen use of social media
- Utilize expertise for website
- Inform and remind residents of resource
Improving Internal Communications

- Timely updates to focus on issues and hot topics
- Latest department news and key initiatives with the goal of increased interaction and collaboration
- Development of user-friendly intranet
- Increase engagement and participation of internal events
Supporting City Manager, Mayor & Council Priorities

Provide key communication points to ensure effective and integrated messaging; update and inform on key issues

- Support interviews and appearances
- Share media interview updates and secured media coverage
- Creation of videos and speeches for city events
- Provide updates on key city projects
- Conduct message training with an economic development focus
- Assist with communications channel usage and needs
Measures for Success

- Reaching key milestone dates and deliverables
- Website(s) engagement and metrics
- Increase in NetPromoter score
- Citizen feedback via online and in-person surveys
- Analysis of metrics in GovDelivery
- Social media feedback, input, engagement metrics
- Media coverage
- Staff surveys
- Paid search and social metric results
- New sign-ups on Everbridge Nixle
Next Steps

- Implement communications program staffing and budget requirements
- Create specific action plans and timelines (Gantt charts) for each of the ten initiatives
- Establish communications protocols with interdepartmental communications staff to keep everyone informed and aligned on outreach messaging, branding and purpose
THANK YOU
"THE ART OF COMMUNICATIONS IS THE LANGUAGE OF LEADERSHIP."

JAMES HUMES
"THE BIGGEST SOURCES OF OPPORTUNITY ARE COLLABORATION AND PARTNERSHIP. AND TODAY, WITH DIGITAL COMMUNICATION, THERE IS MORE OF THAT EVERYWHERE. WE NEED TO EXPOSE OURSELVES TO THAT AS A MATTER OF DOING BUSINESS."

- MARK PARKER, PRESIDENT AND CEO OF NIKE, INC.