



CITY OF 2023-2026
BEAUMONT

STRATEGIC COMMUNICATIONS PLAN

City of Beaumont Strategic Communications Plan

City of Beaumont Mission Statement

The City of Beaumont is committed to providing core services to the community that ensure it remains a desirable place to live, work and play. Through responsible and professional leadership and in partnership with local agencies to achieve common goals and leverage area resources, the city will strive to improve the quality of life for all residents living and working in the community.

Public Information Office Mission Statement

Be the best source of information about the City of Beaumont by creating and sharing effective messages and compelling stories that foster positive engagement and connection with all stakeholders.

Table of Contents

Executive Summary.....	3
Why We Have a Plan.....	3
Communications Team.....	4
Target Audience.....	4
Background.....	5
Communication Structure.....	6
Current Communication Methods.....	7
Communication Tools.....	10
Appendix A – Communication Plan Implementation.....	11
Appendix B – Digital Strategy.....	23
Appendix C – Placeholder for Crisis Communication Plan.....	24

Executive Summary

The 2023-2026 Strategic Communications Plan is a living document intended to adapt and enhance as the city continues to evolve. As technology advances and platforms for citizen engagement continue to change, this plan is expected to change to meet the needs of the community. The plan, as it is adopted today, is simply a snapshot of the city's current communication goals and objectives for a unified and cohesive strategy to best serve the City of Beaumont's community and stakeholders.

The plan outlines the overall communication philosophy, structure, audience, and platforms.

Why We Have a Plan

Communication is a basic obligation and essential to an open and transparent government. Communicating with residents, businesses, and visitors is vital to fostering trust and the overall success of the city. Through consistent and engaging communication, the City of Beaumont can grow informed community participation, enhance pride and overall quality of life for its residents.

Communications Team

Everyone who represents the city in an official capacity can be seen as a communicator. It is important to create a unified structure defining messaging and the process for all communication to ensure reliability with and for the city's stakeholders. The success of the plan is dependent upon everyone's understanding and participation.

For purposes of this plan, the city defines its core communicators as follows:

- Mayor and City Council
- City Manager
- Deputy City Manager
- Chief of Police (and designee)
- Public Information Officer
- Executive Team
- Recreation Manager
- City Clerk
- City Treasurer
- City Boards, Commissions, and Committees
- Other Council-Appointed Officials

Target Audience

A key component of any communication plan is identifying and knowing the audience.

The external stakeholders are:

- Residents
- Visitors
- Businesses
- Community organizations
- Sister cities
- Schools
- Regional influencers
- Media

The internal stakeholders are:

- Employees
- City Council
- City Clerk
- City Treasurer
- City boards, commissioners and committees

Background

This plan is a revision of the adopted 2018 City of Beaumont Strategic Communications Plan. Updating the city-wide strategic communication plan will advance the City of Beaumont's Strategic Plan, Level 3, *Target #1 Goal #4*, to increase public communication, education and strategy. This plan incorporates relationship building and public communication strategy.

Past Plans & Guides

- Original Strategic Communications Plan – Established in 2018, containing initial goals and strategies for an unspecified timeframe.
- Style Guide – Developed in 2019, containing guidelines and standards for both graphic and language perspectives. This guide is active.

Communication Structure

- Public and Internal Communication
 - Goal 1: Accurately and timely communicate information regarding the city's programs and services through a unified and layered framework for maximum reach.
 - Objective 1: Regularly communicate city council decisions and actions
 - Objective 2: Increase the availability and understanding about city programs and services using tools for accessibility, timelines and protocols for website updates.
 - Objective 3: Increase awareness, interest, participation, and engagement from the community and businesses by implementing a comprehensive communication strategy using various tactics such as social media, community events, and traditional outreach methods.
 - Objective 4: Increase employee awareness and build organizational knowledge by implementing structured channels to share, capture, and disseminate information.
- Crisis Communication
 - Goal 1: Enable seamless communication during times of crisis
 - Objective 1: Assess and implement a readiness campaign for crisis communication
- Media Relations
 - Goal 1: Proactively build relationships with journalists and editors
 - Objective 1: Provide proactive news and public service announcements for widespread coverage
 - Objective 2: Provide timely and accurate responses to media inquiries and requests

Current Communication Methods

Advertising

Advertisements are limited to events, programs, and service-related information. The purpose of advertising is to advance the quality of life for its residents and the economic vitality of the city. This includes promoting businesses, incentive programs and community events.

Communication training and assistance

City employees who manage social media accounts should receive basic and ongoing training as needed. Future training will be provided on an as-needed basis to keep employees abreast of current and emerging trends.

Digital Communications

The dominant form of communication currently consists of a variety of digital platforms and local media coverage. Below is a list of communication methods currently used:

Websites

- beaumontca.gov –Official City website
- beaumontcabusiness.gov –Economic Development website (2023)
- bmtparks.com – Parks and Recreation website (2023)
- BeaumontPD.org – Police Department website (2016)

Email subscriptions

- City of Beaumont’s news and events calendar – a calendar for all types of events including public meetings and sponsored community city events
- Beaumontca.gov Notify Me –Subscriptions to various calendars and news:
 - Construction Updates
 - Council Agenda
 - Economic Development Committee
 - Election Central
 - Finance and Audit Committee
 - Misc. Public Meetings
 - Planning Commission Agenda
 - Stewart Park Renovation
 - City Spotlight
 - News and Notices
- Beaumontca.gov Alert Center – For safety alerts
- Beaumontca.gov Calendar – For city events
- Beaumontca.gov Newsflash – Citywide spotlight

Guides

- City Magazine and Recreational Guide: Quarterly online publication featuring city news, recreational information and events. Printed and mailed publications to commence for the Winter 2024 edition.

Message Boards and Displays

- Digital signage is available within city facilities and outside city hall for public consumption.
- Billboard displays and street signage are used to reach a broad audience with targeted purpose (i.e., programs, special events, etc.)

TV Channel

- PEG Channel is featured on Frontier, Channel 32, broadcasting city council meetings, special programming, and upcoming events.

YouTube Channel

- Features live and recorded public meetings and showcases other programming. Subscribers can like the channel to follow.

Mobile App

- City of Beaumont's Mobile App is an engagement tool for residents to connect electronically to request service, contact information, access news, and view events. The Transit App is used by travelers using city transportation for real time GPS locations, arrival times, ETAs, and assistance with planning connected trips.

Social media outlets

- [City of Beaumont City Hall Facebook](#)
- [City of Beaumont X](#)
- [City of Beaumont Instagram](#)
- [City of Beaumont LinkedIn](#)
- [City of Beaumont Nextdoor](#)
- [City of Beaumont Youtube](#)
- [City of Beaumont TikTok](#)
- [Police Department Facebook](#)
- [Police Department X](#)
- [Police Department Instagram](#)
- [Police Department Nextdoor](#)
- Police Department Neighbors Portal by Ring (No url available)
- [Parks and Recreation Facebook](#)
- [Parks and Recreation Instagram](#)

- [Transit Facebook](#)

Graphic Identity Manual

In 2018, the city updated its logo and developed a graphic identity found in its Brand Style Guide. The guide offers best practices to facilitate standards and ensure consistency in visual and written communication regarding its logo, font, color scheme, and graphics.

Media Relations

A positive working relationship with news media from local and regional outlets is vital to successfully communicating city-related information. The goal of effective media relations is to publish frequently, factually, and professionally. All media inquiries should be responded to promptly whenever possible.

Print Publications

With a shift in how society consumes information, the cost versus effectiveness of print publications is reviewed on a case-by-case basis. In most cases, distributing communication digitally is the most cost-effective and predominant method used by the city. Each department produces its own print publications on a smaller scale, including flyers, cards, posters, and brochures to name a few.

However, to maintain a layered and widespread approach the city will utilize local print media, publish an Annual Report, and print its City Magazine for public consumption.

Public Relations

The city continues to establish good and transparent relationships with all its residents, business owners, and visitors through various platforms described throughout the plan.

The city monitors and coordinates responses regarding general inquiries and/or complaints received through a variety of channels.

The city oversees its Public, Educational, and Governmental Access (PEG) Channel through Frontier. Locally, residents can access programming centered on government programs, activities, upcoming events, and services through PSAs, features, and graphic images.

The city utilizes several ways to generate content for distribution including event calendars, internal/employee communication, and social media strategies.

Current Communication Tools

The city invests in a variety of tools including software, video, technology services, and platforms to support effective communication. The primary tools utilized by the city include:

- CivicPlus – website management platform
- Hootsuite – social media scheduling and analytics
- Constant Contact – subscription platform for email announcements
- Grammarly – subscription tool for plain language, grammar, and spelling
- Canva – subscription for graphic creation
- Archive Social – archives all social account activities for public records requests
- Variety of other tools for various projects

PUBLIC AND INTERNAL COMMUNICATION		
Goal 1: Accurately and timely communicate information regarding the city’s programs and services through a unified and layered framework for maximum reach.		
Objective 1: Regularly communicate city council decisions and actions		
Strategy 1: Provide consistent and regular updates on city government decisions and actions		
TACTIC 1: Provide timely recap messages on social media	ONGOING	
TACTIC 2: Launch monthly mayor’s newsletter	SUMMER 2024	
TACTIC 3: Distribute regular news releases on major council actions such as on development, major infrastructure projects, and community affairs	ONGOING	

DRAFT

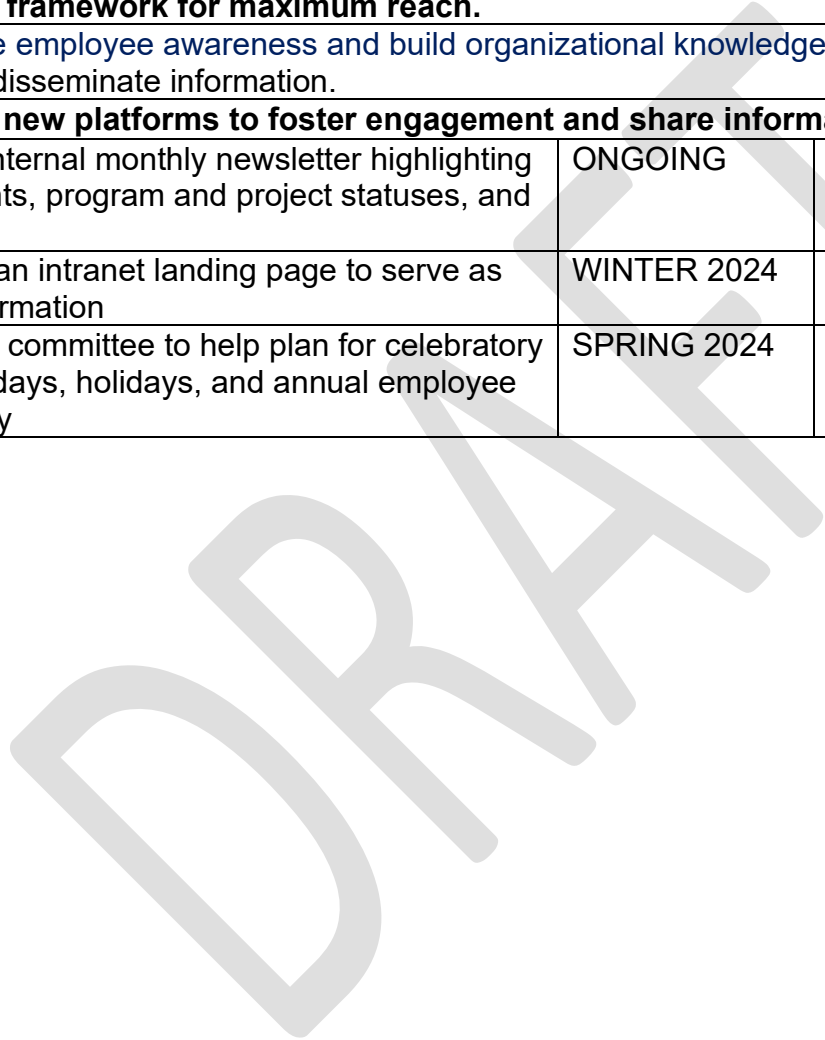
PUBLIC AND INTERNAL COMMUNICATION		
Goal 1: Accurately and timely communicate information regarding the city’s programs and services through a unified and layered framework for maximum reach.		
<i>Objective 2:</i> Increase the availability and understanding about city programs and services using tools for accessibility, timelines and protocols for website updates		
Strategy 1: Provide and regularly update the city’s website to ensure its accessible, user-friendly, and informative		
TACTIC 1: Work with Civic Plus to analyze the website layout and make improvements to address areas to optimize engagement and information sharing	MARCH 2024	New website calendar in March 2024
TACTIC 2: Ensure staff can regularly update and maintain their department pages	ONGOING	
TACTIC 3: Verify all written materials are published in plain language and centralized for ease	ONGOING	For review planned in Jan 2024
TACTIC 4: Work with website vendor for add-on tools to manage content and ADA accessibility	SEPT 2024	
TACTIC 5: Continue to promote the city app	ONGOING	

PUBLIC AND INTERNAL COMMUNICATION		
Goal 1: Accurately and timely communicate information regarding the city’s programs and services through a unified and layered framework for maximum reach.		
Objective 3: Increase awareness, interest, participation, and engagement from the community and businesses by implementing a comprehensive communication strategy using various tactics such as social media, community events, and traditional outreach methods.		
Strategy 1: Monitor communication and adapt to communication preferences. Utilize cross-functioning communication methods for maximum reach		
TACTIC 1: Evaluate the PEG Channel. Update regularly and streamline special events as another method of communication	JAN 2024	
TACTIC 2: Utilize different avenues to market and advertise city events and programs such as billboards, in-person meetings, surveys, banners, etc.	ONGOING	Published twice at the local movie theater. Billboard signage displayed in two locations effective March 2024.
TACTIC 3: Produce print and digital publications for citywide distribution (city magazine, annual report, etc.)	JAN 2024	
TACTIC 4: Development of strategic outreach campaigns for upcoming construction projects	JAN 2024	Preliminary discussion in place.
TACTIC 5: Develop an Annual Report reflecting the city’s achievements for legislative and community outreach	SPRING 2024	
TACTIC 6: Monitor and engage in official city social media outlets	ONGOING	
TACTIC 7: Highlight department activities <u>and services</u> with high community impact including Police, Fire, Public Works, <u>Economic Development</u> , and Community Services	ONGOING	
TACTIC 8: Regularly assess the effectiveness of various platforms and channels for effectiveness	ONGOING	
TACTIC 9: <u>Development and market additional tools for services, such as a Business Liaison, to help new and current businesses</u>	<u>Summer 2024</u>	<u>Marketing RFP and Economic Development Strategic Plan underway</u>

PUBLIC AND INTERNAL COMMUNICATION		
Goal 1: Accurately and timely communicate information regarding the city’s programs and services through a unified and layered framework for maximum reach.		
Objective 3: Increase awareness, interest, participation, and engagement from the community and businesses by implementing a comprehensive communication strategy using various tactics such as social media, community events, and traditional outreach methods.		
Strategy 2: Continue to stay abreast of new and emerging communication trends, strategies, and practices		
TACTIC 1: Maintain professional memberships such as with the California Public Information Officer’s (CAPIO) Association, PRSA, and ICMA	ONGOING	Attend Annual Meeting in May 2024
TACTIC 2: Identify new ways to communicate, best practices, training, and tools through participation in statewide, regional, and local programs	ONGOING	
TACTIC 3: Identify and implement new or more effective ways to communicate with the community	ONGOING	

PUBLIC AND INTERNAL COMMUNICATION		
Goal 1: Accurately and timely communicate information regarding the city’s programs and services through a unified and layered framework for maximum reach.		
Objective 3: Increase awareness, interest, participation, and engagement from the community and businesses by implementing a comprehensive a communication strategy using various tactics such as social media, community events, and traditional outreach methods.		
Strategy 3: Conduct audits and prepare effective messaging		
TACTIC 1: Prepare a content calendar and track performance, reoccurring events, and activities	FEB 2024	
TACTIC 2: Utilize social media management platform to analyze reach, and schedule releases of information during optimal times	ONGOING	Need to on-board all social media contributors to platform.
TACTIC 3: Develop and maintain one voice messaging strategy and talking points	ONGOING	
TACTIC 4: Analyze results from outreach campaigns to evaluate effectiveness and areas of opportunity	SPRING 2024	Transportation and construction projects

PUBLIC AND INTERNAL COMMUNICATION		
Goal 1: Accurately and timely communicate information regarding the city’s programs and services through a unified and layered framework for maximum reach.		
Objective 4: Increase employee awareness and build organizational knowledge by implementing structured channels to share, capture, and disseminate information.		
Strategy 1: Launch new platforms to foster engagement and share information		
TACTIC 1: Launch internal monthly newsletter highlighting council actions, events, program and project statuses, and employee spotlights	ONGOING	Published November 2024, and monthly thereafter
TACTIC 2: Develop an intranet landing page to serve as the main hub for information	WINTER 2024	Partnership with IT
TACTIC 3: Launch a committee to help plan for celebratory events such as birthdays, holidays, and annual employee recognition ceremony	SPRING 2024	Partnership with HR



PUBLIC AND INTERNAL COMMUNICATION		
Goal 1: Accurately and timely communicate information regarding the city’s programs and services through a unified and layered framework for maximum reach.		
Objective 4: Increase employee awareness and build organizational knowledge by implementing structured channels to share, capture, and disseminate information.		
Strategy 2: Partner with other departments to develop communication objectives, goals, and structure		
TACTIC 1: Define processes, structure and roles related to the release of communication	SPRING 2024	
TACTIC 2: Work with other departments to review communication efforts, goals, and structure. Discuss best practices and emerging trends	SPRING 2024	

DRAFT

CRISIS COMMUNICATION		
Goal 1: Enable seamless and real time information sharing during times of disruption		
Objective 1: Assess and implement a readiness campaign for crisis communication		
Strategy 1: Identify protocols, tools, and training to improve our communication during crisis situations		
TACTIC 1: Implement a city-wide program with push notifications for cross-utilization for traffic and construction updates	WINTER 2024	
TACTIC 2: Develop local crisis communication plan	FALL 2024	

DRAFT

MEDIA RELATIONS		
Goal 1: Proactively build relationships with journalists and editors		
Objective 1: Provide proactive news and public service announcements to achieve coverage		
Strategy 1: Regularly distribute releases, photos, and video content related to city programs, services, events, and businesses		
TACTIC 1: Maintain a regular distribution list of media contacts for print and broadcast media	ONGOING	
TACTIC 2: Promote city resources for information about programs and services to media for access	ONGOING	

DRAFT

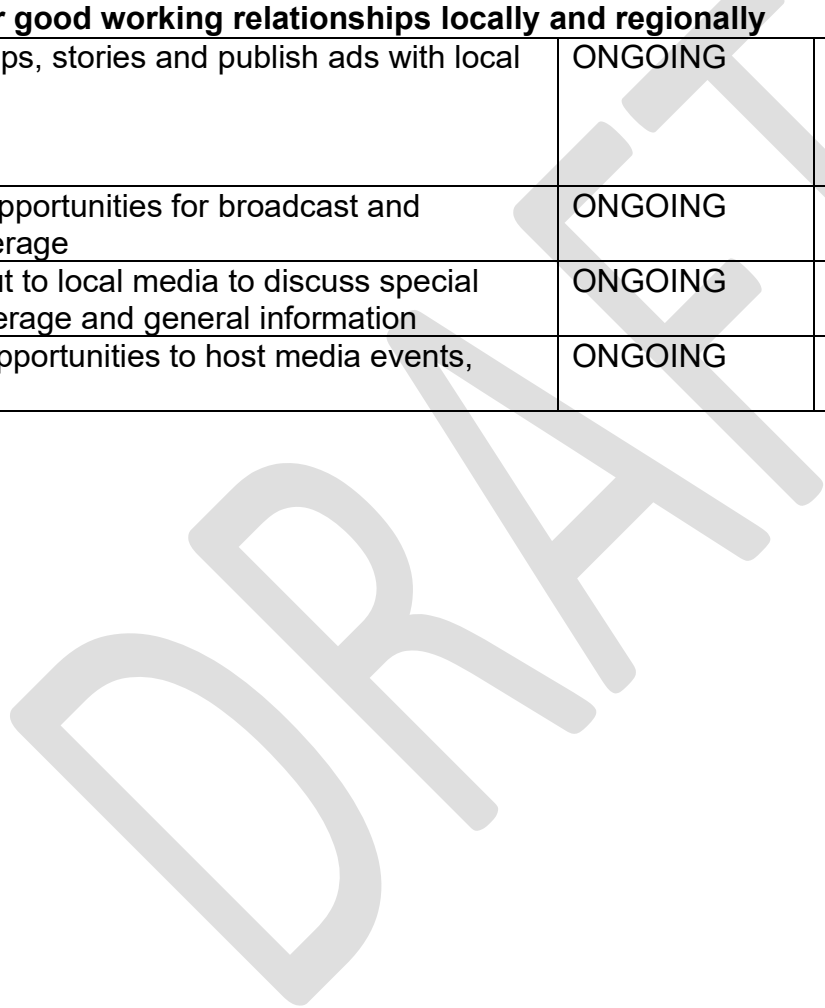
MEDIA RELATIONS		
Goal: Proactively build relationships with journalists and editors		
Objective 1: Provide proactive news and public service announcements to achieve coverage		
Strategy 2: Continue to foster proactive communication within the organization regarding possible emerging issues.		
TACTIC 1: Utilize executive team meetings as an internal forum to exchange information about items of potential media interest	ONGOING	
TACTIC 2: Reach out to department heads and attend department meetings on upcoming programs, events, activities, and needs of promotion or potential media interest	ONGOING	OCT 2023 began attending the Public Works Department meeting

DRAFT

MEDIA RELATIONS		
Goal: Maintain positive working relationships with media		
Objective 2: Provide timely and accurate responses to media inquiries and requests for information		
Strategy 1: Regularly review media inquiries and respond accordingly		
TACTIC 1: Respond to media inquiries within 24-48 hours, or sooner	ONGOING	
TACTIC 2: Centralize media interactions through PIO	ONGOING	
TACTIC 3: Coordinate responses from subject matter experts within the city	ONGOING	
TACTIC 4: Review media publications for accuracy, and make suggestions to correct the record, if needed	ONGOING	2023 – Initiated check-ins with local media to ensure accurate coverage

DRAFT

MEDIA RELATIONS		
Goal: Maintain positive working relationships with members of media		
Objective 2: Provide timely and accurate responses to media inquiries and requests for information		
Strategy 2: Foster good working relationships locally and regionally		
TACTIC 1: Provide tips, stories and publish ads with local media	ONGOING	Oct 2023 – Published full page transportation graphic Nov 2023 – New resident letter from former Mayor Julio Martinez
TACTIC 2: Identify opportunities for broadcast and televised media coverage	ONGOING	Oct 2023 – ABC 7 live broadcast showing of Shadow Creek Park
TACTIC 3: Reach out to local media to discuss special events, meeting coverage and general information	ONGOING	
TACTIC 4: Assess opportunities to host media events, when appropriate	ONGOING	



Appendix B – Digital Strategy

The digital strategy is a plan to utilize digital channels and tools to communicate with the public and achieve goals as outlined in the plan. This strategy should be used as a guide for content and frequency for sharing on a per-platform basis that can be managed by existing staff.

Our Voice

- Professional
- Accurate
- Authentic
- Good-natured and fun

Digital Strategy Matrix

Digital Channel	Message	Frequency
Main Website	<ul style="list-style-type: none"> • Services, programs, facilities, and event information • News, notices, and updates 	Weekly
PEG Channel	<ul style="list-style-type: none"> • Council, board, and commission coverage • PSAs, event, and service information 	Weekly meeting coverage
Internal Newsletter	<ul style="list-style-type: none"> • Staff highlights, event coverage, contests, and reminders 	Monthly
Facebook	<ul style="list-style-type: none"> • News, alerts, updates, events, and goodwill messaging 	5-10 posts/wk
Instagram	<ul style="list-style-type: none"> • Showcase images of community events & updates 	7-12 post/week
X	<ul style="list-style-type: none"> • Newsworthy information 	2-4 posts/wk
LinkedIn	<ul style="list-style-type: none"> • Agency & employee success • Recruitment messages 	3-6 posts/mo
Nextdoor	<ul style="list-style-type: none"> • Trash and recycling reminders • Major communication campaigns • Targeted traffic/road closure alerts • Invitation to join meetings, volunteer, etc. 	6 posts/mo
YouTube	<ul style="list-style-type: none"> • Program PSAs & public meetings coverage 	5/mo
City Magazine/Rec Guide	<ul style="list-style-type: none"> • City highlights, programs & services 	Quarterly
Constant Contact	<ul style="list-style-type: none"> • Opt-in service for updates on events & news 	As needed

Appendix C – Placeholder Crisis Communication Plan

Under development. The expected completion and addition to the Plan is Fall 2024.

DRAFT