



Staff Report

TO: City Council
FROM: Julie Van Hook, Public Information Officer
DATE: February 18, 2025
SUBJECT: Update on the Communication Strategic Plan

Description Effective communication builds trust, boosts civic participation, and keeps residents informed. The 2024 review highlighted areas of accomplishment and opportunities for improved information sharing and public awareness. In 2025, the focus will be on enhancing engagement, leveraging tools and automation, reviewing analytics, and launching a new city website to share the latest information.

Background and Analysis:

The City's Communication Strategic Plan was developed to enhance transparency, community engagement, and information dissemination. The plan outlines key objectives to improve communications, strengthen public outreach, and leverage digital and traditional media platforms.

Progress to Date:

Since the adoption of the Communication Strategic Plan, staff has made significant progress in the following areas:

1. Enhancing the city's digital presence through content creation that matters most to residents and businesses
2. Creating more opportunities for community engagement
3. Generating free publicity through news coverage from LA-based news stations
4. Maximizing the number of people exposed to messaging and initiatives through targeted media, strategic placement and engagement across multiple platforms

Challenges and Opportunities:

- Allocating resources for expanding communication efforts
- Execution over organization
- Tracking effectiveness
- Managing multiple channels of communication

Next Steps:

- Increase two-way communication
- Develop a crisis communication plan
- Conduct quarterly reviews and automate where possible
- Launch new city website

Fiscal Impact:

The cost to prepare this staff report was approximately \$150.00.

Recommended Action:

Receive and file this report as an update on the Communication Strategic Plan and provide direction on any additional priorities for future implementation.

Attachments:

- A. Updated Communication Strategic Plan (Clean)
- B. Updated Communication Strategic Plan (Redline)