

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 this elevated 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.

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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
- City/County Governments Schools
- Regional influencers
- Media

The internal stakeholders are:

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

Background

This plan ~~was officially adopted in April 2024 with the previous is a revision of the adopted plan adopted in 2018~~ ~~City of Beaumont Strategic Communications Plan~~.

Updating the city-wide strategic communication plan ~~will~~ advances 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

- 2023-2026 Strategic Communication Plan – Adopted in April 2024
- 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
- Brand Appeal 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
 - Goal 2: Elevate Beaumont's economic appeal through targeted marketing, strategic outreach, and media engagement to attract new businesses, promote local industries, and position the city as a prime destination for investment and growth.
 - Objective 1: Secure 5-10 media mentions or news features about Beaumont's economic development and investment opportunities within 2025.
 - Objective 2: Increase website traffic to Beaumont's economic development webpage by 25% within the next 12 months.
 - Objective 3: Launch a marketing campaign to attract at least 5 new businesses to Beaumont within the next 12 months.

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
- Everbridge – emergency communication software

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| 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 | <u>75% posted within one week of meeting; 100% posted within two weeks.</u> |
| TACTIC 2: Launch monthly mayor’s newsletter <u>outreach campaign</u> | SUMMER WINTER 2025 ⁴ | <u>Delayed until the new mayor takes office, including updates through social media and in-person communications.</u> |
| TACTIC 3: Distribute regular news releases on major council actions such as on development, major infrastructure projects, and community affairs | ONGOING | <u>Regularly released information.</u> |
| TACTIC 4: <u>Expand Outreach efforts using multi-layered approach</u> | <u>ONGOING</u> | <u>City magazine; billboard ad campaigns; over the street banners; newspaper ads and editorials; SOTC roadshow; broadcast news features; and regional/national coverage.</u> |

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| 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 2: 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 | <u>MARCH-APRIL 2025</u> | New website calendar <u>launched</u> in March 2024 <u>with automatic updates starting January 2025 from other calendars (Library, Rec Desk, etc.).</u> |
| TACTIC 2: Ensure staff can regularly update and maintain their department pages | ONGOING | <u>Onboarded all staff to update department web pages.</u> |
| TACTIC 3: Verify all written materials are published in plain language and centralized for ease | ONGOING | <u>For review planned in Jan 2024 Staff confirms plain language with the Public Information Officer (PIO).</u> |
| TACTIC 4: Work with website vendor for add-on tools to manage content and ADA accessibility | SEPT 2024 | <u>Onboard Monisodo software for back-end analytics, ADA accessibility, etc.</u> |
| TACTIC 5: Continue to promote the city app | ONGOING | |
| <u>TACTIC 6: Launched website committee in preparation for refresh</u> | <u>DECEMBER 2024</u> | <u>First milestone completed. Backend work in progress.</u> |

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| 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 | WINTER JAN 202 5 4 | <u>In process of developing a streamlined approach.</u> |
| 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. Utilization of digital marketing initiatives, print advertisement, social media, media coverage, etc. |
| TACTIC 3: Produce print and digital publications for citywide distribution (city magazine, annual report, etc.) | JAN 2024ONGOING | <u>Delivering nearly 20k city magazines per quarter with 100% success rate.</u> |
| TACTIC 4: Development of strategic outreach campaigns for upcoming construction projects | JAN 2024 | Preliminary discussion in place. <u>Newspaper Ads; full page graphics in city magazine; social media updates; and new webpage in progress.</u> |
| TACTIC 5: Develop an Annual Report reflecting the city’s achievements for legislative and community outreach | SPRING-FALL 202 5 4 | |
| TACTIC 6: Monitor and engage in official city social media outlets | ONGOING | <u>Posts are up 1.1k%, 1.2k% in engagement, and post clicks up 2.7k% across all platforms and accounts.</u> |
| TACTIC 7: Highlight department activities and services with high community impact including Police, Fire, Public Works, Economic Development, and Community Services | ONGOING | <u>Revisiting in spring 2025.</u> |

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| TACTIC 8: Regularly assess the effectiveness of various platforms and channels for effectiveness | ONGOING | |
| TACTIC 9: Development and market additional tools for services, such as a Business Liaison, to help new and current businesses | Summer 2024 | Marketing RFP and Economic Development Strategic Plan underway |
| 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 <u>ed</u> Annual Meeting in May 2024. <u>Board member for the April 2025 Annual Conference.</u> |
| TACTIC 2: Identify new ways to communicate, best practices, training, and tools through participation in statewide, regional, and local programs | ONGOING | <u>GSMCON 2024, PIO training workshops through CAPIO, and peer networking.</u> |
| TACTIC 3: Identify and implement new or more effective ways to communicate with the community | ONGOING | <u>Text message notifications; AI chatbot (IT), interactive maps (Beaumont Nights), etc.</u> |

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| 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 | FALL 2023 | <u>Tabled.</u> |
| TACTIC 2: Utilize social media management platform to analyze reach, and schedule releases of information during optimal times | ONGOING | <u>Need to on-board all social media contributors to platform.</u> |
| TACTIC 3: Develop and maintain one voice messaging strategy and talking points | ONGOING | <u>Aligned messages across all platforms, gather public feedback and adapted messages, and standardized tone and writing style.</u> |
| TACTIC 4: Analyze results from outreach campaigns to evaluate effectiveness and areas of opportunity | SPRING 2024 | <u>Transportation and construction projects Beaumont Nights, Sidewalk Project, Easter Egg Hunt, Business Incentive.</u> |

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| 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 |

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| 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 | |

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| 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 | <u>Complete with onboarding of Everbridge.</u> |
| TACTIC 2: Develop local crisis communication plan | FALL 2024 | <u>Contracting out</u> |

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| <u>MEDIA RELATIONS-BRAND APPEAL</u> | | |
| 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 | <u>Complete.</u> |
| TACTIC 2: Promote city resources for information about programs and services to media for access | ONGOING | <u>Complete.</u> |

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| <u>MEDIA RELATIONS BRAND APPEAL</u> | | |
| 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 |

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| <u>MEDIA RELATIONS BRAND APPEAL</u> | | |
| 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 | <u>100% responded to within 48 hours.</u> |
| TACTIC 2: Centralize media interactions through PIO | ONGOING | <u>Complete.</u> |
| TACTIC 3: Coordinate responses from subject matter experts within the city | ONGOING | <u>The Record Gazette interviews with Mayor, Parks and Recreation and PD.</u> |
| 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 |

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| <u>MEDIA RELATIONS-BRAND APPEAL</u> | | |
| 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 Provided information for warm centers, Stewart Park, PD traffic stops, etc. |
| TACTIC 2: Identify opportunities for broadcast and televised media coverage | ONGOING | Oct 2023 —ABC 7 live broadcast showing of Shadow Creek Park, ABC 7 Veterans Day , KCal Hometown Heroes Spotlight , ABC7 Business Incentives . |
| TACTIC 3: Reach out to local media to discuss special events, meeting coverage and general information | ONGOING | Released four media advisories in 2024 |
| TACTIC 4: Assess opportunities to host media events, when appropriate | ONGOING | Veterans Day , Stewart Park , and Shadow Creek |

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.~~
Contingent upon Emergency Plan.