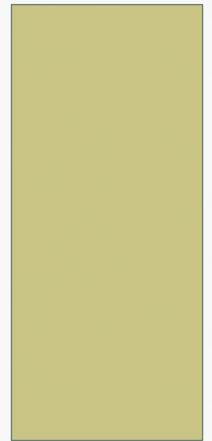


CITYWIDE COMMUNICATIONS

ERIC ENGELBART, ASSISTANT TO THE CITY MANAGER
SBYDEH VIVEROS-WALTON, ADMINISTRATIVE ANALYST



2015 CITY COUNCIL GOAL

Support and implement programs, activities and strengthen communication that enhances the quality of life and wellness, celebrates the arts and diversity and promotes civic pride.

PRESENTATION OVERVIEW

- **Background**
- **Existing Platforms**
- **New Initiatives**
 - Increased Coordination Across Departments
 - Quarterly Community Newsletter
 - Social Media Pages
- **Next Steps**

BACKGROUND PROJECT TIMELINE

January 2015

City Council Retreat

March 2015

Management Retreat

May 2015

Admin Analyst Position Posted

August 2015

Admin Analyst Hired

September 2015

Council & Internal Stakeholder Meetings

Oct-Nov 2015

Plan & Design Initiatives

December 2015

Present Initiatives to Council

January 2016

Launch

BACKGROUND COMMUNITY PROFILE

Demographic *2010 US Census

Category	Percent
Persons under 18	22.3%
Persons over 65	13.8 %
Foreign Born	34.5 %
Language other than English spoken at home	49.1 %

Ethnic & Racial Demographic *2010 Census

Self Identified Race	Percent
African American	12.3 %
Asian	29.7%
Hispanic/Latino	27.4 %
White	27.1 %

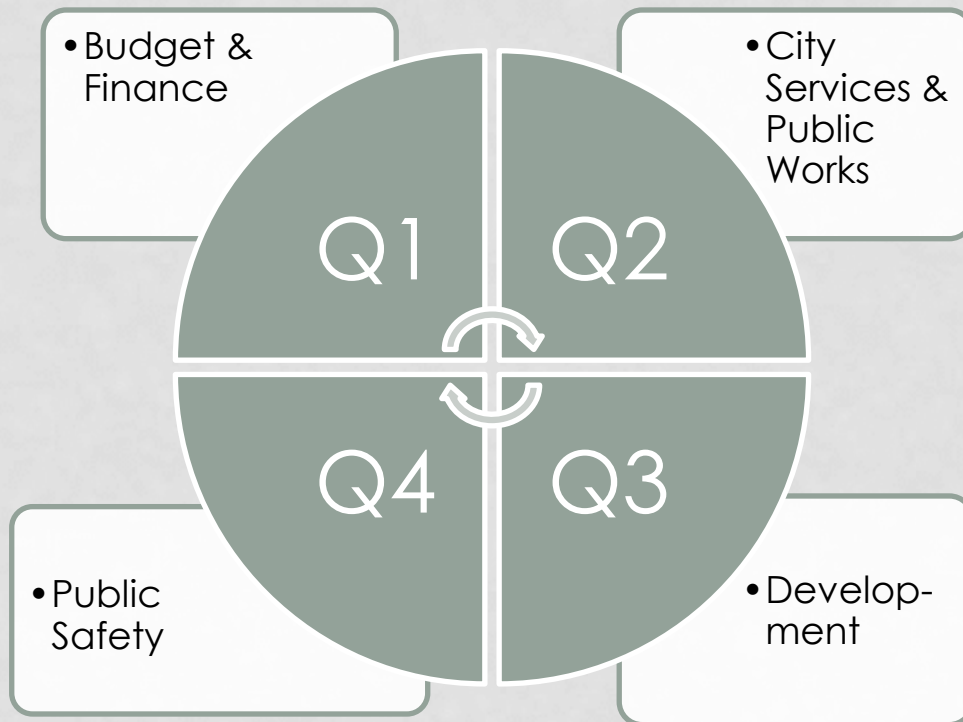
EXISTING PLATFORMS

- Community Outreach Meetings & Events
- Electronic
- Earned Media
- Department Outreach Initiatives & Campaign
- Paid Media
- Print
- Social Media
- Special Populations/ Multi-lingual outreach

NEW INITIATIVES

- **Increased Coordination Across Departments/ Public Information Team**
- **Community Newsletter**
- **Launch Citywide Social Media Pages**

COMMUNITY NEWSLETTER



Permanent Sections

- Calendar of Events
- Policy Updates
- City Council Goals related content
- New City Employees
- Department Contact Information
- City Council Meeting Information

Q1 NEWSLETTER CONTENT

- Year in Review
 - San Leandro by the Numbers
- Our Community
 - Project Highlights
- City Hall News
 - Public Policy Updates

SOCIAL MEDIA

Facebook 	Twitter 	Instagram 
<p>Facebook.com/cityofsanleandro</p> <ul style="list-style-type: none"> • Broader content platform: integrates images, text and links • Post updates that foster activity • Bi-weekly Post 	<p>@citysanleandro</p> <ul style="list-style-type: none"> • Focus on information dissemination • Have weekly themes • Follow local media • Minimum weekly post/as-needed 	<p>@Cityofsanleandro</p> <ul style="list-style-type: none"> • Photo based • Focus on events and projects • Focused outreach to youth & young residents • “Bi-Weekly post

Monitor, Measure and Track

Monitor	As-needed	Monitor content & interaction
Measure	Monthly	Likes, RT, comments
Track	Monthly	Interactions, followers
Update	Quarterly	Report to CM & ACM

NEXT STEPS

- Launch Social Media Pages
- Launch Public Information Team (PIT)
- Re-establish Community Newsletter
- Webpage Monitoring & Platform Exploration
- Request City Council direction on prioritization of multi-lingual & ADA translation.
- Research and return with budgetary analysis