



[SanLeandro.org/trees](https://SanLeandro.org/trees)  
**SAN LEANDRO CALFIRE  
TREE PLANTING PROJECT**





City of  
**San Leandro**

# Strategic Communications Plan

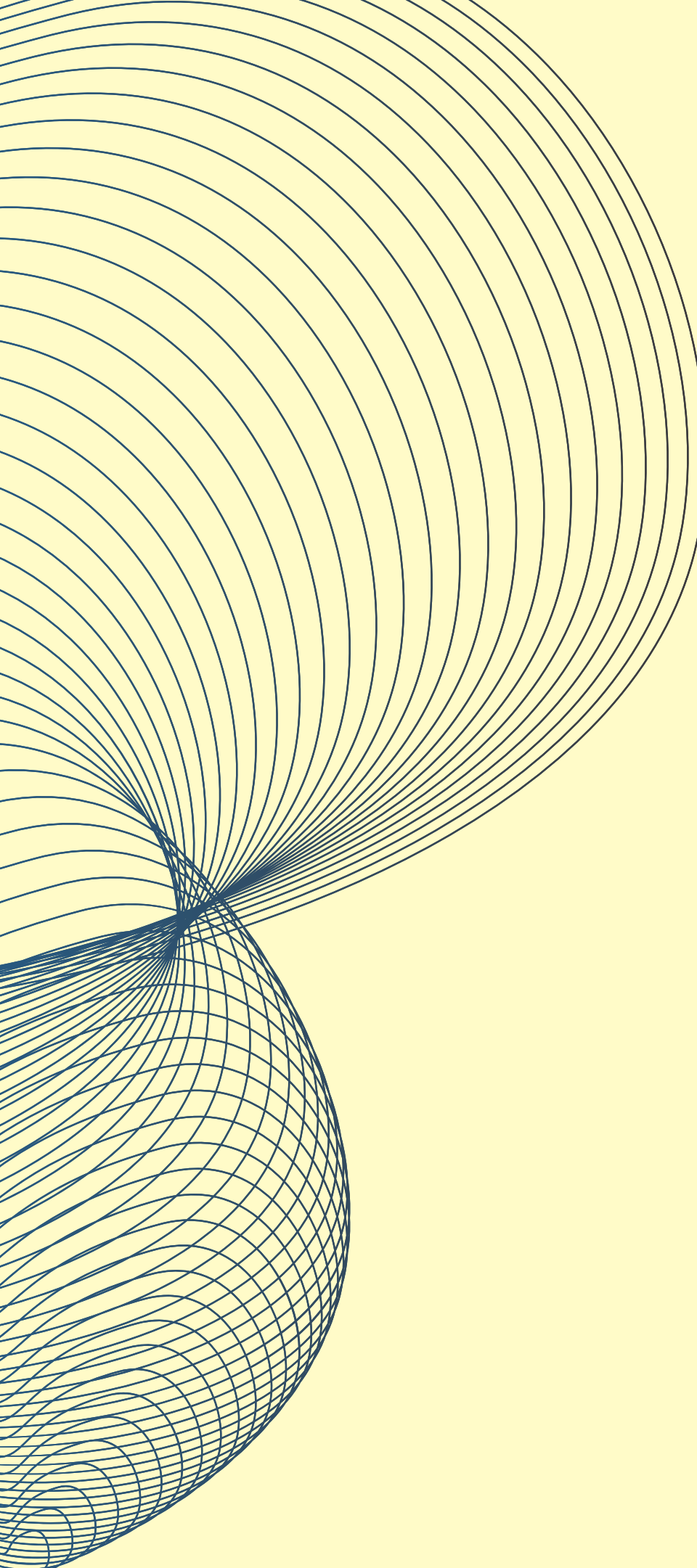
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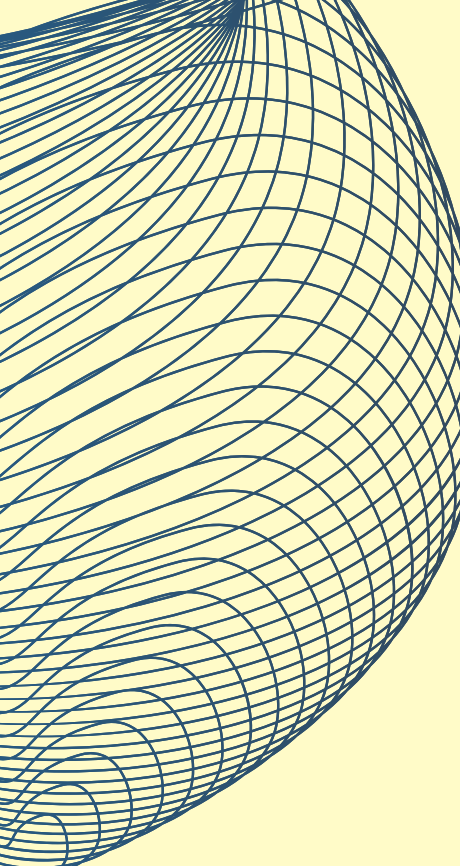
*City Council Meeting  
June 20, 2023*





# Agenda



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- **Background**
  - **Research Steps**
  - **External Research Highlights**
  - **Internal Research Highlights**
  - **Key Opportunities**
  - **Key Challenges**
  - **Key Goals**
  - **External Strategies/  
Tactics**
  - **Internal Strategies/  
Tactics**
  - **Staffing**
  - **Reccommendations**

# Background

- **3-5 year guide for communication resources and activities**
- **Strong interviewee cooperation**
- **A snapshot at a time of interviews**
- **Plan is flexible, adaptable to resource, staffing changes**
- **City has made communications an organizational priority in past few years**



City of San Leandro was an early adopter of the free Simplicity App



# Research Steps

- **30 interviews with Council, staff, community members**
- **Community survey**
- **Review of printed materials**
- **Analyses of media coverage, website, social media platforms**

## GoogleAds Metrics February 2022 - Present

Impressions ▼

22.9M

Views ▼

3.78M

Clicks ▼

117K

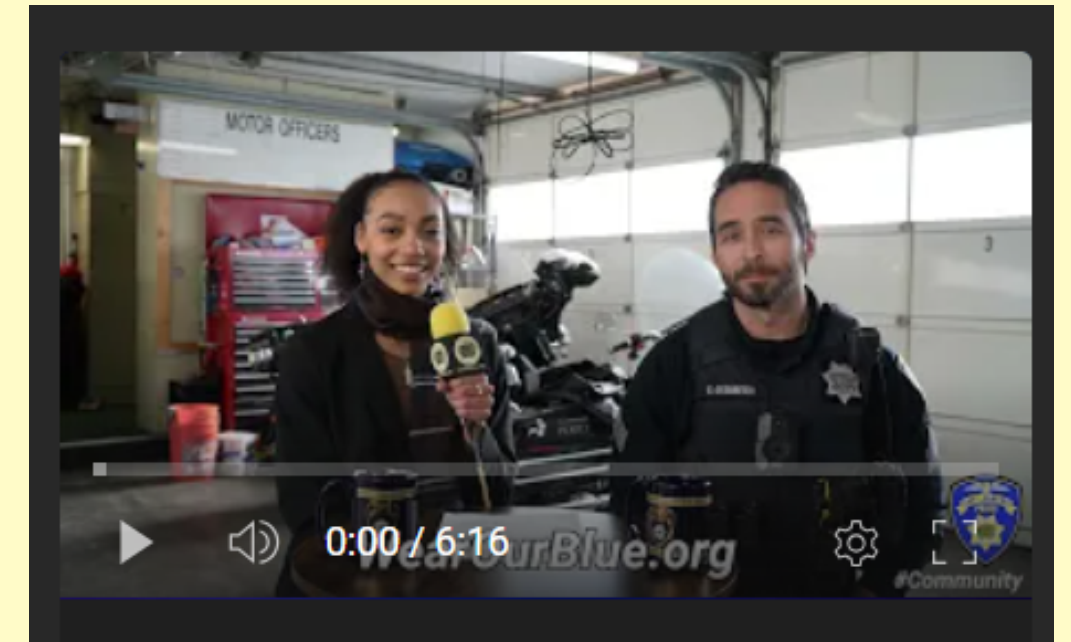
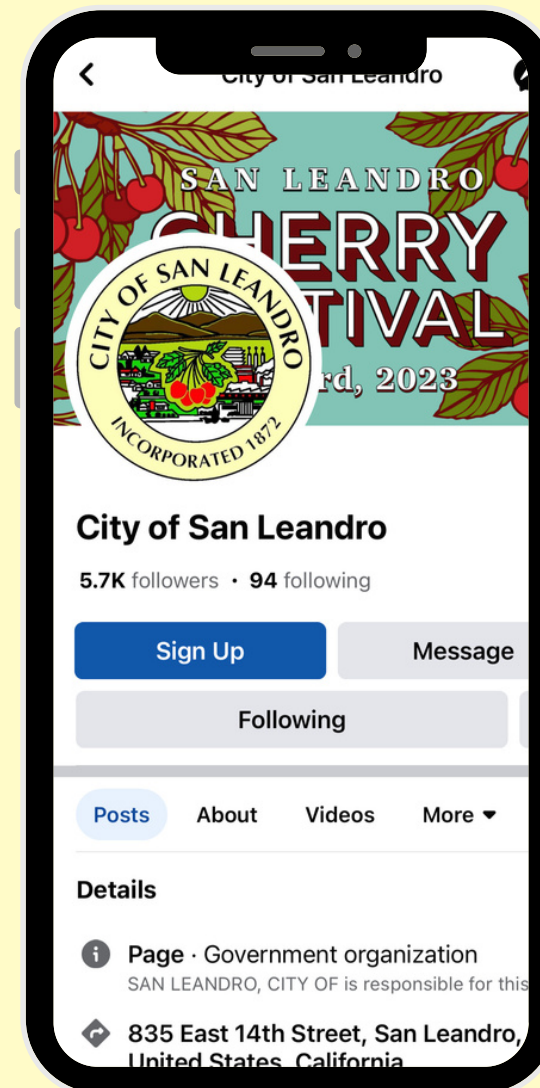
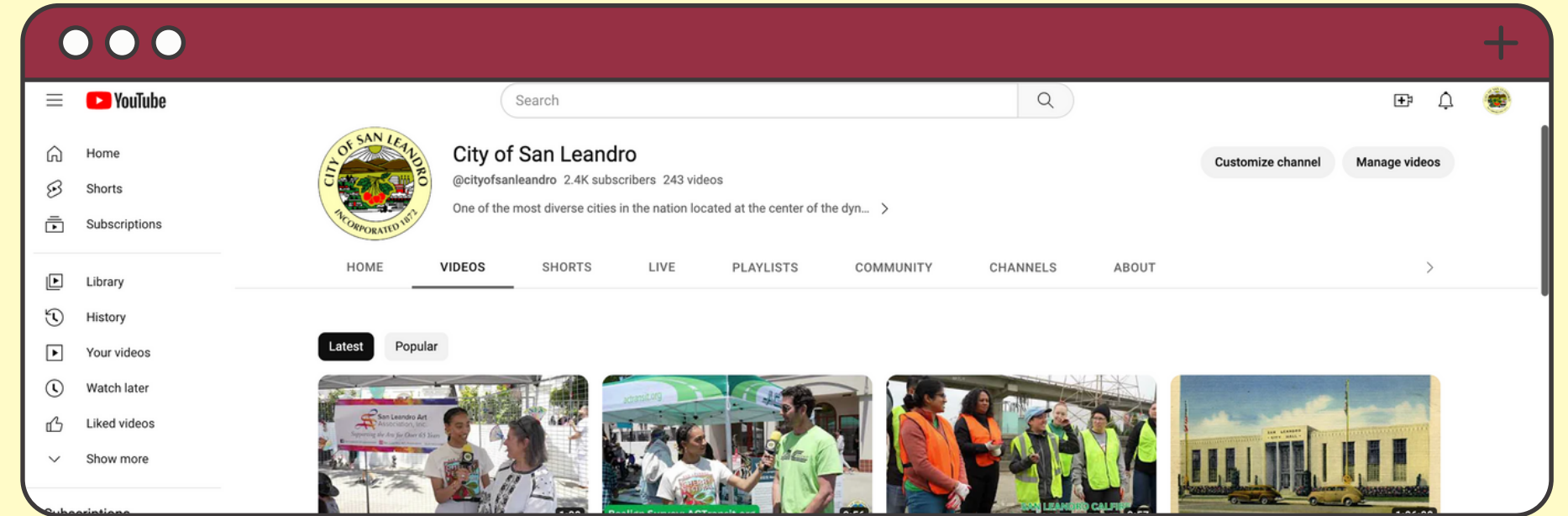
Cost ▼

\$192K



# Key Opportunities

- Commitment to communication
- Digital advertising very effective
- Traditional and non-traditional tools are required
- Visual tools are now integral





# Key Challenges

- Print news outlets remain vital
- There is no single tool
- Engaging residents is hard
- Consistency is required
- Resources are limited





# Key Goals

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- **Increase confidence and trust**
- **Raise understanding of City's role in service delivery**
- **Improve communications flow between City and residents**
- **Ensure staff are involved**





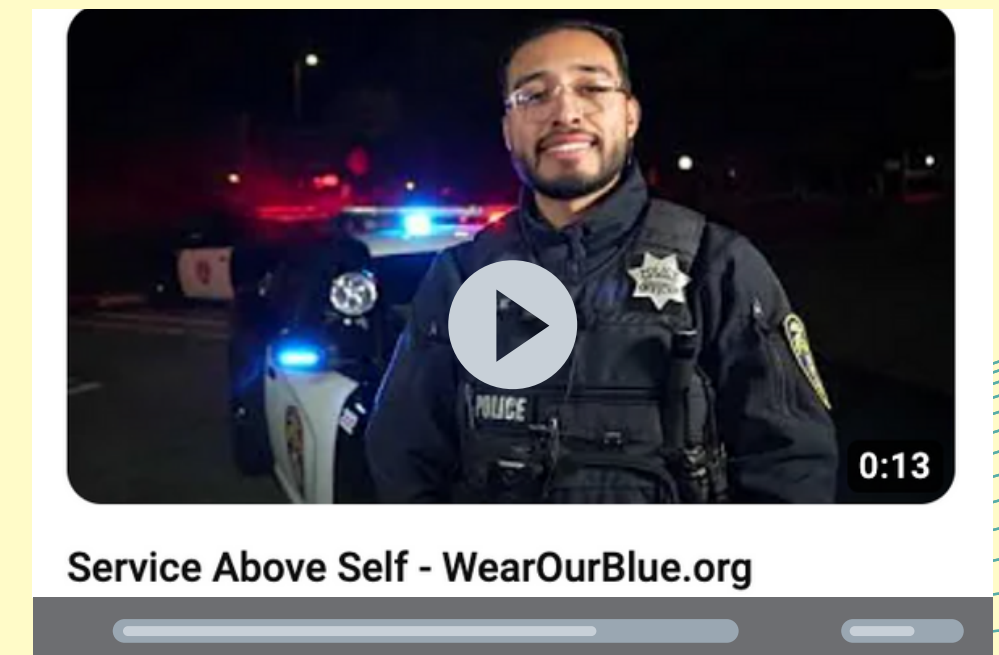
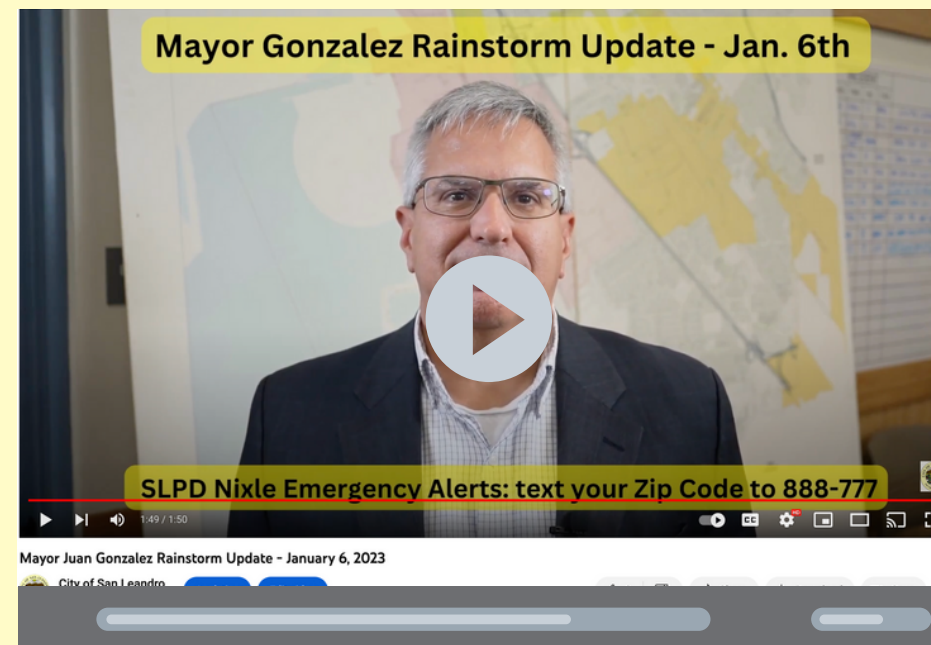
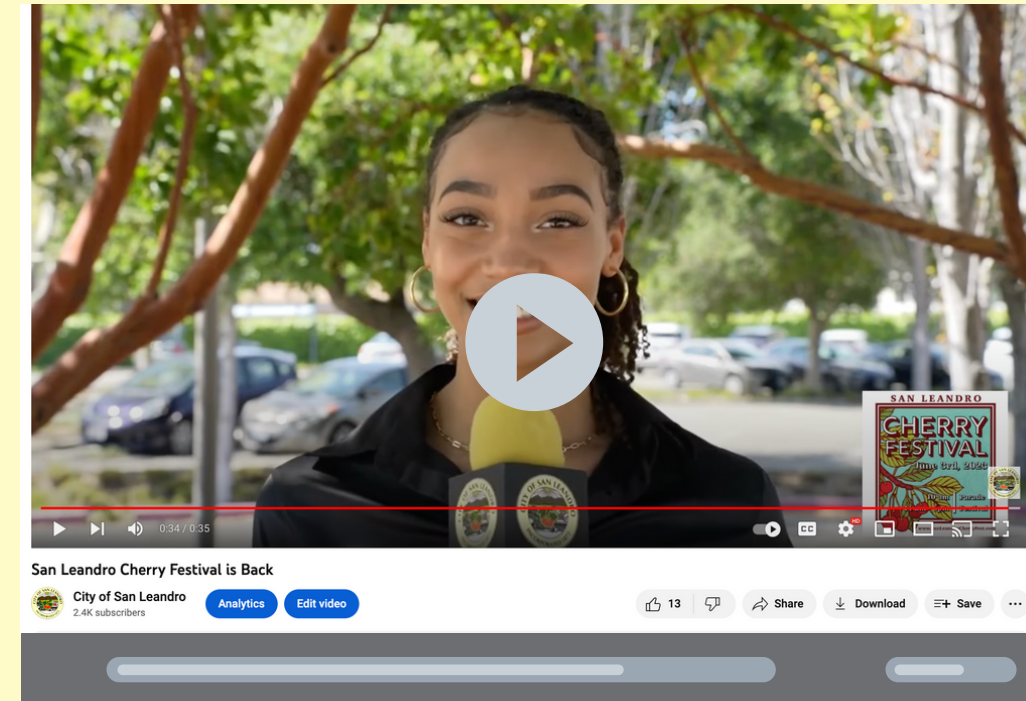
# External Strategies/Tactics

- Department team
- Strategic counsel/key messages
- Personal touch
- Direct tools/electronic community relations



# External Strategies/Tactics

- Videos
- Traditional community relations
- Advertising
- Emergency public information

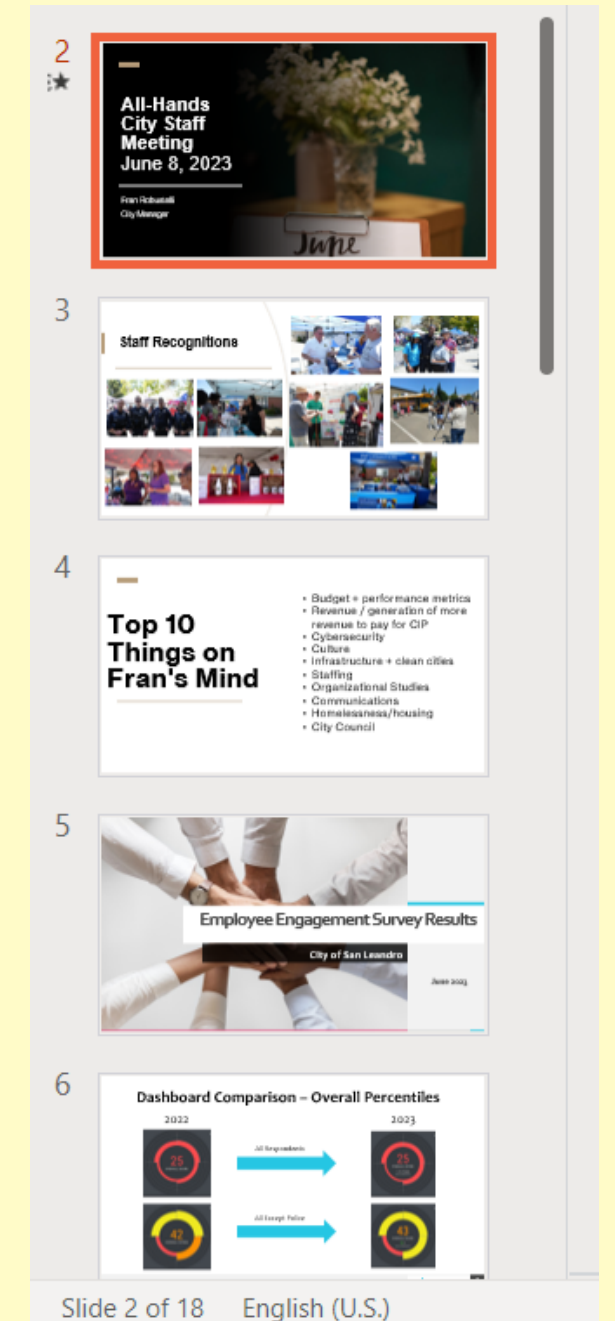


# Internal Strategies/Tactics

- Ensure staff communications is top-of-mind for all managers
- Major campaign to highlight the work of employees
- Engaging Intranet



Communications Goal: Improve the "City's image," one photo at a time





# Staffing Recommendations

- Office of Communications & Community Engagement
  - Unify communications functions
  - Add specific positions to support current functions

