

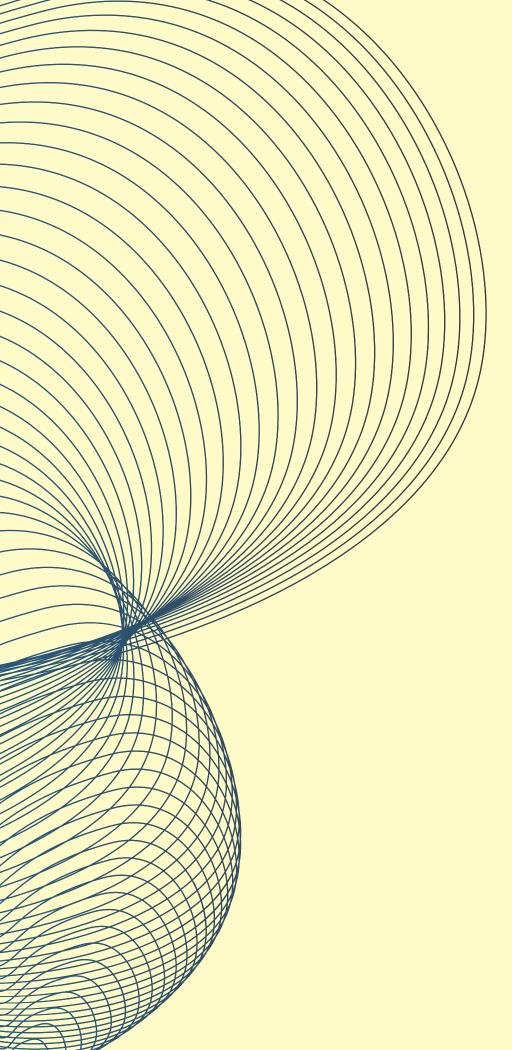


Scientification

Strategic Communications Plan

City Council Meeting June 20, 2023





Agenda



- Background
- Research Steps
- External Research Highlights
- Internal Research
 Highlights
- Key Opportunities

- Key Challenges
- Key Goals
- External Strategies/
 Tactics
- Internal Strategies/
 Tactics
- Staffing
 Reccommendations

Background

S-A-E

COMMUNICATIONS

COMMUNICATIONS

- 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

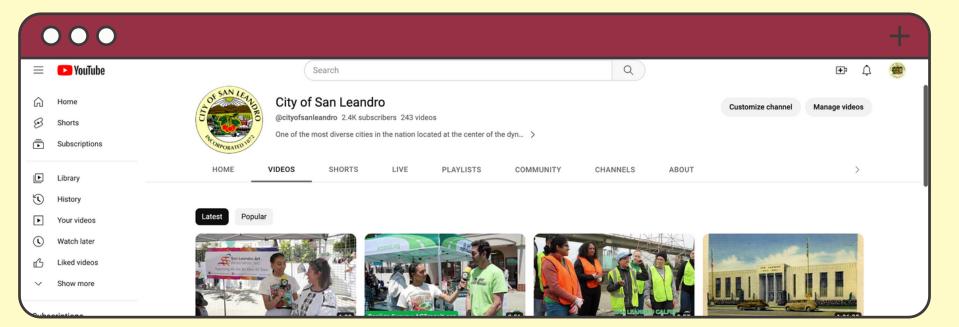
GoogleAds Metrics February 2022 - Present

 Impressions ▼
 Views ▼
 Clicks ▼
 Cost ▼

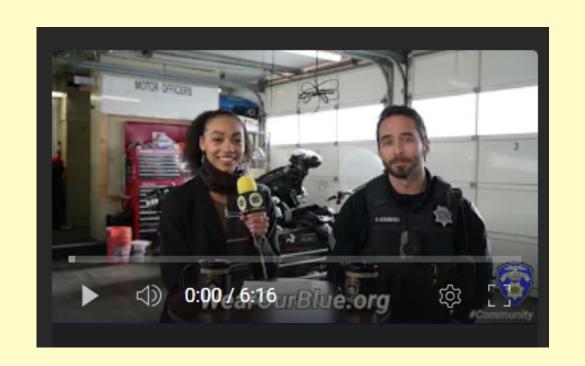
 22.9M
 3.78M
 117K
 \$192K

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



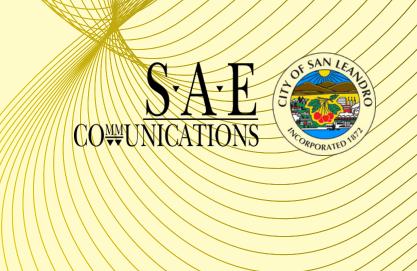






Key Goals

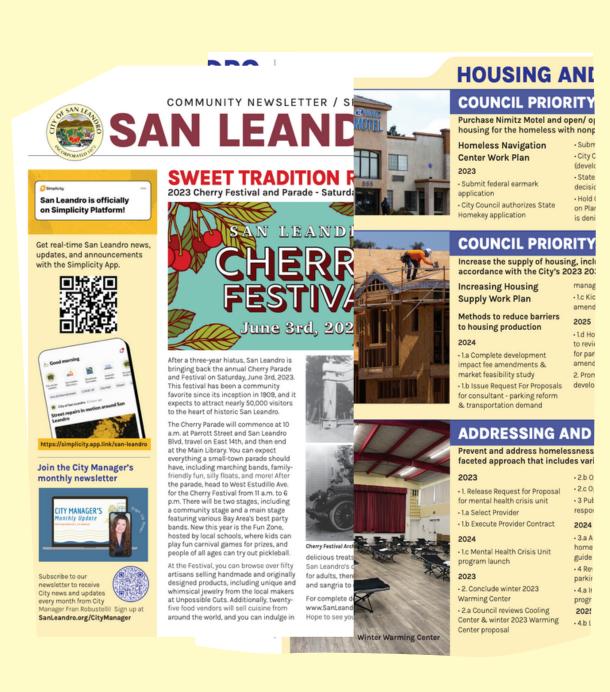
- Increase confidence and trust
- Raise understanding of City's role in service delivery
- Improve communications flow between
 City and residents
- Ensure staff are involved





External Strategies/Tactics

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





rch 2023



Greetings in March,

2023 Annual Planning Session

On February 25, 2023, the San Leandro City Council conducted Annual Planning Session. The daylong public meeting focused o cohesion exercise, a City financial forecast led by Finance Direct Michael Yuen, a "Dot Voting" exercise of City Council community priorities, and a financial presentation on a bond and revenue discussion. Accomplishments and challenges were discussed duthe meeting.

ce March 2022, major City accomplishments include the following:

- Prioritization Unfunded Liability Liquidation (PULL) City Council approved updated strategy for unfunded liabilities (PULL Plan)
- Completed Equity Plan Completed a comprehensive diversity, equity, and inclusion plan
- Vision Zero Adopted Guiding policy for traffic safety and roadway design
- Housing Element Approved 2023 Housing Element completed without exception, placing San Leandro among a small group of cities with that distinct
- Climate Action: Trees \$1.49 million grant obtained and work began to reduce urban temperatures

a result of the "Dot Voting," the City Council agreed to move forward with the follow mmunitv Priorities:

sing and Homelessness

- Establish and Implement Policies to Prevent Homelessness
- Build more of all types of housing, including affordable housing, that keep peopl housed, increase supply, and find a pipeline to get people off the streets
- Establish the Nimitz Motel in Partnership with a non-profit partner to provide a Navigation Center and long-term for low and very low-income community memb plic Safety
- Staff Increase to 90% strength for all allocated Police Department positions
- Deploy Mental Health Unit
- Reduce property crime and increase public safety with non-police alternatives
- Increase Emergency Response Capacity infrastructure

astructure

- Community Clean-Up Beautification
- Fully Fund Capital Improvement Plan
- Capital Improvement Plan Implementation (Road) The City Council will partner

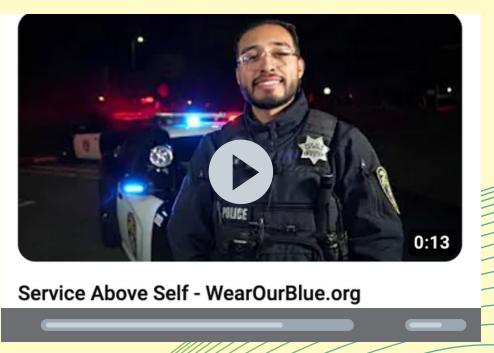


External Strategies/Tactics

- 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





Staffing Recommendations

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

