



CITY OF
EL SEGUNDO

Communications Plan

The City of El Segundo

July 1, 2023 - June 30, 2025



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Section 1



Overview

BACKGROUND

1

The City of El Segundo Communications Program is a critical component of strengthening the City's relationship with residents, businesses and the community as a whole. The program proactively informs stakeholders of what the City is doing to meet their needs and to improve and expand resident and business engagement through multiple communications channels.

2

The City's first Communications Plan was created in May 2019 after the City and City Council identified a comprehensive program was needed to establish communications standards, meet news/media needs, implement branding, provide proactive content, utilize and manage social media and support other marketing-related needs. The plan was updated in 2021.

3

An effective communications program is fiscally responsible and a smart investment in the City's future.

VISION & PRINCIPLES

Vision: To support the City through communications that foster effective, proactive and two-way engagement with all stakeholders; leading to improved trust, greater transparency and understanding with residents, employees and businesses; and be the number one source for information for all things City-related.

Guiding Principles: The Communications Program is timely, proactive, transparent, effective, accurate and helpful.



The Communications Plan aligns and supports the strategic goals outlined in the City of El Segundo's **Strategic Plan**:

- 1 Enhance Customer Service, Diversity, Equity, Inclusion and Communication
- 2 Support Community Safety & Preparedness
- 3 Promote a Quality Workforce through Teamwork and Organizational Efficiencies
- 4 Develop and Maintain Quality Infrastructure & Technology
- 5 Champion Economic Development & Fiscal Sustainability





COMMUNICATION TOOLS

The City of El Segundo utilizes a full suite of communication tools to reach the community.

EL SEGUNDO MEDIA

El Segundo Media produces timely stories for digital and community cable platforms.

Media content includes public service announcements (PSAs), community awareness issues, spotlights on local businesses and healthy living. Shows include El Segundo News, City Council Recap and various other segments.

EMAIL

The City utilizes GovDelivery, an email delivery system that provides easy-to-use templates, supports images, PDFs, specific topics/emaillists and easy-to-access analytics to measure interaction. The community can sign up for select topics or subscribe to all.

CITY WEBSITES

City websites include City, Fire, Police, Recreation, Parks & Library, Hospitality/Tourism and Economic Development. The sites are user-friendly and feature easy-to-find, timely & accurate content. Key areas include: News, Events, Service Requests and department-specific information.

SOCIAL MEDIA CHANNELS

Social media channels are leveraged for integrated citywide communications. A dashboard streamlines logins and provides ease-of-use for content deployment, monitoring and scheduling. All social channels are featured on the City's websites and there is a dedicated social media page on elsegundo.org.

COMMUNICATION TOOLS

MEDIA RELATIONS

Media relations support includes media alerts, media release writing, distribution & outreach, maintenance of media lists & relationships, media/event production and photography & video asset (b-roll) creation.

DESIGN & PHOTOGRAPHY

El Segundo Media offers specialized expertise and assistance with photography and graphic design to departments and teams at City Hall. Support includes flyers, logo development, images for use on social media and websites.

INTRANET

The intranet serves as the primary tool to communicate with City staff. It provides staff with timely and relevant information and offers a repository of important employee policies and guidelines, that can be accessed anywhere, anytime.

EVENTS

Both internal and external events are tools for information dissemination and interaction. Staff events and external events such as community meetings, City Council meetings, town halls, press conferences and media events are supported by the Communications Team.

DEPARTMENT INPUT

City department directors and team members provided feedback and input about how the Communications Program supported department efforts and identified areas of opportunity.

Input helped shape the goals and strategies for the 2023-2025 plan.



Key Findings:

- Proactive communications planning is critical for key projects in all departments.
- Adoption and use of Communications Request Form, websites and GovDelivery channels across departments for both internal and external communications is important.
- Proactive feedback tools/surveys are instrumental to inform customer service/satisfaction goals.
- Fresh photography is helpful for departments for website pages, social channels and bulletins.
- The intranet has vastly improved internal communications.
- The Communications Committee meets monthly and is an effective forum for cross-departmental collaboration and integrated communications for the City.

Section 2



Goals, Strategies & Initiatives



2023-2025 Communication Goals



INFORM

Be the leading source of information and provide a solid understanding of the City's responsibilities, services, and programs.

FOSTER

Foster a culture of transparency, partnership, diversity and inclusion with the community through timely communications.

LEAD

Lead communications between key stakeholders in the City, and ensure that communications are consistent, inclusive, proactive and collaborative.

LISTEN

Listen and increase two-way communication to garner feedback to take immediate action and set future customer service goals.

INCREASE

Increase awareness and understanding about why the City of El Segundo is a great place to live, work and visit.

CREATE

Create citywide brand guidelines and policy to support a unified brand identity.

PROMOTE

Promote the City's services, programs and events to residents and visitors.

BUILD

Build trust and responsiveness with the media.

REACH

Utilize effective communication channels to reach multiple audiences.

COMMUNICATIONS PROGRAM INITIATIVES

The Communications Plan focuses on ten key initiatives.



- 1 Support City Council Priorities
- 2 Proactively Reach Out to the Community & Garner Customer Feedback
- 3 Improve Internal City Communications
- 4 Build Stakeholder Relationships
- 5 Maintain & Enhance a Consistent Brand Identity
- 6 Lead Emergency & Crisis Communications
- 7 Maximize the Impact of El Segundo Media
- 8 Increase Engagement on Social Media Platforms
- 9 Strengthen Media Relations
- 10 Maintain the City Websites

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SUPPORT CITY COUNCIL PRIORITIES

The Communications Team supports City Council by providing proactive messaging to ensure transparency and public awareness about City-related matters.



Key Focus Areas:

- Lead public information outreach efforts to support implementation of City Council directives.
- Produce *City Council Recap* that summarizes decisions, recommendations and presentations made during City Council meetings.
- Provide background and communication points for media interviews; statistics and information for presentations; updates on key projects and programs; crisis communications leadership and support.
- Speeches, remarks and videos for official city-related activities.

PROACTIVELY REACH OUT TO THE COMMUNITY AND GARNER CUSTOMER FEEDBACK

City News, a monthly newsletter and email bulletins deliver relevant and timely news and information to the community.

El Segundo News & City Council Recap video series provide relevant and timely news, topics and Council meeting highlights. City websites are updated on a daily basis.



Key Focus Areas:

- Utilize metrics and feedback to improve customer services and processes.
- Conduct annual Net Promoter survey.
- Further collaborate with City departments to create outreach campaigns including communications strategy, public relations and content creation.
- Expand and increase engagement with established communications channels including: newsletters (digital and printed for older adults and available at City facilities open to the public), bulletins, City websites and social media.
- Keep a pulse and invite feedback for additional channels of communications, as needed.

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IMPROVE INTERNAL COMMUNICATIONS

Ongoing and consistent internal communications are key to keep El Segundo City staff informed and engaged.



Key Focus Areas:

- Conduct quarterly in-person town hall meetings featuring the City Manager to provide updates about upcoming projects and foster dialogue with City staff members.
- Continue the *City Manager Update* that includes a message from the City Manager, timely news from departments, new business updates, and City-related news and events.
- Curate and expand staff intranet featuring department-related news, City policies, leadership training opportunities, staff activities, employee appreciation events, and health and wellness information.
- The Communications Team will continue to work with inter-departmental liaisons to align messaging priorities.
- GovDelivery and GovAccess training will continue for all departments to empower staff to expand communications with employees.

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BUILD STAKEHOLDER RELATIONS

The Communications Team connects and collaborates with a variety of the City's key stakeholders.

Key Focus Areas:

- Strengthen relationships with federal, state and local elected officials' communications teams.
- Grow relationships with communications contacts at top employers within the business community.
- Serve as City liaison with key community groups.
- Identify speaking opportunities for City Councilmembers and key City staff with stakeholder groups.



Key Stakeholders

Community/Residents: PTAs, Churches, Kiwanis Club, Rotary Club, Schools, Ed! Foundation

Media: El Segundo Herald, Los Angeles Times, Daily Breeze, Easy Reader, Beach Reporter, Los Angeles Business Journal

Emergency: Los Angeles Air Force Base (LAAFB), Los Angeles International Airport (LAWA), Chevron, Los Angeles Department of Water & Power (LADWP), Hyperion Water Reclamation Plant, Top 10 Employers, Hotels, Schools

Regional Groups: South Bay Cities Council of Governments (SBCCOG), Los Angeles Economic Development Corporation (LAEDC), South Bay Association of Chambers of Commerce, Governor's Office of Business and Economic Development, LA County Communications Representatives

Aerospace Sector: LAAFB, Aerospace Corporation, Starburst Accelerator, LA Air Force Base & Aerospace Employers, South Bay Aerospace Alliance, Aerospace & Defense Forum

Education: Superintendents, Principals, PTAs, Ed! Foundation and Key Education Stakeholders

State & Local Elected Officials: Governor Gavin Newsom, Offices of: Senator Dianne Feinstein, Senator Alex Padilla, Representative Ted Lieu, Senator Benjamin Allen, Assemblymember Al Marutsuchi, Second District Supervisor Holly J. Mitchell; City Councilmembers of the South Bay Cities

Marketing Communications: LA Kings, Los Angeles Lakers, LA Chargers, LA Times, The Point, Plaza El Segundo, Topgolf, Downtown Businesses

Committees, Commissions & Boards: Coordination of Annual Joint Meeting of CCB Representatives

Los Angeles World Airports (LAWA) Relations: City Lobbyist, LAWA External Relations, LAWA Press Office, LAWA Community Relations

Top 20 Employers: Aerospace Corp, AT&T, Big 5, The Boeing Company, Cetera Financial Group, Inc., Chevron Products Company, Infineon Technologies America Corporation, Internet Brands, Kinecta Federal Credit Union, Karl Storz Endoscopy America, Inc., Kite Pharma, Los Angeles Times, Mattel Inc., Northrop Grumman, Optum, Raytheon, Spectrum, Stamps.com, TechStyle, Teledyne Controls

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MAINTAIN & ENHANCE CONSISTENT BRAND IDENTITY FOR THE CITY

A clear, consistent and recognizable identity for El Segundo will continue to build brand awareness for the City - locally, regionally and nationally.



Key Focus Areas:

- Develop a comprehensive branding style guide for the City, including:
 - Logo usage and compliance guidelines
 - Colors, fonts
 - Adoption by City Council
- Fresh and dynamic photography assets for use on websites, social media and other communications opportunities.
- Explore development of a digital asset management system.

LEAD EMERGENCY & CRISIS COMMUNICATIONS

An effective and proactive Emergency Communications Plan is a critical component of the Communications Plan. An established protocol facilitates accurate and consistent information dissemination to the public, City Council and staff.



Key Focus Areas:

- The Communications Manager serves as the Public Information Officer (PIO).
- Alignment, collaboration and training with Alert SouthBay and Nixle for regional emergency alerts.
- Active participation with key stakeholders to continue to prepare and train for emergency communications needs.
- Participate in emergency response drills and lead the crisis communications component of City's Emergency Plan.
- Support communications to encourage participation in CERT and other emergency preparedness activities.

MAXIMIZE THE IMPACT OF EL SEGUNDO MEDIA

El Segundo Media is a trusted source of information and provides engaging content to educate and inform residents; builds awareness for local businesses; and promotes City departments and services.

El Segundo Media broadcasts online via YouTube, the City's website and social channels and on cable via Spectrum Channel 3 and Channel 22 and AT&T U-verse Channel 99.



Key Focus Areas:

- Continue successful programming including *El Segundo News*, *City Council Recap*, *What's Up El Segundo*, *Business Matters* and live broadcasts of City Council and select Committees, Commissions and Boards meetings.
- Continue integrating with City Communications Committee team members to support and promote department initiatives.
- Repurpose segments to be shared on social media channels.
- Support press conferences and special events.
- Leverage video expertise to drive social media channel opportunities.
- Create grassroots awareness campaign to boost viewership.

ENHANCE SOCIAL MEDIA USE & ENGAGEMENT

Social media channels are essential in today's communications landscape. Social media supports getting the word out quickly and makes content easily sharable.

The City will continue to engage with effective social media channels to reach a variety of audiences.



Key Focus Areas:

- Continue using Facebook, Instagram, LinkedIn, Twitter and YouTube as main channels for citywide information sharing.
- Support departments' social channels to further broaden reach, grow audiences and leverage content across the City's social channels.
- Provide guidance to Communications Committee members to enhance their use of social media.
- Build confidence in the social media communities to refer to City websites for accurate information.
- Keep a pulse on new channels and platforms to reach audiences further.
- Update social media policy for current best practices.

STRENGTHEN MEDIA RELATIONS

A proactive approach builds rapport with local media, shares the City's messages with a wider audience, and establishes third-party credibility.

Media information and interview requests are streamlined through the Communications Manager.



Key Focus Areas:

- Provide clear, consistent and timely messaging for external audiences.
- Regular check-ins with key reporters to share news and updates.
- Maintain a comprehensive media contact list.
- Provide media and photo opportunity alerts for newsworthy events to stay top-of-mind with the media.
- Leverage media monitoring to stay up-to-date on local media topics and coverage.
- Utilize a master calendar to proactively alert media of newsworthy projects and upcoming initiatives.

MAINTAIN CITY WEBSITES

The websites provide clear and timely City information with an integrated brand look and feel.

The sites serve as the "go-to" source for accurate information. The homepage is managed by the Communications Team.



Key Focus Areas:

- Conduct a website audit to uncover areas for opportunity to further support City and department communications.
- Work with the Communications Committee to refresh images, content and page layouts, where needed.
- Strategize with departments to promote and highlight content on their web pages.
- Update the Website Content Style Guide and Website Governance Policy on an annual basis.
- Encourage and work with department directors to hold City staff accountable for adhering to guidelines and policy.
- Provide training for new Communications Committee members.
- Employ best practices per the Website Content Style Guide.

Section 3



Looking Ahead

MEASURES FOR SUCCESS

Metrics reporting help gauge the City's successes related to the Communications Plan. These include but are not limited to:



- Successful community understanding of high-priority initiatives leading to intended outcomes.
- Metrics reports from GovDelivery, GovAccess and Hootsuite.
- Increased website(s) engagement including unique page views and reduced bounce rate.
- Increase in Net Promoter survey participation.
- Collaborate with other departments to garner citizen feedback via online surveys and point of service feedback.
- Increase in social channel growth and engagement.
- Positive media coverage supporting the City's messaging.
- Increased subscribers, open rates and click-thru rates in GovDelivery.
- Communications Program feedback from City staff.



NEXT STEPS

ADOPT

Review plan with all departments and representatives.

PLAN

Ensure action plans are in place for each initiative/focus.

EXECUTE

Execute communications strategy and support.

MEASURE

Measure for effectiveness and collect data to inform future strategy.



THANK YOU

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