City of Pinole
Communication and Engagement Plan

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Agenda

- Overview/Background
- Planning
- Website
- Social Media
- Branding
- Newsletter
- Policies and Procedures

- Crisis Management
- Media Relations
- Language Access
- Resident Academy and Youth Commission
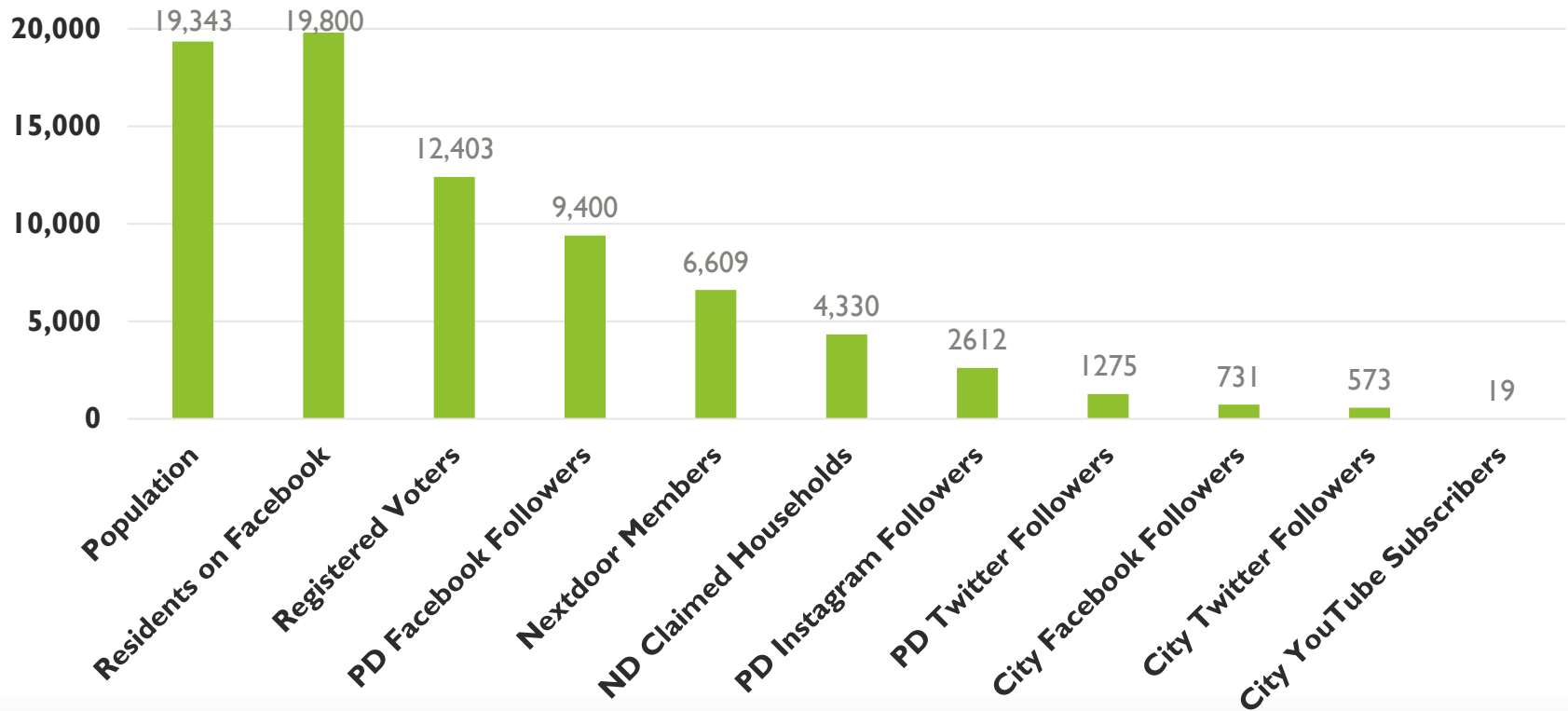- Metrics

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Overview

- Plan Goal:
  - Provide a framework to strengthen the City's communication efforts and help City Hall more effectively reach and engage residents.
- Effective communication and engagement means:
  - Improving access to timely, helpful and accurate info about Pinole and its services;
  - Providing easy, meaningful and successful ways to engage with residents;
  - Promoting transparency in the City's decision-making process and outcomes of key citywide issues.
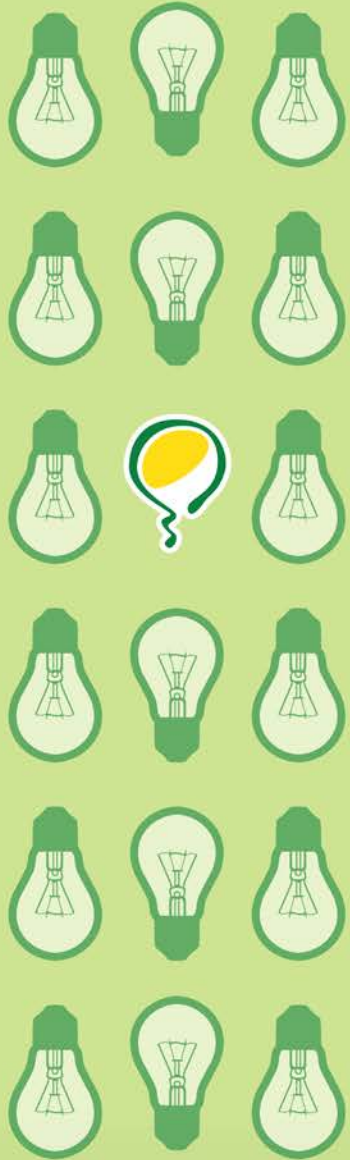
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Pinole by The Numbers

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Planning

- Shift from reactive to proactive
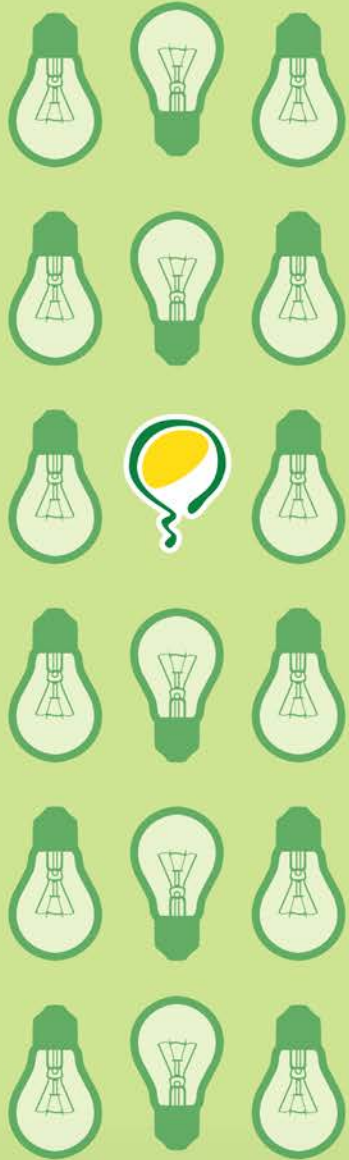- Cross-departmental communications planning helps increase public engagement

Website

- Highest profile, most utilized communication platform by residents, visitors and stakeholders
- Focus on a user-friendly, easily navigable design

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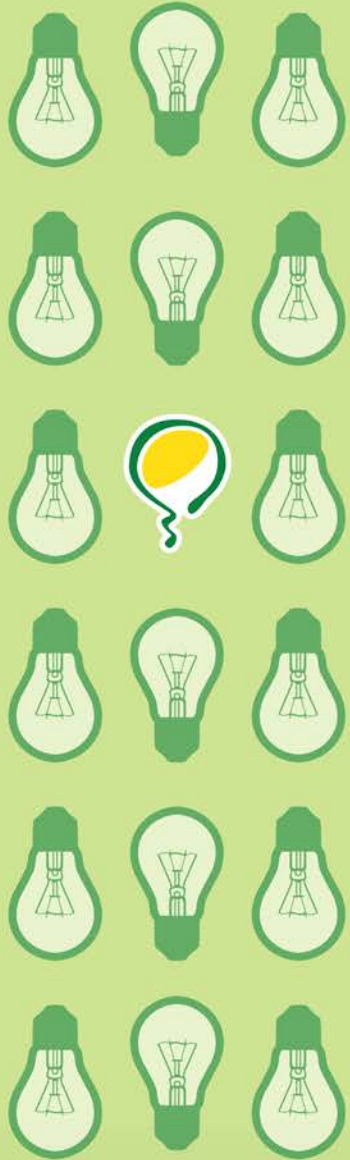
Social Media

- Consistent and compelling content
- Leverage both City and PD platforms
- Build a strong presence

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City Branding

- Note: Pinole uses Seal as Logo
- Consistent use of branding tools throughout City Hall
- Easily identifiable logos and colors in all messaging

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Newsletter

- Bi-monthly City Manager's Report
  - Covers critical and interesting city information
  - Would benefit from an updated look and feel
  - Leverage social media to increase traffic and subscriptions

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Policies and Procedures

- Established policies help manage communication efforts
- Formal policy examples:
  - Social Media Policy (internal and external)
  - Media Relations/Inquiry Policy
  - Branding/Style Guide

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Crisis Management

- Preparation is key
- Have a clear process to lessen confusion
- Provide clear steps for residents and staff
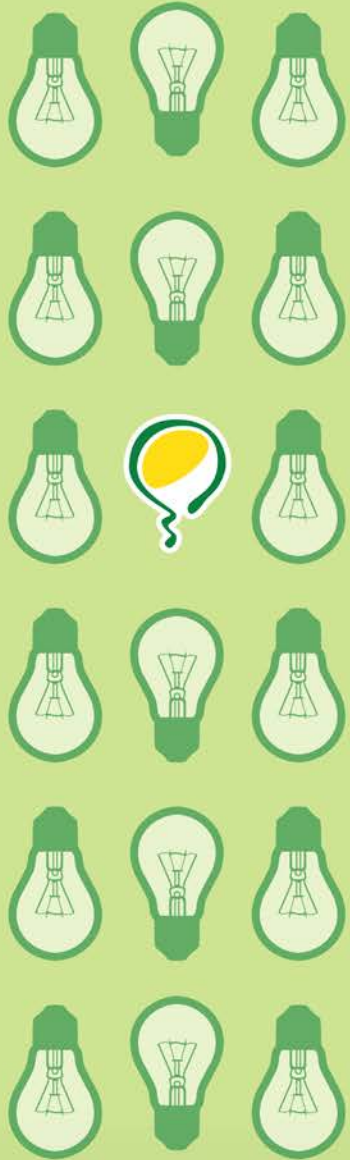
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Media Relations

- Build and cultivate relationships with reporters to increase connections with news outlets
- Regularly develop and share press releases with the media

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Language Access

- Pinole has a diverse community
- Expansion of language access is important in ensuring information is accessible to all parts of the community
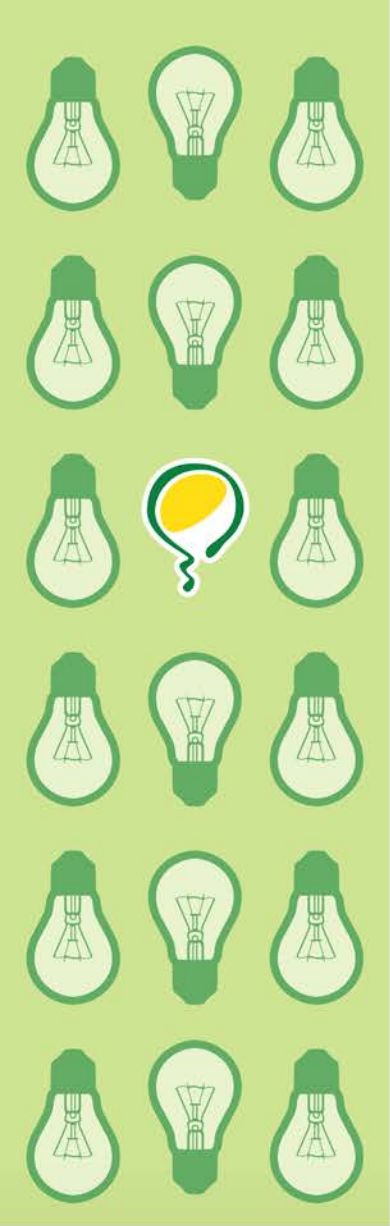
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Residents Academy

- Increase resident engagement
- Encourage education about the inner workings and processes of local government

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Metrics

- Regularly analyze metrics to gather insights to help improve communications efforts

- Use a data-driven approach to help guide important decisions

- Helps the City know what efforts are most efficient and effective in reaching its residents

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Questions?

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