

CITY OF
EL SEGUNDO

Communications Plan

The City of El Segundo

July 1, 2023 - June 30, 2025



Background

The City's Communications Plan was first adopted in 2019 after City Council identified that the City needed a comprehensive communications program.

The plan was last updated in 2021.

Communications Plan Goals

- Inform and engage stakeholders, strengthening the relationship of the City with its residents, businesses, and community as a whole.
- Be the number one reliable source for all City-related information.

Development

- Align with City's Five Strategic Goals
 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
- Implemented feedback from Department Directors and team members

Who Implements the Communications Plan?

- Deputy City Manager
- Communications Manager
- ES Media Team
- Kristen Bergevin, KNB Consulting
- Communications Committee
 - 20 members



2023-2025 Communication Goals

INFORM

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

LISTEN

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

PROMOTE

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

FOSTER

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

INCREASE

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

BUILD

Build trust and responsiveness with the media.

LEAD

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

CREATE

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

REACH

Utilize effective communication channels to reach multiple audiences.



Guiding Principles



- Timely
- Proactive
- Transparent
- Accurate
- Effective
- Helpful



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/email lists 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.



Initiatives

- Support City Council Priorities
- Proactively Reach Out to the Community & Garner Customer Feedback
- Improve Internal City Communications



Initiatives

- Lead Emergency & Crisis Communications
- Increase Engagement on Social Media Platforms

Initiatives

- Maximize the Impact of El Segundo Media
- Strengthen Media Relations
- Maintain the City Websites



Measuring Success

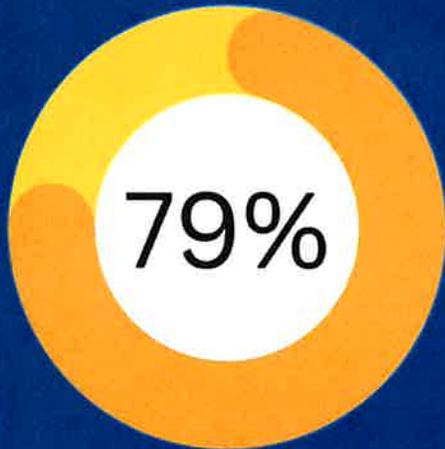
Community Feedback and Analytics

- Community engagement leading to intended outcomes
- Metrics reports from all outreach channels
- Increase in Net Promoter survey participation
- Feedback from online and point of service surveys
- Program feedback from City Staff
- Positive media coverage



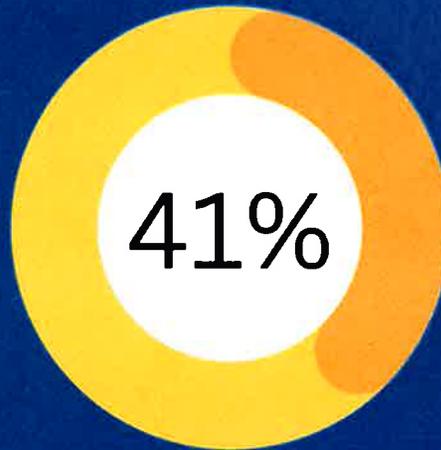
Key Metrics Since 2020

City Website
Monthly Page Views

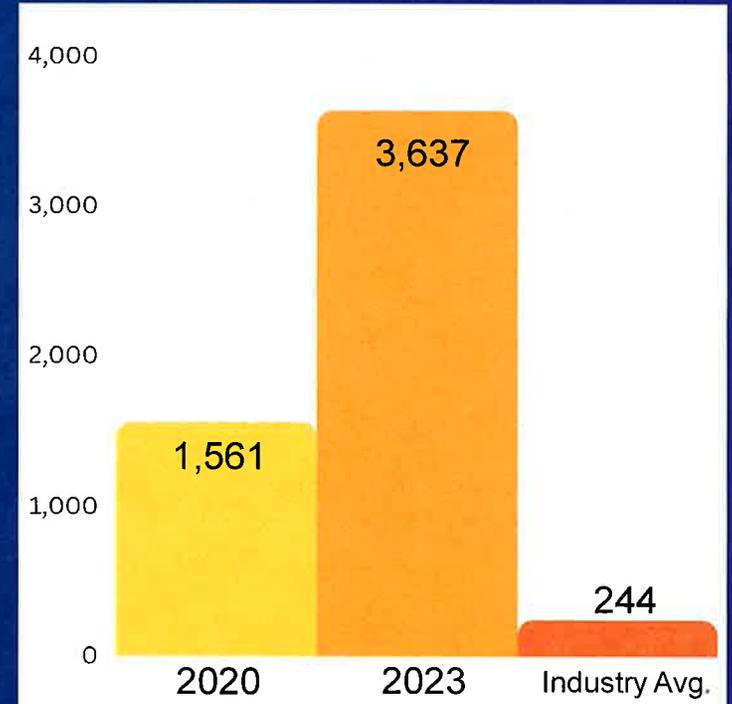


2020: 57,831
2023: 103,711
+ 45,880

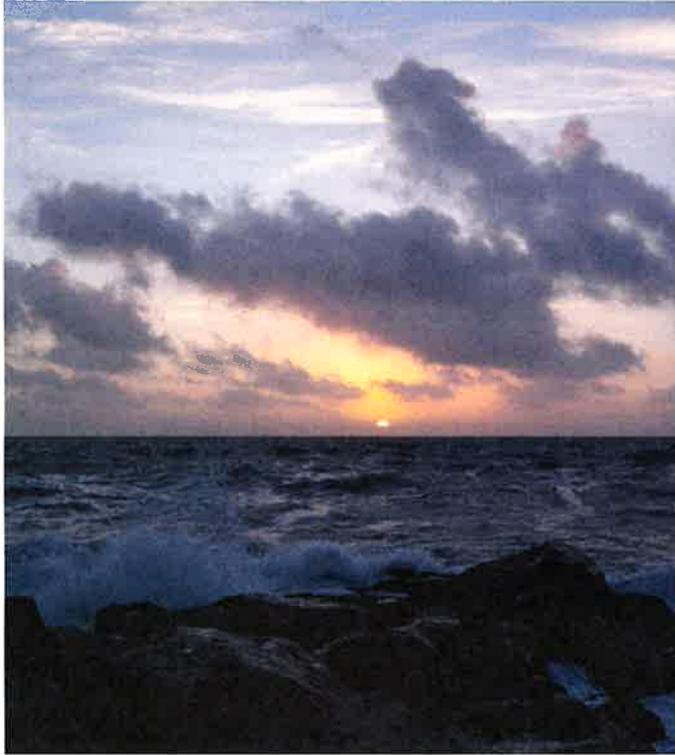
Email
Subscribers



2020: 18,302
2023: 25,863
+ 7,561



Facebook Followers
+ 2,076



THANK YOU

City Manager's Office, Communications Division
communications@elsegundo.org