



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: September 2, 2008
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager
Subject: Strategic Communications Plan Update
Attachments: None

INTRODUCTION

In late 2006, the City adopted a strategic communications plan which was formulated based on significant input from the community, local media experts and technical consultants. The goal was to a) enhance the way in which the City communicated; b) engage residents and business community on key issues, c) create an environment that encouraged civic participation, and d) improve relationships with key media.

DISCUSSION

Several initiatives have been implemented to achieve the objectives outlined in the City's strategic communications plan:

A new City brand – including a new logo – enhances the City's world-class prestige. Consistent brand management reinforces the integrity of the City's image in a variety of applications, including printed materials, uniforms, vehicles, signage and merchandise;

New community outreach programs include community and Town Hall meetings, a new monthly newsletter, a weekly booth at the City's Farmers' Market, an advertising campaign and direct e-mail bulletins on key issues;

A new City website was launched in May, resulting in 140,000 visitors to the City's website per month. This new site showcases the City's new logo and brand, the 'Ask Bev' online customer inquiry program, electronic database capabilities, 'e-gov' transactional features and 'e-commerce' features to purchase branded City merchandise;

Media relations programs have welcomed the news media in their role to inform the community and have institutionalized the use of key message development, media briefings and media pitching programs in promoting the City's programs and services;

Emergency preparedness outreach has been launched to emphasize the critical role that the City plays in encouraging residents and businesses to prepare for earthquakes, fires and other natural disasters.

Additional initiatives will be developed during 2008 to focus on the development of new internal communications, new City publications and others.

FISCAL IMPACT

The City's 2008-2009 budget has approved funding to cover the costs of implementing the communications strategic plan.

RECOMMENDATION

Staff recommends that the City Council continue to support efforts to track accomplishments in implementing the City's Strategic Communications Plan.

Cheryl Friedling
Approved By

