



Strategic Communications Plan

INTRODUCTION

Beaumont is ideally located in the valley of the San Gorgonio Pass, the gateway to the Pacific West Coast. Beaumont's roots began in the early 1850's when settlers found that Beaumont was an ideal route for the transportation of goods and services. Those origins still prove true today as Beaumont is situated at the intersections of Interstate 10, Highway 60, and Highway 79.

Beaumont is a premier community with a high quality of life and attractive residential and commercial areas. Our strategic location offers exceptional opportunities for a variety of development. The City of Beaumont recognizes that communication – both internally and externally with the community– plays a vital role in the effective operation and future success of the City. As Beaumont continues to improve its financial position, renew its image, and develop the public's trust, effective communication will take on even greater importance.

A commitment to communication excellence will enable Beaumont to better share key information with its citizens and better understand their priorities with respect to issue such as growth, essential services, and community participation. The goal of the Strategic Communications Plan (SCP) is to identify opportunities to share the City's message.

GOALS

1. Support the Strategic Goals established by the City Council.
2. Increase public awareness of the City's brand and the many services it provides.
3. Achieve coordinated and consistent communications both internally and externally through "one clear voice".
4. Enhance presence in the community by leveraging the channels which can best reach the targeted audiences.
5. Clearly establish the Public Information Office as the central point for information, providing services to Council members, executive management, employees and target audiences.

VISION

Beaumont – where we value our small-town feel, our community heritage, and our natural setting. We are committed to encouraging economically sustainable, balanced growth that respects our long history, while meeting infrastructure needs and protecting our environment. Beaumont's community pride and rural mountain setting sets our city apart as a vibrant and healthy community with local access to retail, services, jobs, and recreation.

KEY MESSAGES

1. We operate openly and transparently, with an overarching respect for public disclosure.
2. Beaumont is a flourishing community that thrives in a setting of small-town character while also appealing to big-city business operations.
3. Beaumont's strategic location offers exceptional development opportunities to new and expanding businesses.

AUDIENCES

Internal Stakeholders

- City Council & Committee Members
- City Staff
- Volunteers

Internal stakeholders have the closest ties to the organization and the most influence on the City's brand identity. It is imperative that employees maintain consistent communication when interacting with external audiences and key messages of the City should be reflected in all communications by the organization.

External Stakeholders

- Current and Future Residents & Business Owners
- Community Groups/Organizations
- Government peers
- Media

External stakeholders can greatly shape peer's opinions of the City. By maintaining proactive communication with community groups and local media, we create ambassadors to spread the City's key messages and further market the Beaumont Brand. Successful communication encourages growth, development and will attract future residents and businesses.

CITY COUNCIL GOALS

The City Council has officially adopted the following goals which serve as a guide for day-to-day and long-term decision making. Goals are reviewed annually by the City Council as the initial step in the budgeting process. By adhering to these goals, the City Council and City staff are able to ensure that Beaumont's resources are deployed strategically to meet community priorities.

1. **Public Safety** - Ensure that Beaumont remains a safe community by building resilient youth and safe and sustainable neighborhoods. Developing and evolving the public safety operations to meet the needs of Beaumont's residential and commercial growth.
2. **Quality of Life** - Enhance and maintain Beaumont's natural beauty and offer parks and recreation services that address the needs for every citizen.
3. **Economic Development** - Create an economically balanced community to achieve fiscal sustainability.
4. **Community Service** - Provide core services to the community that ensures Beaumont remains a desirable place to live, work and play.
5. **Sustainable Community** - Ensure that city resources are maximized and deployed in a manner that meets Beaumont's long-term needs.
6. **Intergovernmental/Interagency Relationships** - Work with local agencies to achieve common goals and leverage area resources.

STRATEGIC COMMUNICATION PLAN OBJECTIVES

- Define and Launch the Beaumont Brand
- Community Engagement & Empowerment
- Streamlining Internal Communications
- Elevate Beaumont

OBJECTIVE #1 - DEFINE & LAUNCH THE BEAUMONT BRAND

Develop the Beaumont brand

- Initiate re-branding campaign
- Creation of 'tag lines' and key messages
- Development of standardized design templates

Implementation of brand and style guidelines

- Develop Style Guide to provide instruction on use of logo, suggested fonts, official colors, layouts, graphic element/icon implementation, preferred website and email signatures, etc.
- Utilize Beaumont's logo on all material distributed by the City
- Ensure all signage, vehicles, clothing, etc. employs consistent implementation of the logo
- Train customer service and field staff on brand identity and key messages

OBJECTIVE #2 - COMMUNITY ENGAGEMENT & EMPOWERMENT

Proactive media relations

- Routine press releases – target of 2 releases per week
- Maintain an updated media list
- Develop media kit folders for public events to include brand identity and graphic elements

Enhance digital media presence

- Create a new dynamic/interactive website
- Embrace emerging technology with apps
- Create a social media master schedule
- Expand Reverse 911 users
- Create PEG Channel/City TV station

Increase community pride & engagement

- Obtain feedback from community through online surveys
- Bi-monthly communication in City utility bill
- Provide project sheets and signage for upcoming construction projects

Communication through effective design & presentation

- Leverage additional marketing space; local radio, billboards, bus shelters
- Welcome packets for new residents and businesses
- Quarterly activities guide in conjunction with other local government agencies
- Creation of materials for local real estate offices for future residents

OBJECTIVE #3 - STREAMLINING INTERNAL COMMUNICATIONS

Empower staff to become exceptional communicators

- Train employees on what makes interesting news stories and educate employees on realistic expectations of Public Information deliverables
- Implement brand identity training in staff meetings
- Identify FAQs within each department and develop clear talking points to enable consistent information sharing with the public.
- Disaster/crisis communications training for council and executive staff

Enrich morale and trust in City leadership

- Implement City INTRANET (Internal Web site with information for employees)
- Develop and distribute monthly Manager's Message
- Increase recognition of employees internally and externally for their accomplishments

Establish guidelines for information flow

- All printed material should be reviewed by the Public Information Office to ensure messages are consistent, information is accurate, and policies are followed
- Create calendar for annual and recurring events

OBJECTIVE #4 - ELEVATE BEAUMONT

Budget for the future

- Develop annual Communication Budget for public relations and marketing
- Purchase Adobe Creative Suite software for graphic design
- Expand Communications Department to include additional full-time positions and use of interns

Sharing the Beaumont Brand

- Identifying awards available and gain recognition for the City's efforts
- Creation of promotion materials

PLAN & OBJECTIVE TIMELINE

February 2018

- City Council Approval

March/April 2018

- Develop Communications Budget

July 2018

- RFP for Branding Services (30 days)
- RFP for Communication Services (30 days)

August 2018

- Training for Employees on New Brand & Style Guidelines (on-going)
- Creation of new website (60 days)

Following the above goals

Implementation of brand in publications citywide

Leverage new marketing space to promote the City

Individual goal objectives