

Communications Action Plan Update- Appendix A

WHAT	Cost	BY WHEN	STATUS
Contract with Vocus Media Service	\$10,000 Per Year	Complete	Money for service obtained from Public Services and EDA
Annual Report	Staff time	Jan. 30	Preparing Accomplishments
Script a series of "Accomplishment" shows to air on IEMG	Staff time	March	Preparing Accomplishments for show Working with IEMG
Annual Communications Report	Staff time	Jan 30	Working with Vocus to prepare report
Media/Social Media Policy	Staff time	Complete	Complete
Council Updates/ Employee Updates	Staff time	Ongoing	Council Updates sent to Council on weeks opposite of Council meetings Employee Updates sent to employees monthly following City Manager meetings
Spokesperson	Staff time	Complete	Manager of Communication represents the City's position unless otherwise determined
Media Training	Staff time	Ongoing- Jan 1, 2012	To be presented at new employee training. Given to all current employees by Jan 2012
Basic employee branding	Staff time	March 30	Develop consistent phone messaging Email signature Logo Vs. City Seal
Cal State Internship program	Staff time/Space requirement	Ongoing	Manager of Communication working with Cal State to develop
Community Partnership Development	Staff time	Ongoing	Continue to look for opportunities to work with PIO's in the community
Inland Public Information Officers Group	Staff time	April	Working with Carl Baker, Redlands PIO to develop "best practice" team of local PIO's
Communication Task Force	Staff time	Complete	Representative from each dept. to serve as communications liaison for the dept.
SB Direct Call Center	Staff time	February	Manager of Communications working with team to develop marketing strategy
Neighborhood Services Program	Staff time	Ongoing	Manager of Communications working with

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			Neighborhood Liaison to facilitate survey that gauges NCA needs and concerns
Town Hall Meetings	Minimal	May	Meetings to be formulated from city compiled accomplishments list
Website Redesign	Staff time	Jan 30	Initial Phase complete by Jan. Manager of Communications working with IT staff to determine next steps
SB Connect/E-Notify	Staff time	Complete	To be unveiled as part of the website redesign
Written Communication Development	Staff time	Ongoing	Manager of Communications continually developing new ways to communicate with staff, Council and public
IMEG Partnership Improvements	Staff time	Ongoing	Manager of Communications to develop new opportunities to work with IEMG.
City Manager Show	Staff time	June	Develop show concept for City Manager to speak with residents
Citizen Survey	Minimal	Dec.	Manager of Communications to complete Neighborhood survey and then expand to entire community
Awards	Staff time	Dec	Manager of Communications to work with Departments to apply for a minimum of 5 awards this year
Social Media Campaign	Staff time	Ongoing	Manager of Communications attending Social Media training in Jan
Branding Initiative	Bring back to Council		Working with EDA to ensure compliment to branding campaign already initiated
Marketing/PR Campaign	TBD	Dec	Manager of Communications to develop "Building a better campaign" Initial campaign designed by Jan. 30
Technology Upgrade Marketing	Combined with "Building a Better Campaign"	Dec	Initial concepts designed by Jan 30

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Increase Communications Staff	Replace with interns	TBD	On hold until budget increases
Media Outreach	Staff time	Ongoing	Metric to be created using Vocus reports
SBETA Marketing Guidelines	Staff time	Complete	Manager of Communications to continue working with SBETA of increased media/marketing coverage
Annual publications in professional magazines/trade publications	Staff time	Ongoing	Staff is currently looking for opportunities to publish work that the City of San Bernardino is involved in