

December 4, 2006

## **STATUS REPORT -- IMPLEMENTATION OF REDEVELOPMENT AGENCY COMMUNICATION AND PUBLIC OUTREACH PLAN**

### **SUMMARY OF PROJECT**

The Independent Study of the Redevelopment Agency, completed in June 2005 by the Clarion Group, included a series of recommendations designed to improve the effectiveness of the Redevelopment Agency, including an increased communications and public outreach effort.

In response to these findings and an overall commitment to comprehensive and effective communications with the public, Redevelopment Agency staff developed a Communications and Public Outreach Plan (Plan), which included a series of integrated communications tools and activities and an implementation plan for Year One.

### **PUBLIC INVOLVEMENT IN DEVELOPMENT OF PLAN**

In an effort to keep the public and city officials apprised of the progress of the Communications and Public Outreach Plan, the Plan was presented to the Redevelopment Agency Board on a regular basis for feedback and input and various components were also shared with City Council and the City Manager's office.

The Plan was also presented to the Project Area Committees on a number of occasions for comments, suggestions and changes throughout its development.

#### **Presentations to the Redevelopment Agency Board**

October 10, 2005 – Recommendation: Provide Direction to Redevelopment Agency Staff on Elements of the Public Outreach Program

November 14, 2005 – Recommendation: To receive and file Additional Elements of the Communications and Public Outreach Plan  
December 2, 2006 – Recommendation: To receive and file the Communications and Public Outreach Plan

May 8, 2006 – Recommendation: To approve the Redevelopment Agency Communications and Public Outreach Plan

Communication with City Council members and City Manager's Office

November 28, 2005 – Status Report on Redevelopment Agency's Communications and Public Outreach Plan

December 14, 2005 – Redevelopment Agency Communications and Public Outreach Plan for Review

Presentations to Project Area Committees

Twice to each Project Area Committee throughout 2005 and early 2006.

**IMPLEMENTATION OF COMMUNICATIONS AND PUBLIC OUTREACH PLAN**

The following Implementation Schedule is was developed as a one-year plan of discreet projects and the steps needed to develop and manage ongoing projects.

This schedule was intended to be flexible to allow the Redevelopment Agency to adapt to changing priorities, as well as respond to unforeseen events and needs.

The following is a chart showing components of the Implementation Schedule and its current status:

**IMPLEMENTATION SCHEDULE– Phase One (three months)  
October, November, December 2005**

<b>1. Complete Communications and Public Outreach Plan draft</b>	
Present Communications and Public Outreach Plan to Agency and Community Development staff	Completed
Present Communications and Public Outreach Plan to Project Area Committees	Completed
Present Communications and Public Outreach Plan at Redevelopment Board meeting	Completed
Present Communications and Public Outreach Plan to City Council	Status Report – 11/28/05
Revise Plan	Completed
Post final document on website for comment	Completed

<b>2. Newsletter Project – Monthly Online Newsletter for Redevelopment Agency</b>	
Create “Name the Newsletter Contest” for Redevelopment staff	Completed
Finalize design and select name of newsletter	Completed
Finalize publication schedule, funding and distribution mechanisms for newsletter	Completed
Write copy of first newsletter to be distributed in November 2005	Completed
Publicity campaign to notify readers of new online newsletter: <ul style="list-style-type: none"> <li>- Newsticker on City homepage</li> <li>- Council-ticker</li> <li>- November on-hold phone message</li> <li>- Notice on City website homepage</li> <li>- Press release</li> <li>- Public Announcement document</li> <li>- Notice in The Wave</li> <li>- Distribution through Neighborhood Services</li> </ul>	Completed
Additional publication – Revitalizing North Long Beach – year-long celebration of North Long Beach Project Area	Ongoing: Will be completed in January 2007

<b>3. Public Outreach Activities</b>	
Regular release of Agency press releases	Ongoing
Present idea of broadcasting Agency Board meetings on Channel 8	Presented to Board and rejected
Present idea of streaming video of Redevelopment Agency Board meetings	Presented to Board, approved and implemented
Present idea of Town Hall community meetings to Agency Board	Presented to Board, approved and implemented in June 2006
Present idea of alternating schedule of Agency Board meetings – one daytime, one night	Presented to Board, approved, tried and reversed by Board
Use of Community Announcements – one-page releases to community organizations that include a photo or diagram and are used to announce Redevelopment Agency activities	Completed; no longer using them
Utilize advertising as a way to disseminate key messages for the Agency	Ongoing; regularly advertise in Long Beach Business Journal
Utilize translators at all appropriate meetings	Yes; used at Town Hall meeting

<b><u>4. Interim Website Changes</u></b>	
Change website to create separate section for Redevelopment Agency/Community Development press releases	Completed
Add navigation links to Agency website for press releases and newsletter	Completed
Create place for newsletter to be posted	Completed
Add Agency section to E-Notify to allow people to specifically receive information on Agency events and activities and press releases and the newsletter	Completed
Expand website in Phase Two	Completed
<b><u>5. Project Signage Assessment and Development</u></b>	
Assess current state of Redevelopment Agency signage at project sites	Completed
Increase use of signage at project sites	Completed (project managed by Joanne Ruddell)
<b><u>6. Media Relations Plan</u></b>	
Revise press release program; create new template, place in separate location of website, increase use of press releases	Completed
Invite journalists to tour project areas as appropriate	Ongoing
Develop relationships with journalists and editors	Ongoing
Re-institute guest column program with Long Beach Business Journal	Ongoing column program with Long Beach Business Journal started in February 2006

**7. Develop Formalized Distribution Tool for Agency**

Create email and mailing lists to use to disseminate information on Agency activities and projects

Completed

Compile all staff and Board email lists and mailing lists, creating additional lists from activities and events where people have signed up for information, E-Notify lists, and Neighborhood Services lists

Completed

Create outreach email and mailing lists of faith-based organizations

Completed

NOTE: Neighborhood Services lists include:  
Community email list of 1400 names  
150 flyer boxes for community organizations (includes Council offices, community police officers, neighborhood associations, neighborhood leadership trainees and other community members)  
Mailing list of 2500 names from community organizations

**8. Internal Communications Items**

Monthly Public Outreach Report to Redevelopment Board and staff including all staff public outreach activities from the preceding month

Attempted; discontinued due to lack of staff input and replacement by Pat West publication, Redevelopment in Review

**IMPLEMENTATION SCHEDULE– Phase Two (three months)  
January, February, March 2006**

**1. Website Revision Project**

Rewrite/revise existing website sections	Completed
Work with Technical Services and Agency website to update site	Completed
Add PAC Agendas to Agency website each month	Not completed
Add Frequently Asked Questions section to website	Not completed; decided not to include in updated site

**2. Calendar Utilization**

Use Calendar on Agency site and overall City calendar on website to highlight Agency meetings, events and activities	<u>Ongoing</u>
Use Agency newsletter Calendar to highlight Agency meetings, events and activities	<u>Ongoing</u>
Post a monthly ad in area newspapers to notify readers of Agency meetings, events and activities	<u>Ongoing</u>
Send media meeting notifications	<u>Ongoing</u>
Add Agency meetings, events and activities to monthly master City Calendar page; include Redevelopment Agency Board meetings, PAC meetings and other meetings as applicable.	<u>Ongoing</u>

**3. Speaker's Bureau**

Increase Redevelopment Agency staff and Board member involvement in City's Speaker's Bureau	City program not currently active
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<b>4. Redevelopment Agency Materials</b>	
Review all Agency materials and determine needs	Ongoing; as needed
Create basic flyer (English and Spanish) for use at community meetings and events	Completed; used as needed
<b>5. Media Relations Plan – continued</b>	
Meet with reporters, editors, editorial boards to discuss Agency activities	Ongoing
Work with local media to increase coverage, input from Agency Board and staff through op-eds, regular columns, appearances on cable shows etc.	Ongoing
Pitch story ideas to media	Ongoing
<b>6. Town Hall Meetings with Redevelopment Agency Board</b>	
Announce series of Town Hall meetings between community members and Agency Board	First Annual Town Hall, June 19, 2006
Plan and develop speakers, venues, hosts for Town Hall meetings	Completed
<b>7. Training and Education Opportunities</b>	
Continue to offer training and education opportunities – such as California Redevelopment Association courses – to staff, PAC members and Agency Board members	Ongoing
Provide comprehensive media training to Agency staff, PAC members, Board members and others on the most effective way to work with the media, what the Agency protocol is for working with the media and ways to structure projects and activities to be media-accessible	Not done to date

**8. Continuation of All Phase One Activities**

**C. IMPLEMENTATION SCHEDULE– Phase Three  
April, May, June 2006**

1. Continuation of all Phase One and Two Activities	Ongoing
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**D. IMPLEMENTATION SCHEDULE– Phase Four  
July, August, September 2006**

1. Evaluation of Plan	In progress
Online survey setup and promotion on effectiveness of Communications and Public Outreach Plan	Pending if deemed appropriate
Direct mail survey to select groups on effectiveness of Plan	Pending if deemed appropriate
2. Continuation of all Phase One, Two and Three Activities	Ongoing

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