

**Status Report on
Communication and
Public Outreach Program**

Background of Program
**Public Involvement in Development
of Communications Plan**
**Presentations to Redevelopment
Agency Board**

Implementation Schedule

Oct - Dec 2005 – Phase One
Jan – Mar 2006 – Phase Two
Apr – June 2006 – Phase Three
July – Sept 2006 – Phase Four

Implementation Schedule- Phase 1

Complete Communications Plan
Publications – newsletter/RevNLB
Public Outreach Activities
Interim Website Changes
Project Signage Assessment/Development
Media Relations plan
Develop outreach tools for Agency
Internal Communications Items

Implementation Schedule- Phase 2

Website Revision Project
Calendar Utilization
Speaker's Bureau
Redevelopment Agency Materials
Town Hall Meeting
Training and Education Opportunities

Implementation Schedule- Phase 3

Continuation of Activities

Implementation Schedule- Phase 4

Evaluation of Plan
Online Survey - Publicize
**Survey - Distribution to PAC meetings, Council
Offices, E-Notify, Town Hall list, city email
system, additional outreach**

Communication and Public Outreach Program
City of Long Beach Redevelopment Agency

Next Steps - 2007

Complete Evaluation of Plan
Integrate Results of Survey
February Town Hall Meeting
Newsletter - Hard Copy Distribution
Redesign of Website
Advertising and Marketing Strategy
Branding
CRA Convention/ Tours