

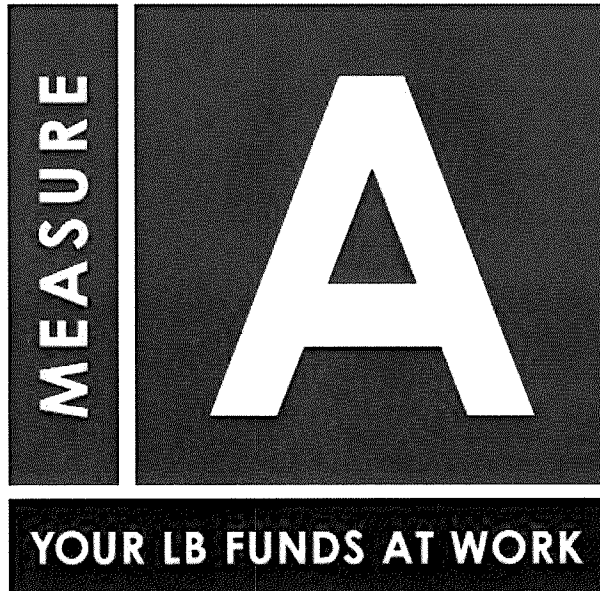
Communications Plan

CITY OF
LONG BEACH

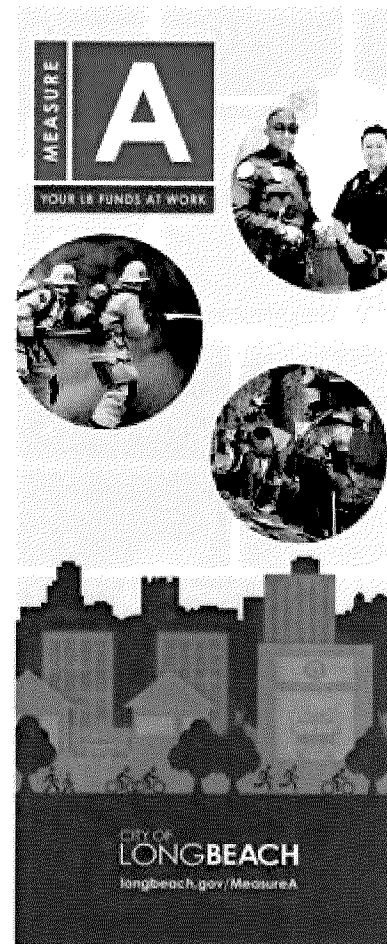
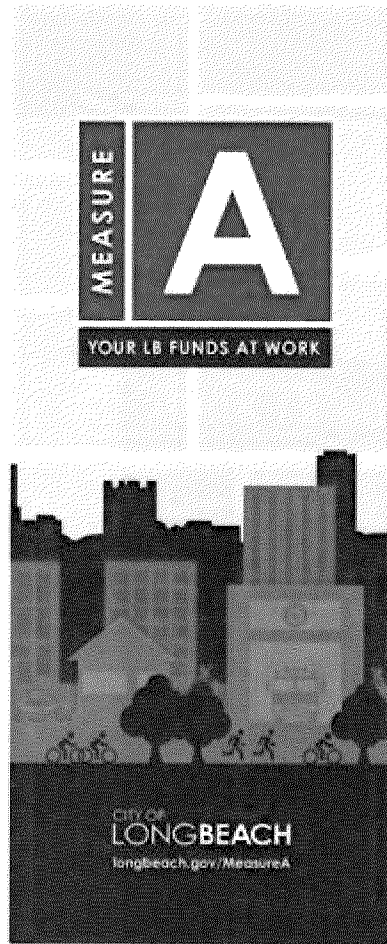
GOALS

By the time Measure A sunsets, **stakeholders should know...**

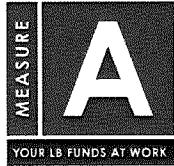
- that Measure A was a historic and worthwhile investment citywide in public safety & infrastructure
- that the City took its fiduciary responsibility seriously and operated with integrity;
- and feel positive about the increased quality of life made possible in Long Beach



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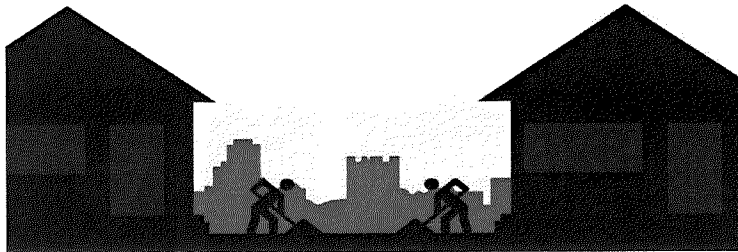
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FRAMING

Measure A communication efforts will expand upon the human connection by developing content and activities that use the following framing to contextualize information:

- Thank residents for supporting Measure A and investing in the City of Long Beach
- Tell the untold stories about City work, employees, and residents as realized by Measure A
- Create experiences and opportunities for residents that foster a sense of personal connection and investment in the success of Measure A efforts



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HUMANIZING THE STORY



- Measure A improves the quality of life of residents by investing in the public spaces most needed and utilized by residents...
- Measure A maintains and restores public safety personnel that are committed to keeping residents safe...
- Measure A creates jobs in Long Beach...

SOCIAL & EXPERIENTIAL

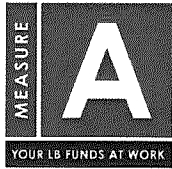


SAMPLE EFFORTS INCLUDE:

- "Day in the Life of Engine 8" produced video & livestream
- South Division soundtrack
- Rancho Los Cerritos Snapcode adventure



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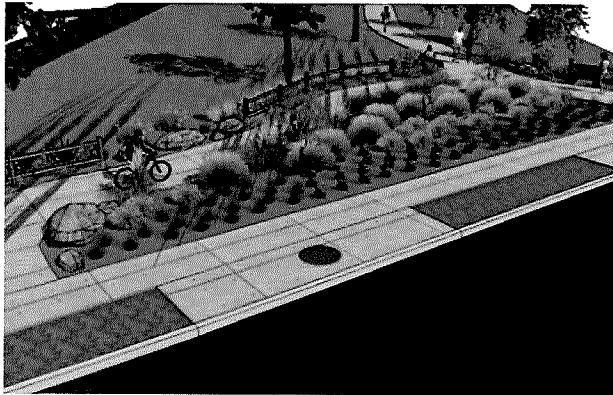


DIGITAL



Long Beach is one step closer to developing new park space. Council has confirmed the contractor for the Pacific Electric Right of Way project, turning 3.66 acres of former railway property to greenway with walking and bicycle trails. #YourLBFundsAtWork #MeasureAMonday

Thursday's 3rd District community meeting will have a presentation on the project - 6 pm at Alamitos Bay Yacht Club.



5,716 people reached

Boost Post

92 Reactions 13 Comments 1 Share

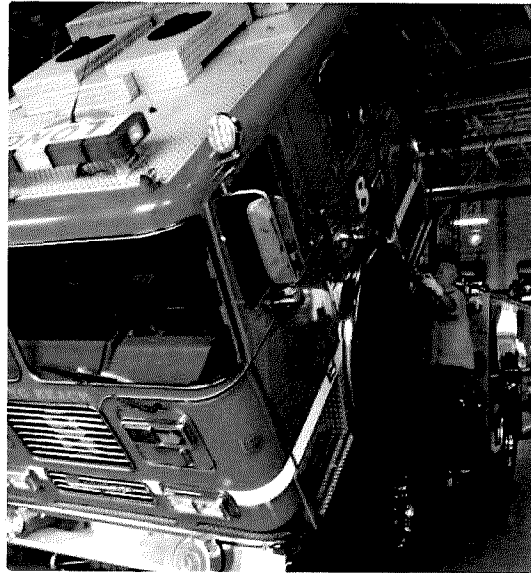
Like Comment Share

Lourdes T. Monzon, Robert Long and 90 others

Chronological



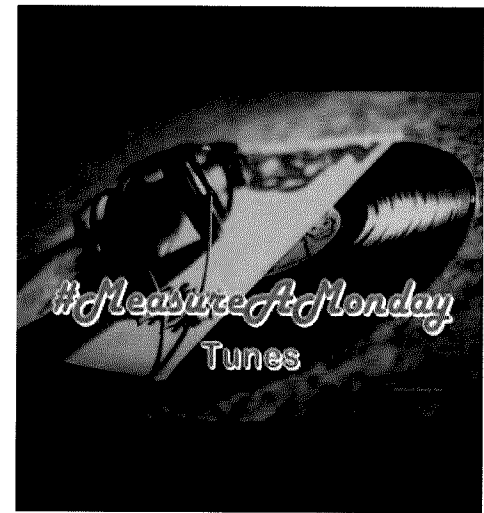
City of Long Beach @LongBeachCity · May 29
Transformer or Engine 8? Fun fact. @lbfd Station 8 re-opened last fall thanks to Measure A. #MeasureAMonday #YourLBFundsAtWork



12 22



City of Long Beach @LongBeachCity · Jun 5
One year ago, LB voted for Measure A. Today we celebrate #MeasureAMonday with some construction themed tunes. bit.ly/MeasureAMonday...



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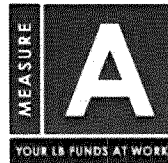


DIGITAL

Website Additions LongBeach.gov/MeasureA

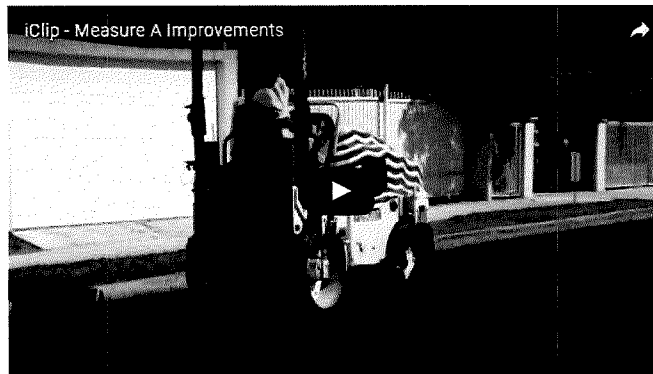
- New Logo
- Prominent Video Placement
- Project Progression Chart
- Prominence of DataLB

[Home](#) » [City Manager](#) » [Measure A](#)



A HISTORIC INVESTMENT IN PUBLIC SAFETY & INFRASTRUCTURE

Measure A (2016) is a Long Beach ballot initiative approved by voters as a 10 year sales tax to fund public infrastructure and public safety services. [View our FAQ page to learn more.](#)



Video: Measure A Kick-Off, Thursday, March 2, 2017 at the intersection of Walnut Avenue and East Jackson Street, Long Beach, 90805

INFRASTRUCTURE	FISCAL YEAR	PLANNING	DESIGN	BID/AWARD	CONSTRUCTION	COMPLETE
MOBILITY						
Alley Management Plan	2017					
Arterial Street - Broadway	2017					
City Place Parking Garage	2017					
Street Signage	2017					
Naples Bridge	2017					
Residential Street Repair	2017					
PUBLIC FACILITIES						
Animal Care Facility	2017					
Brewitt Branch Library	2017					
Burnett Branch Library	2017					
Dana Branch Library	2017					
Expo Building	2017					
Fire Station 10	2017					
Fire Station 10	2017					
Home Branch Library	2017					
Los Altos Branch Library	2017					
Public Safety Building, Sidewalks	2017					
Public Safety Building, Sprinkler Heads	2017					

MEASURE A MENU

[MEASURE A FAQ](#)

[PUBLIC SAFETY](#)

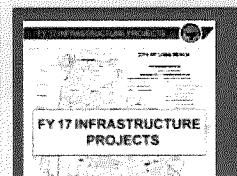
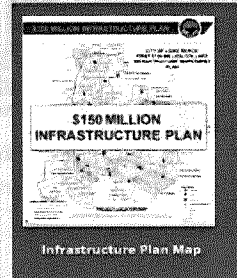
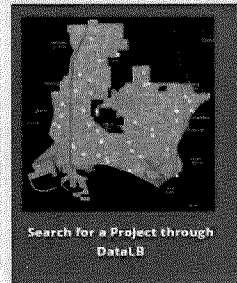
[INFRASTRUCTURE](#)

[CITIZENS' ADVISORY COMMITTEE](#)

[REPORTS & PRESENTATIONS](#)

[PROJECT UPDATES](#)

[PRESS RELEASE](#)



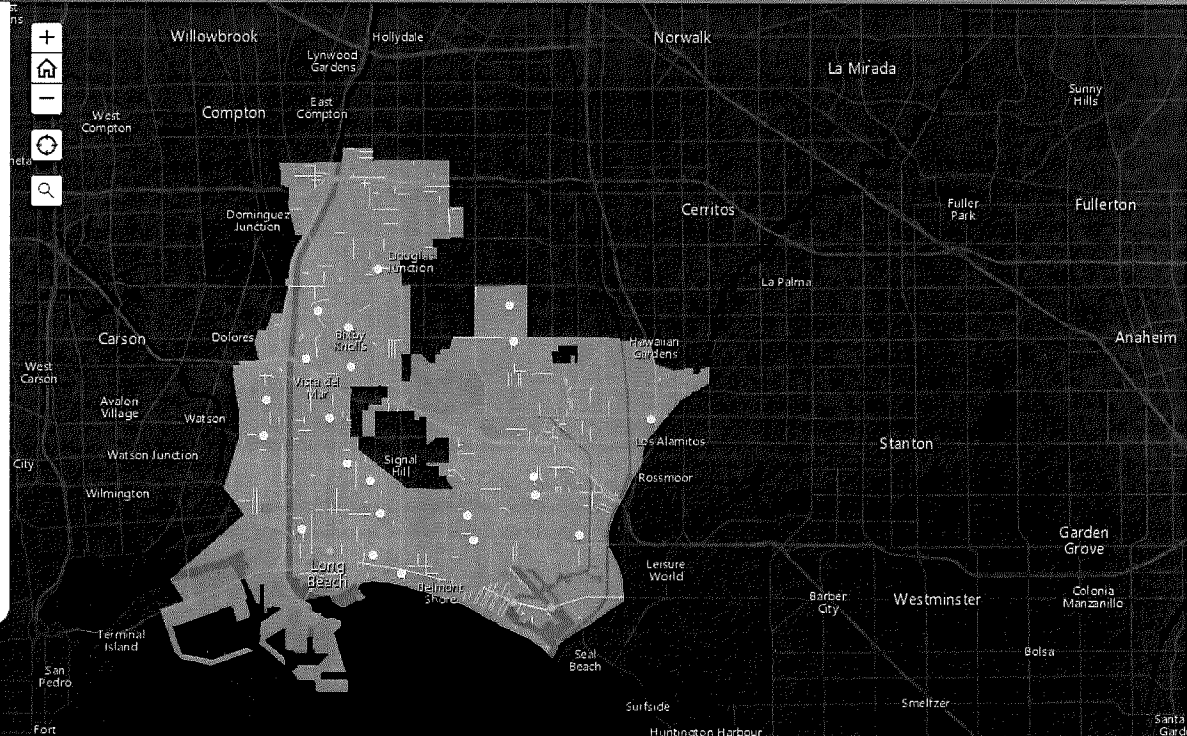
DIGITAL

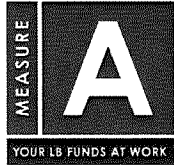
Measure A Capital Improvement Projects in Fiscal Year 2017



Overview Streets Community Public Safety To Learn More...

The life blood of any city is its infrastructure: streets and sidewalks, parks and community centers, and libraries and public safety facilities. Great cities have great infrastructure that they invest in through maintenance and upkeep. Conversely, deferring investment can quickly add up and make repairs that much more expensive. For example a roof that isn't fixed can quickly result in the failure of an entire building. With the passage of measure A, the city is committed to implementing its 'S150 Million Plan' over a period of roughly three years. Click through the tabs to learn more about the street, community, and public safety projects kicking off the first year of this plan in the City of Long Beach.



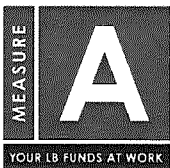


MONITORING SUCCESS

- Social media growth and engagement
- Press coverage
- Regularly produced video/digital media content
- Community attended activation events
- Local organizations are willing and interested in partnering
- Collateral outreach/educational/engagement materials are produced as needed

Desiree Gutierrez
Communications Officer

Department of Financial Management
Office: 562-570-5686
Desiree.Gutierrez@LongBeach.gov



Questions

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