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Long Beach Water Department Communications Plan

September 30, 2021 at 9 a.m.

JPWCOMMUNICATIONS

The process

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Overview of communications plan

- Plan purpose
- Situation analysis/executive summary
- Guiding principles
- Audiences
- Master narrative and key messages
- Goals
- Strategies
- Tactical recommendations
- Timeline/implementation plan
- Measuring success
- Conclusion

Guiding principles

- Be transparent.
- Be proactive.
- Be on message.
- Be engaging.
- Be responsive.
- Be data-driven.



Plan recommendations

- Become a Known Commodity
- Focus on the Why
- Tie into Community Values
- Tone and Plain Language
- Stronger Collaboration with the City
- Partnerships with Major Employers/ Largest Water Users
- Engaging the Harder to Reach Audiences
- Education Around Water Rates
- Build Back Trust



Plan priorities

- Engage through Education
- Proactively Pursue Partnerships
- Invest in Community and Cultural Connections



Key MESSAGES

Key message themes

- Service to all
- Reliably safe
- Justified trust
- Community and partnership
- Inclusive excellence

Plan GOALS



Communication plan goals

- Generate ongoing trust and goodwill with customers.
- Deliver proactive, approachable and transparent communications.
- Establish the department as the most credible source of information on all things related to water and wastewater in Long Beach.
- Facilitate engaging, two-way communications and partnerships between the department and the Long Beach community.
- Improve communication with harder to reach customers.





Tactical recommendations

- **Connecting with harder to reach audiences**
- **Community engagement mapping**
- **Post-launch customer survey**



Tactical recommendations

- **Collateral development**

- Develop white papers
- Leverage email updates into articles for the website
- Build an HTML template using brand guidelines
- Create videos featuring employees in the field

- **External collaboration**

- Foster long-term relationships with Long Beach's industry, institutions and organizations – big and small.
- Establish a local water coalition, consisting of leaders in the public and private sectors who are engaged on the issue of water.



Measuring our success

Output examples:

- # of website views, open click rates, time spent on page
- # of social media followers & engagement (likes, comments, shares) and sentiment
- Pre- and post-plan implementation survey data
- Community mapping data



Measuring our success

Outcome examples:

- Conversions
- Passed investment measures
- Reduced complaints to customer service
- Changed behavior
- Attendance at Water Commission meetings, town halls
- Survey results support key initiatives
- Consistent employee messaging
- Improved understanding of LBWD value of water & services



Next Steps



Communications plan implementation timeline

Upcoming

FALL 2021 | Internal launch of communications plan

FALL 2021 | Department team meetings

FALL 2021 | Community engagement mapping

WINTER 2022 | Collateral development

SPRING 2022 | Post Launch Survey

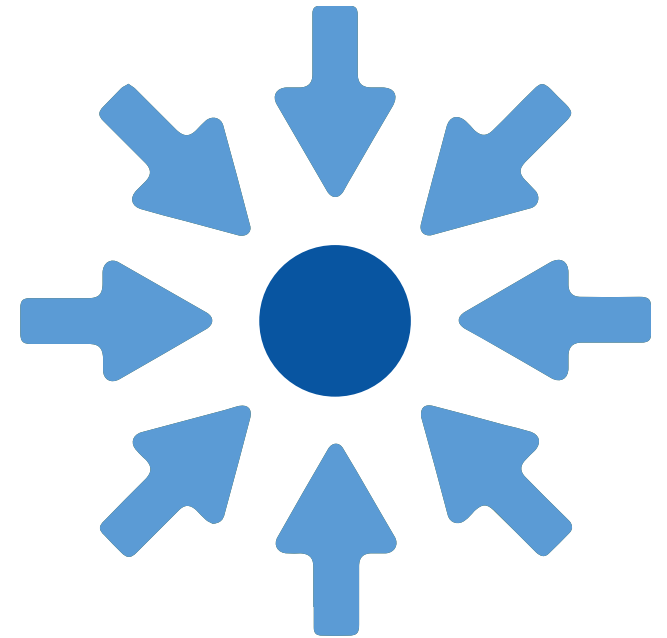
SUMMER 2022 | Update to Commission



Internal launch | September – October 2021

How do we share the plan with department staff?

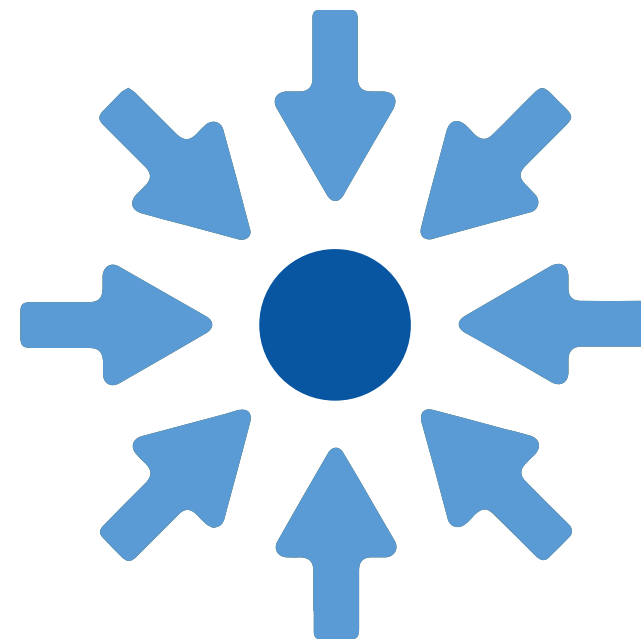
- Introduce managers to the plan
- Solicit input on white papers
- Bring current communications in line
- Staff briefings
- Desk copy of key messages and master narrative
- Onboarding materials
- Frequently Asked Questions (FAQ)



Internal launch | October – December 2021

How do we create capacity for long-term coordination with staff?

- Establish staff as brand ambassadors
- Foster two-way communication channels to support authentic and effective community engagement
- Coordinate with other city departments





Long Beach Water

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