



Citywide Events Calendar

City Council Meeting – June 15, 2021

Background

- Five-Year Strategic Communications Plan
 - Strategic Focus Area: Local Public Engagement
 - Goal 1: Make a more well-informed community
 - Objective 1A: Increase awareness of City priorities, projects, programs, initiatives, services, events and meetings
 - Tactic: Develop a more comprehensive public-facing City events calendar to provide the public with a one-stop shop for City-sponsored events and meetings, enhancing engagement and transparency



Current Calendar

- Legacy-based calendar migrated into the CMS in 2017
- Limitations:
 - Lacks advanced functionality
 - Limited filtering options
 - Not dynamic
 - Not interactive
 - Not shareable
 - Not able to receive notifications

EVENTS

HOME » EVENTS

Select Department Calendars ▾

Week Day

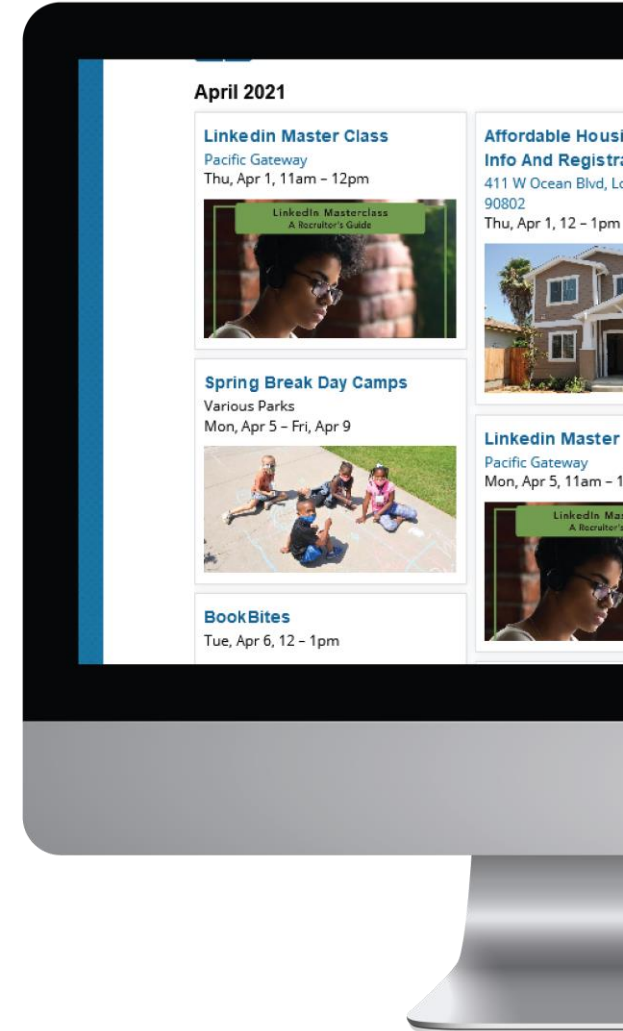
June 2021

today < >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1 12p BookBites	2 6p Council District 1	3 5p Planning Commission	4	5 8a Midtown Neighborhood 10a LB Reads' Article Club 3p Club de Noticias de LB
6	7	8	9 9a Long Beach Emergency	10 9a Long Beach Emergency	11 9a Long Beach Emergency	12 8-30a Craftsman Village Historic 10a Introducción a Reciclaje
13	14	15	16 6p Do It Yourself (DIY) Green and	17 4p Crafting Your Pride: Teen 5p Planning Commission 6p Compostaje Casero Taller	18	19 11a Summer Reading Kick Off 12p Down Words 2-30p Book Club @ The Miller 3p Aprende Palabras
20	21	22 10a BabyTime! 4p Paint-Your-Own Piggy Bank	23 4p An Afternoon with Mark Oshiro 4p DIY Potpourri for Adults 6p Council District 2	24 10a PreschoolTime! 2p Make.Create.Desi	25	26 8a WESCA-Zaferia Neighborhood 9a Gardenia Neighborhood 3p Literamérica: Las cosas que 3p Local History Lecture Series @
27	28	29 10a BabyTime!	30 4p Magazine Wall Art for Teens	1 2p Make.Create.Desi	2 10a ToddlerTime!	3 10a LB Reads' Article Club

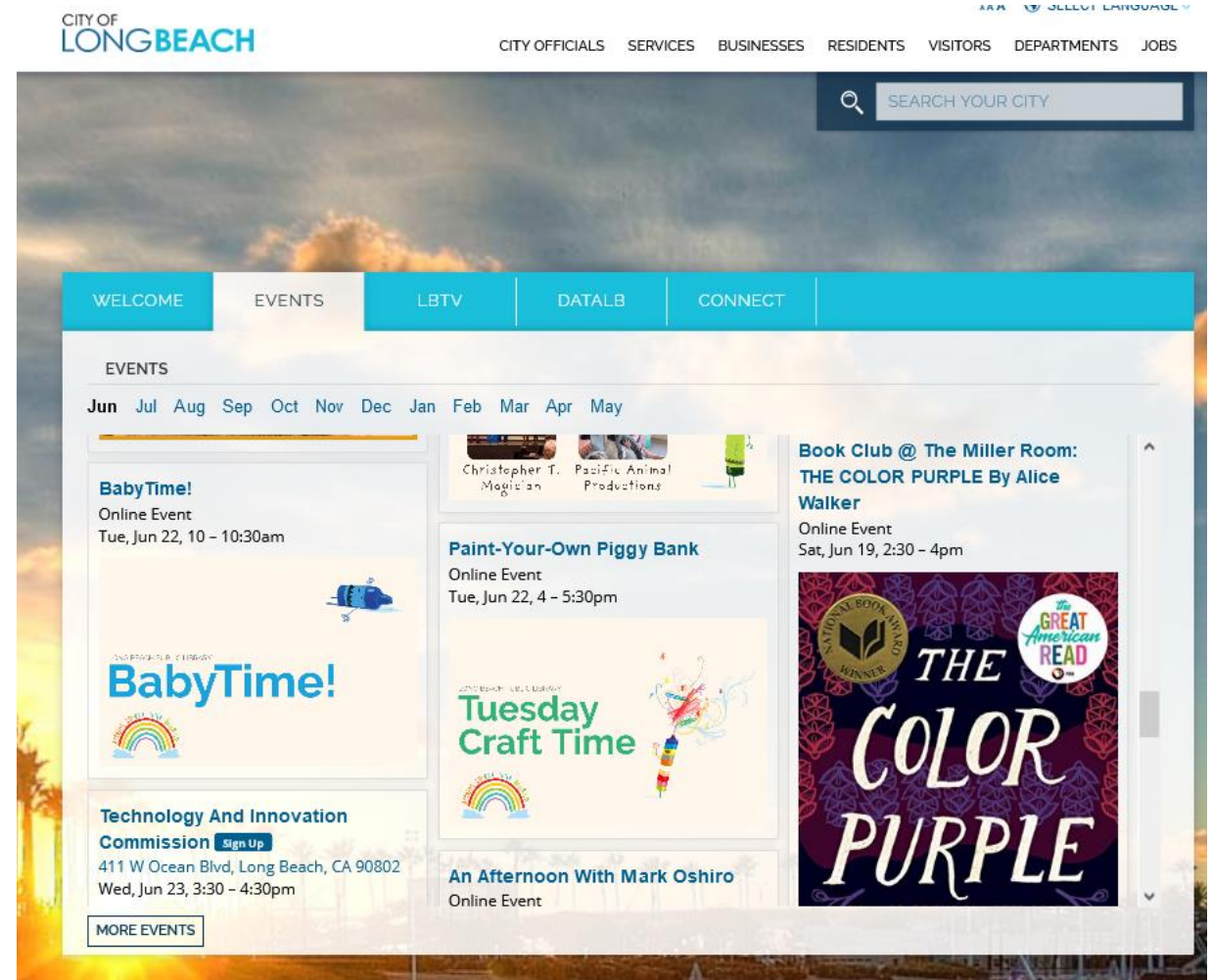
New Event Calendar - Benefits

- Public:
 - Simplified homepage access
 - New options and features
 - User friendly, intuitive
 - Dynamic
 - Refined navigation
 - Integrated notification options
 - Advanced filtering options
 - Language Access
- Staff:
 - Customized to meet City needs
 - Easier for staff to maintain



New Event Calendar – Simplified Homepage Access

- Homepage view replaces the “Special Events” and “Meetings and Notices” calendar
- Basic structured event details are provided up front
- Department calendars are automatically integrated into master calendar
- Navigate the calendar from the homepage or access the full calendar



New Event Calendar – Expanded Viewing Options

- Eye-catching tile view is the default for desktop
 - Three additional views available: Month, List and Map
- Tiles include basic event information and link to dedicated event pages with more details
- List view is default for mobile to ensure an optimized experience

EVENTS

HOME » EVENTS TEST TRUMBA - ACCORDION FILTER

+ View Filters

Main Calendar + View Chooser

Month List **Tile** Map

Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May

<< >>

Subscribe

July 2021

Makin' Games -- Crash Course

Online Event
Thu, Jul 1, 4 - 6pm



ToddlerTime!

Online Event
Fri, Jul 2, 10 - 10:30am



LB Reads' Article Club

Sat, Jul 3, 10 - 11am



BabyTime!

Online Event
Tue, Jul 6, 10 - 10:30am



Paper Mosaics

Online Event
Tue, Jul 6, 4 - 5:30pm



BookBites

Tue, Jul 6, 12 - 1pm



New Event Calendar – Advanced Filtering

- Several ways to search for events and meetings:
 - Calendar Name
 - Event Type
 - Keyword Search
 - Proximity

EVENTS

HOME » EVENTS TEST TRUMBA - ACCORDION FILTER

+ View Filters

Department

- City Manager
 - Community Events
 - Development Services
 - Economic Development
 - Financial Management
 - Fire Department
 - Long Beach Public Library
 - Long Beach Sustainability
 - Office of the City Clerk
 - Parks
 - Public Works
 - Special Events and Film
 - Technology & Innovation
- Select: All, None

Event Type

Choose Type

Keyword Search

Search for City of Long Beach Events

within miles of

Main Calendar + View Chooser



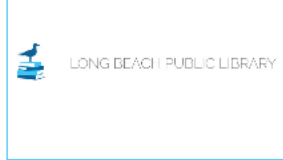
Month List **Tile** Map

Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May

<< >>

 [Subscribe](#)

July 2021

<p>Makin' Games -- Crash Course Online Event Thu, Jul 1, 4 – 6pm</p> 	<p>ToddlerTime! Online Event Fri, Jul 2, 10 – 10:30am</p> 	<p>LB Reads' Article Club Sat, Jul 3, 10 – 11am</p> 
---	--	--

New Event Calendar – Feature-rich Event Pages

- Each instance produces a page with full event details including:
 - Event description
 - Contact information
 - Social media sharing options
 - Personal calendar input
 - Shareable QR code
 - RSVP option
 - Sign up to speak option

HOME » EVENTS TEST TRUMBA - ACCORDION FILTER

+ View Filters

Main Calendar + View Chooser

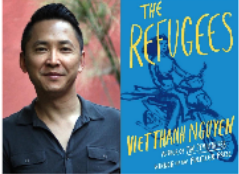
Month List **Title** Map

Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar

[← Back to Previous View](#)

Book Club @ The Miller Room: THE REFUGEES by Viet Thanh Nguyen SATURDAY, MAY 15, 2021, 2:30 – 4PM

Please join us for the Miller Room's monthly book club for adults! We are reading a rotating selection of fiction and non-fiction books and short stories relating to various topics on the arts/performing arts, Asian heritage and culture, libraries and special collections, and our local Long Beach/Southern California area history. In honor of Asian American & Pacific Islander Heritage Month, we'll be discussing *The Refugees*, a collection of short stories published in 2017 by Viet Thanh Nguyen (winner of the Pulitzer Prize for Fiction in 2016), exploring poignant stories of immigration, family, love, and identity in the experiences of Vietnamese refugees to America.



This book club is currently meeting online via Zoom and registration is required to attend. For more information and to register, please visit <https://www.eventbrite.com/e/book-club-the-miller-room-the-refugees-by-viet-thanh-nguyen-tickets-149580482249>.

(Can't make the event? Please still sign up if you'd like to be added to the book club's email list for advance notice of future meetings & readings.)

Location Online Event
Library Location Online Event
Event Type Books, Authors, and Writing
Audience Adults, Adults (55+ years)
Contact Name Miller Room Staff
Contact Email angela.scott@lbpl.org
Contact Phone (562) 570-6729
Department Long Beach Public Library

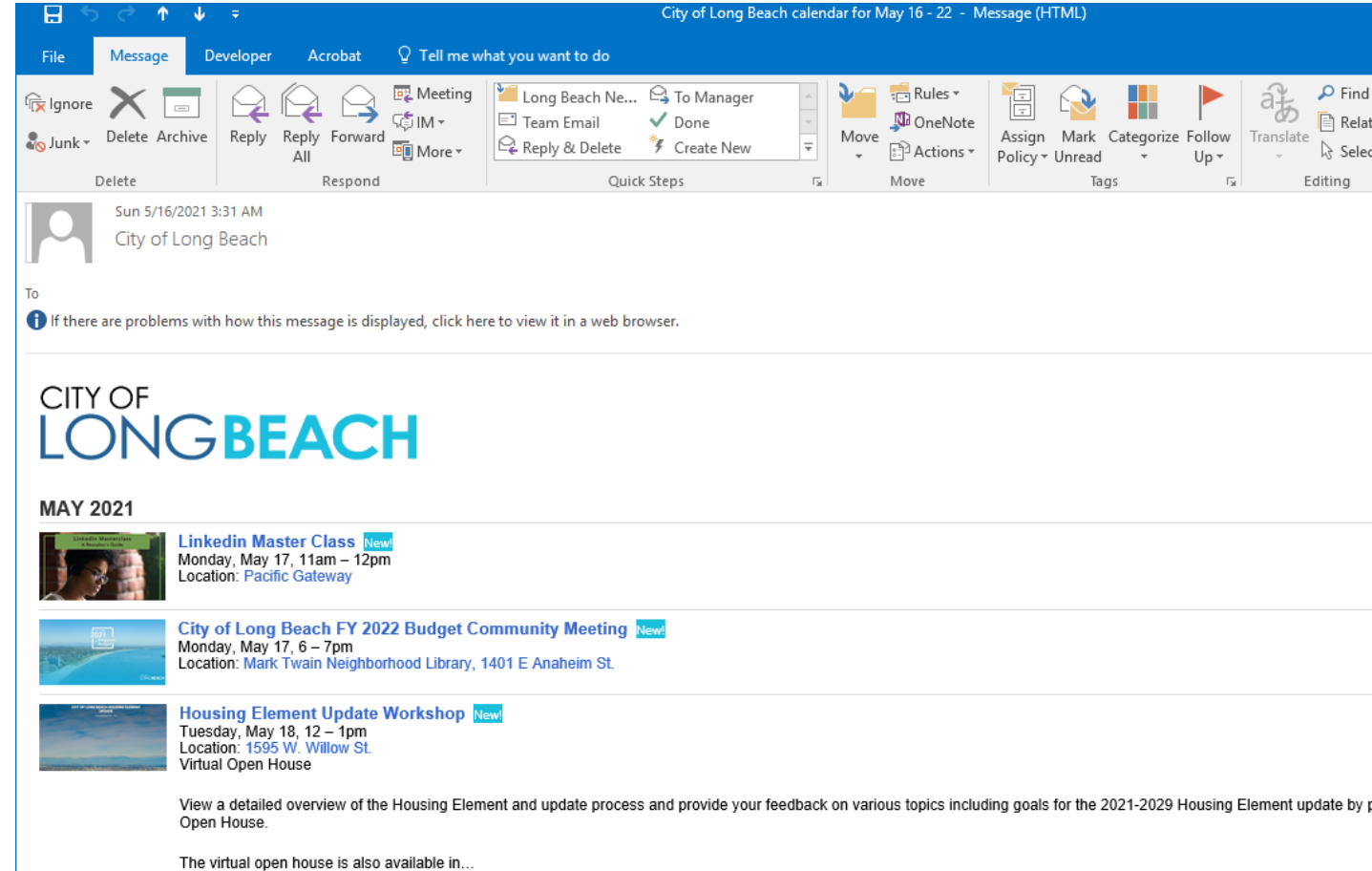
[f](#) [t](#) [Add to My Calendar](#) [Forward To Friends](#) [More Event Actions](#) ▼

[← Back to Previous View](#) [Print](#) [Permalink](#)

Events calendar powered by Trumba

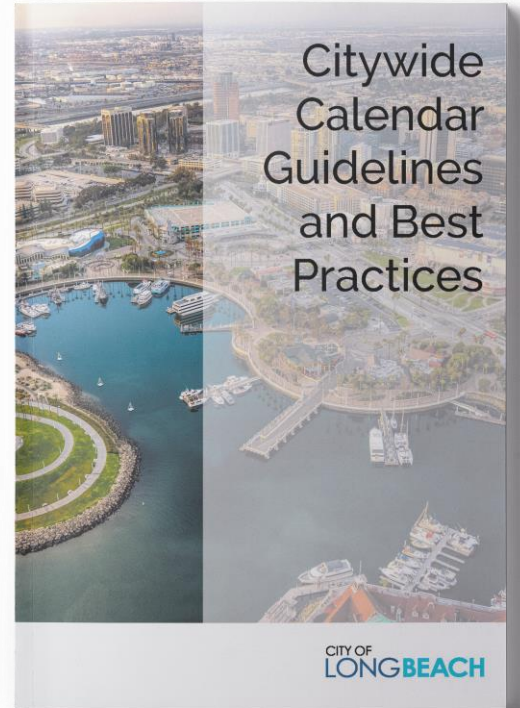
New Event Calendar - Notification

- Calendar/Event subscriptions
- Receive calendar/event notifications through text or email
 - Updates on existing events and new events
- City Council can receive notifications when an event is added in their District



Administration

- Oversight
 - Office of Public Affairs and Communications
 - Technology and Innovation Department
- Trained content authors in departments and legislative offices
- Content is expected to be provided in full and follow the City Calendar Guidelines



Launch – Week of June 28, 2021

- Press release
- Social media (across departments)
- Go Long Beach Newsletter
- City on-hold message
- City website homepage carousel
- How-to video



Thank you

Kevin Lee
Chief Public Affairs Officer
kevin.lee@longbeach.gov

