Citywide Events Calendar

City Council Meeting – June 15, 2021

CITY OF LONG BEACH

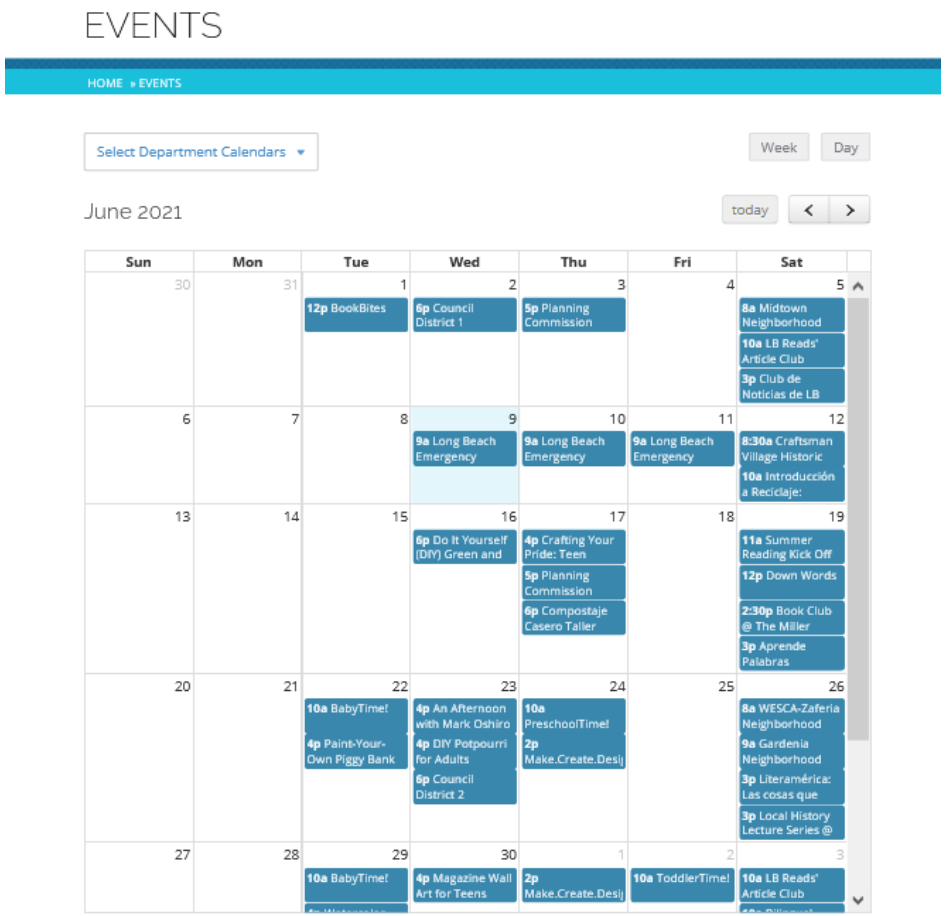
Background

- 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



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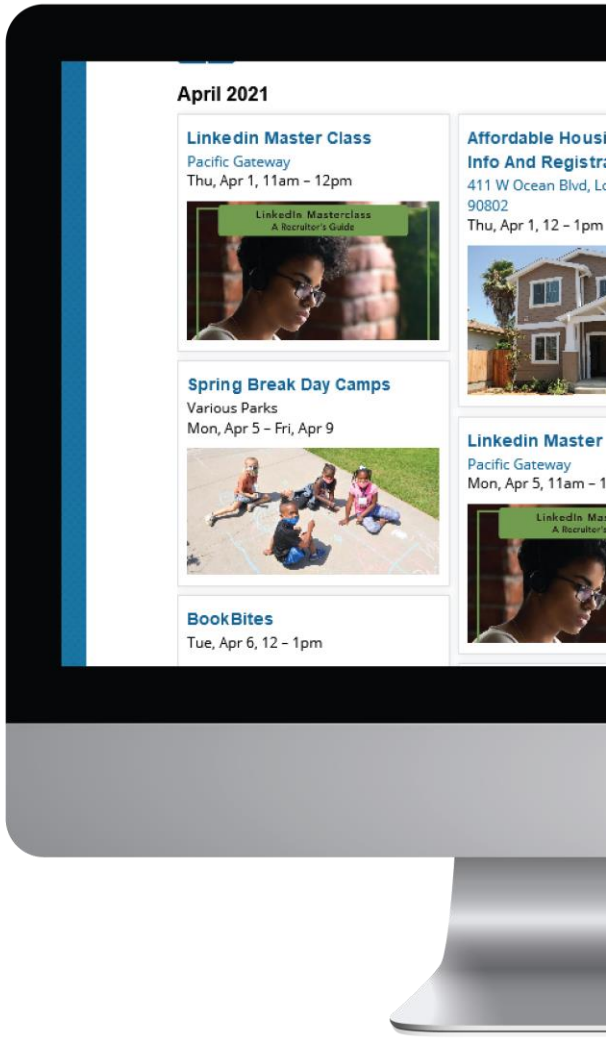
New Event Calendar - Benefits

- 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



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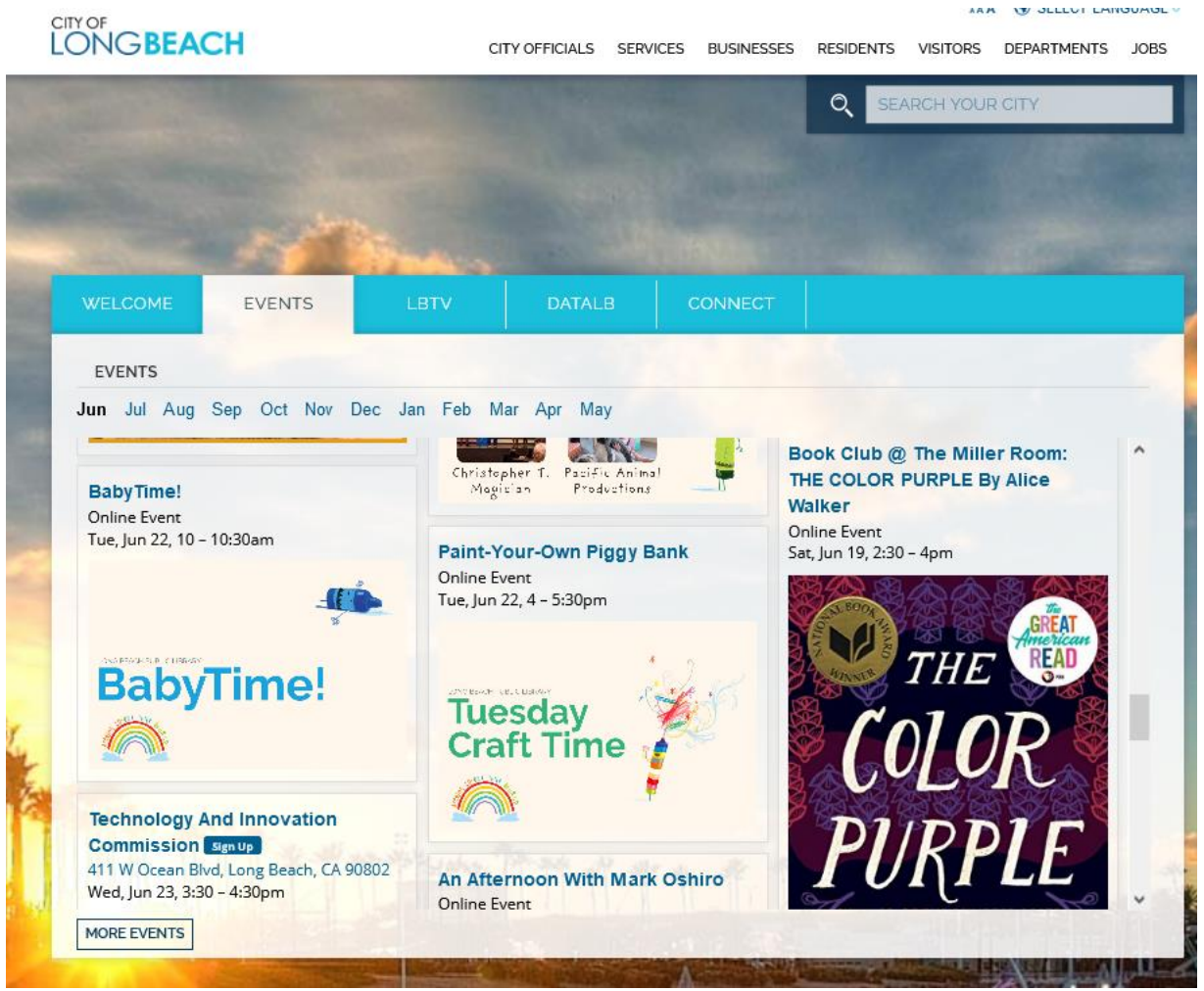
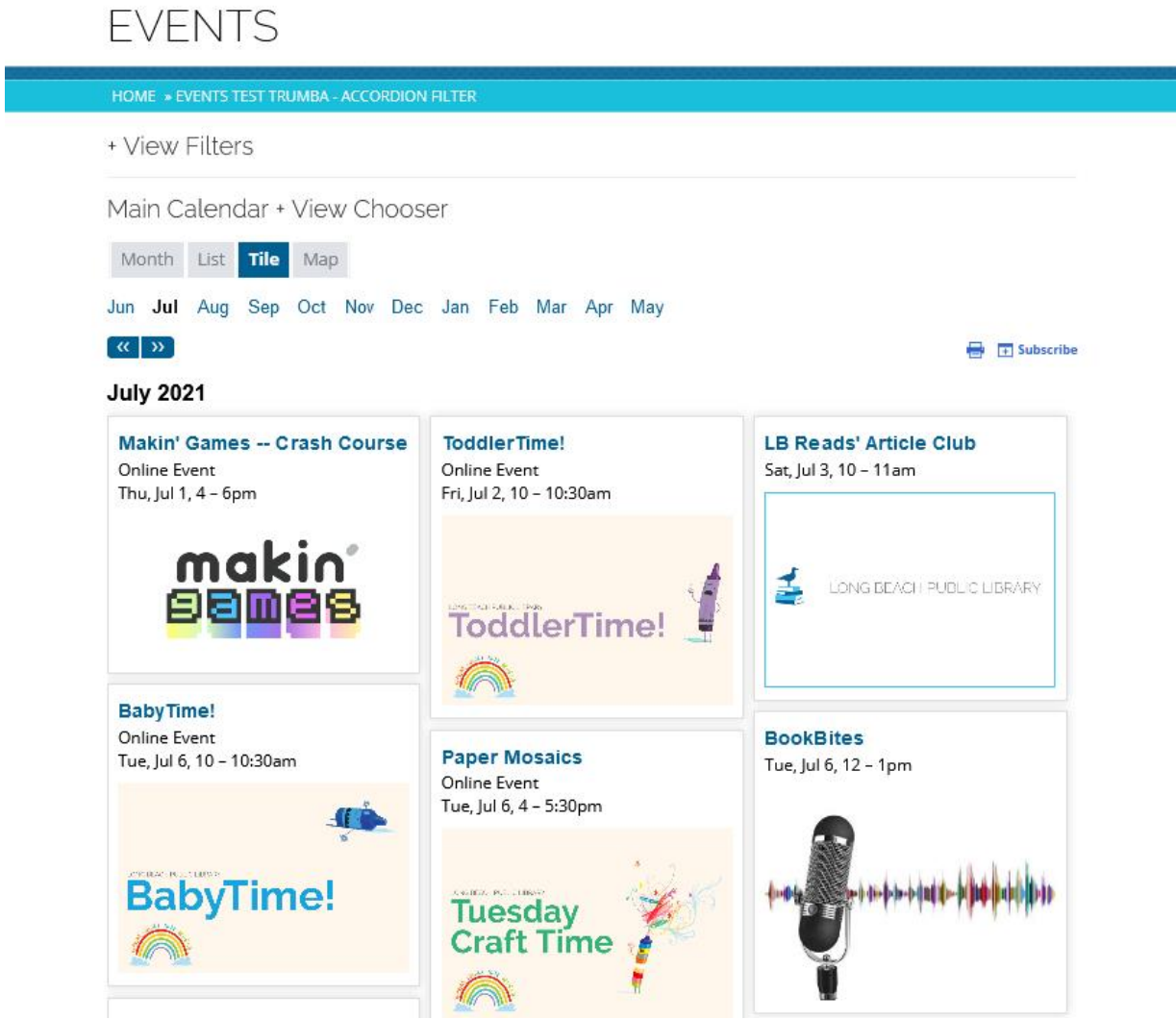
New Event Calendar – Simplified Homepage Access

- 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



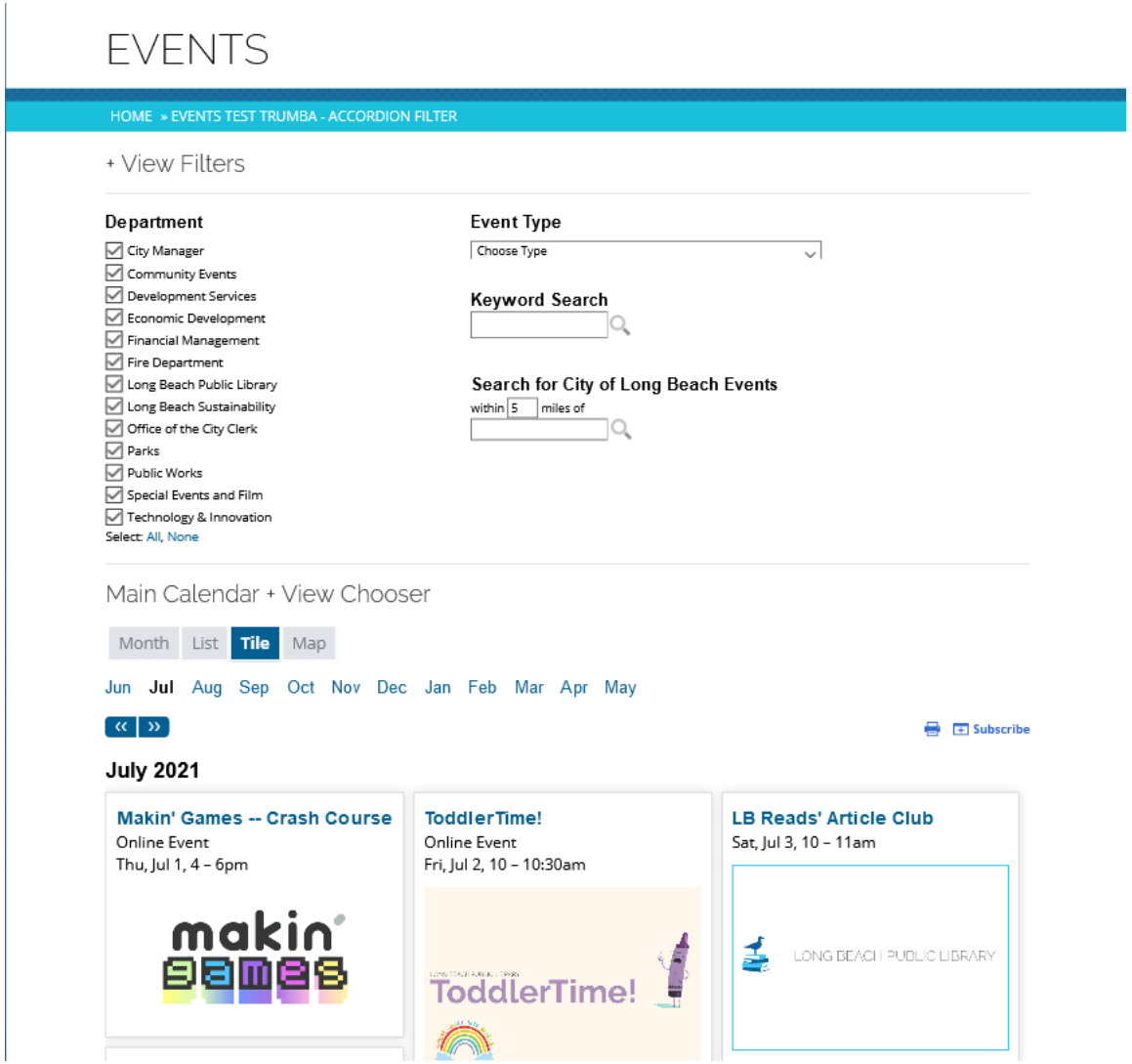
New Event Calendar – Expanded Viewing Options

- 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



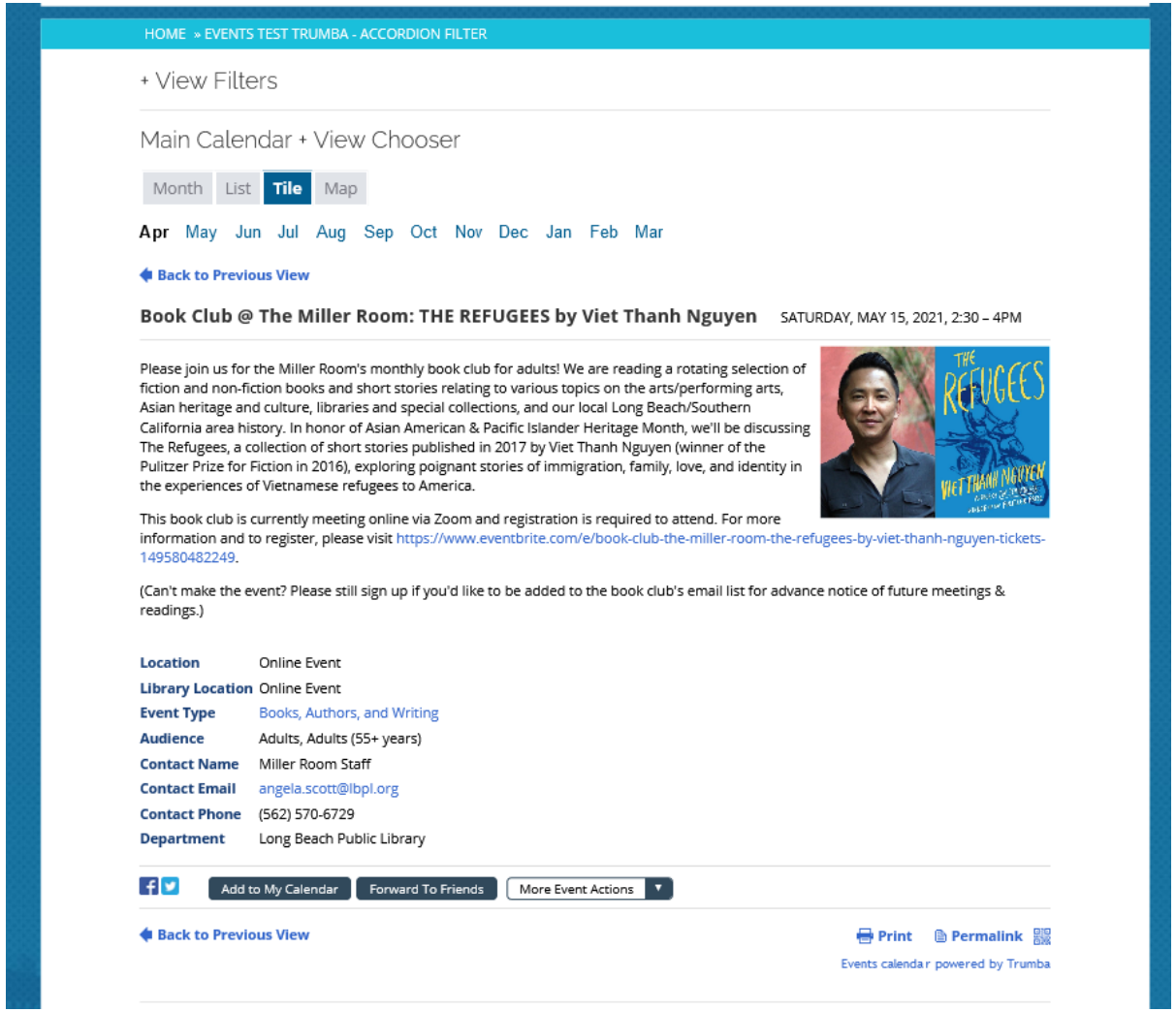
New Event Calendar – Advanced Filtering

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



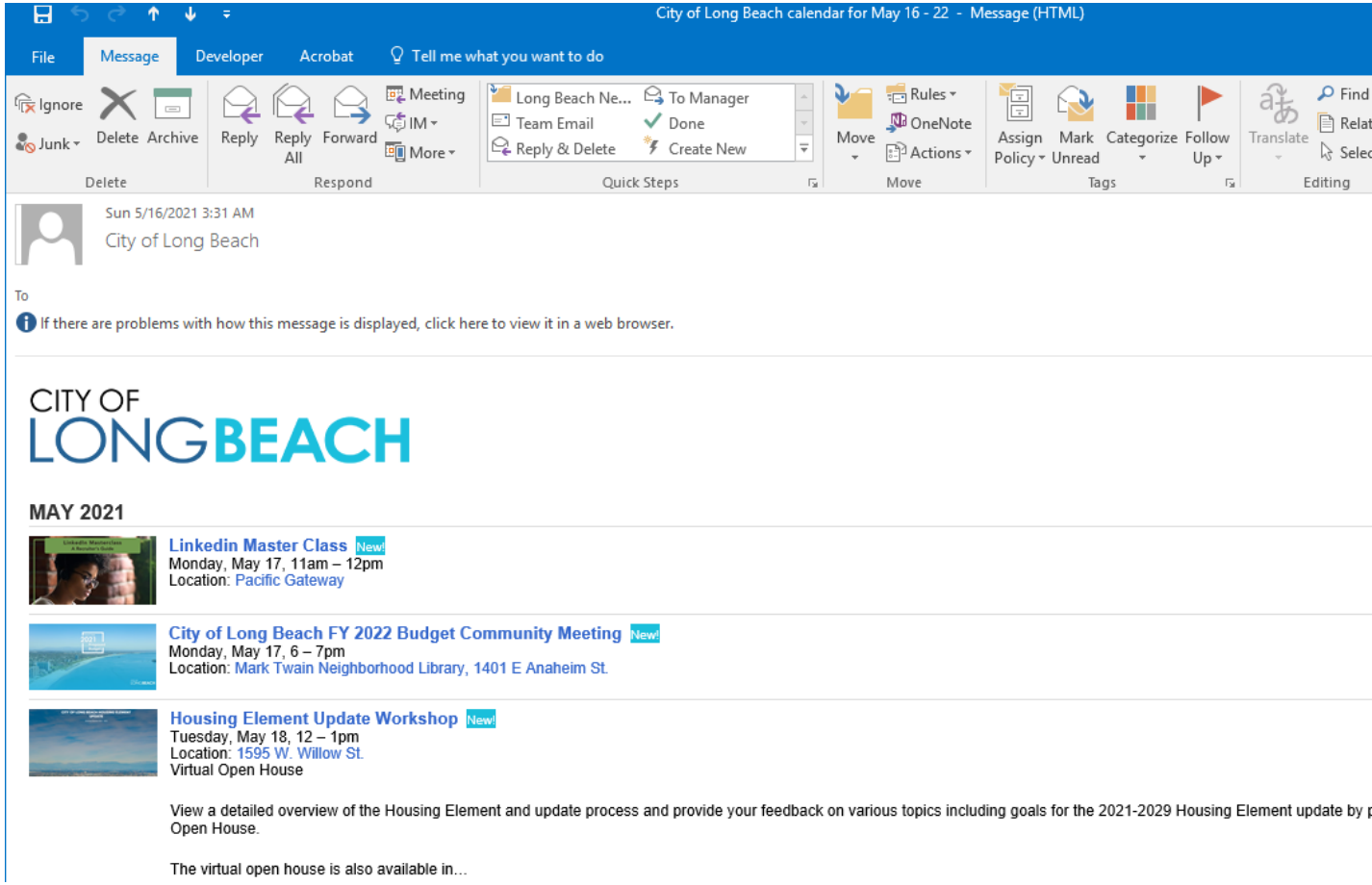
New Event Calendar – Feature-rich Event Pages

- 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



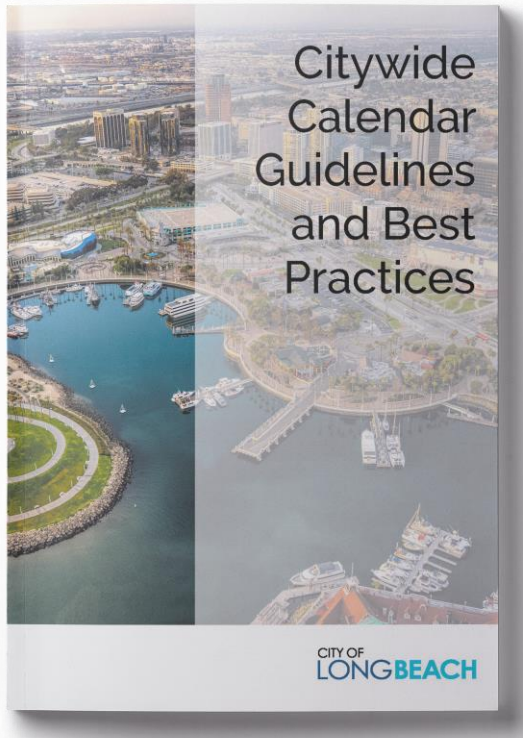
New Event Calendar - Notification

- 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



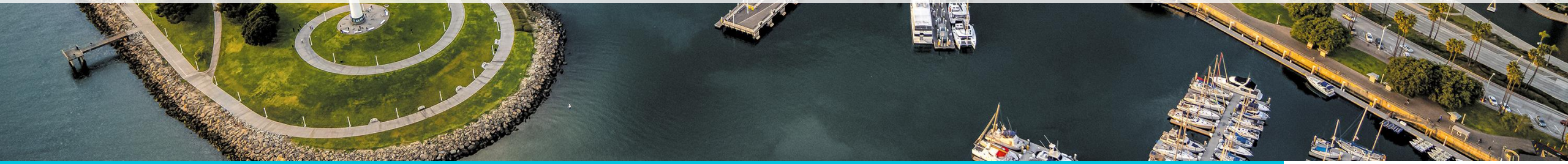
What's Next

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

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