

# Marketing & Communications Update

July 8, 2014

# Communications Mission

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Provide proactive marketing and communications activities that promote the City's services, programs, attractions and innovations, while collaboratively engaging the public and stakeholder groups.

# Year in Review

# Headline News

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**Chula Vista: Give our regards to Broadway**

**SANDAG Oks Transit Plan**

**Chula Vista Makes Plans for 55th Park**

**Mall Getting New Restaurants**

**CV Project to feature housing, retail space**

**Valladolid back in “The Kitchen”**

**Pacifica Plans for Bayfront Housing**

**Fix-it reporting comes to fingertips**

**Third Avenue Gets its Second Boost**

# Headline News

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**City of Chula Vista Celebrates Solar**

**Chula Vista Honored for Streetscape Work**

**Library Branch in ORTC to Grow**

**So County Leaders Predict Growth Boom**

**Chula Vista Off to World Series**

**Sea Life Center will Remain Open**

**Bayfront Blowout Celebrates Port's 50th**

**City explores new ways to attract business**

# Headline News

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**Art in Chula Vista Good for Business**

**Get involved with Boards**

**EPA Award Goes to Chula Vista**

**Chula Vista Aims for Wide Market**

**South Bay Project Breaks Ground**

**Car2Go Zipping into Chula Vista**

**Chula Vista renews quest for University**

**H Street Extension begins**

# Special Events

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- 39 Events in FY 2014
- Nearly 90,000 participants
- 26% increase
- Community festivals
- Regional events
- National tie-ins

# A community at work





# A community at play



# Making progress

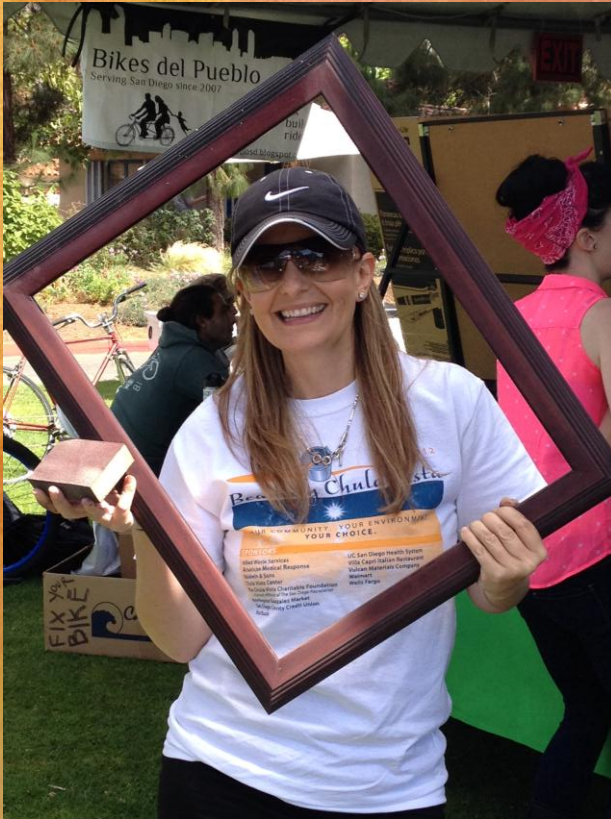


# HarborFest 2013



# Out and About

# E a r t h D a y











# On the Web



# By the Numbers



## Technology Tools for Local Governments: A Brief Overview

TOOL	DESCRIPTION	THINGS TO CONSIDER	EXAMPLE
 <p>Website</p>	<p>Websites function as venues that cities can use to connect with and engage the public. This includes providing news about community events, updates on programs and projects, public meeting agendas and minutes and general information about what is happening in the city or a specific department.</p>	<ul style="list-style-type: none"> <li>• Create visible and inviting ways for people to connect and participate.</li> <li>• Establish a go-to section of the website for specific proposals currently under consideration.</li> <li>• Allow staff to quickly edit and add material in their area of expertise.</li> <li>• Visit top websites to get ideas on how to organize information and invite participation.</li> <li>• Ensure that the site is accessible for people with disabilities.</li> </ul>	<p><a href="http://www.chulavista.gov">www.chulavista.gov</a></p>
 <p>Social Media</p>	<p>Social media outlets such as Twitter and Facebook have large and increasing audiences. A Pew Research Center study found that among U.S. adults nearly 10 percent get their news from Twitter and 30 percent from Facebook. Other popular social media sites include LinkedIn and YouTube.</p>	<ul style="list-style-type: none"> <li>• Seek out online posts and conversations on topics related to your agency's interests.</li> <li>• Post to your agency's existing accounts where you already have a following.</li> <li>• Use visuals, graphics and maps to add interest to posts.</li> <li>• Keep posts concise. Use links to direct users to your agency website for more detailed information.</li> </ul>	<p><a href="https://www.facebook.com/CityofRiverside?ref=ts">https://www.facebook.com/CityofRiverside?ref=ts</a></p>
 <p>Blogs and e-newsletters</p>	<p>Blogs and e-newsletters provide residents and local businesses with articles on a variety of topics. Local governments can use these tools to deliver general information or create specific distribution lists (for e-newsletters) or blogs for individual departments, projects or proposals.</p>	<ul style="list-style-type: none"> <li>• Check your agency's website software to assess its existing capacity for blogs and e-newsletters.</li> <li>• Make sure the notification system does not require duplicate subscriptions.</li> <li>• Consider if the blog should enable comments on posts or use an information-only approach.</li> <li>• Examine whether it is preferable to create a project-specific blog or if an existing blog can do the job.</li> </ul>	<p><a href="http://redwoodcitypd.blogspot.com">http://redwoodcitypd.blogspot.com</a></p>
 <p>Local Agency TV Channels</p>	<p>These channels broadcast live meetings and share other information about cities and local agency departments. Cities can use this as a way to engage the public by including overviews, videos and other information on proposed developments, projects and programs.</p>	<ul style="list-style-type: none"> <li>• Use the public access government channel to cablecast city council meetings, election programming, local emergency announcements and other agency events and programs of interest.</li> <li>• Consider working with ethnic media TV channels if appropriate.</li> </ul>	<p><a href="https://www.youtube.com/user/cupertinocitychannel?feature=watch">https://www.youtube.com/user/cupertinocitychannel?feature=watch</a></p>

# New website features

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- Improved navigation
- Interactive components
- Community outreach
- Content Management System
- Integration to video streaming of meetings
- Ability to translate information
- Search Engine Optimization



Search  GO

**RESIDENTS**  **VISITORS**  **BUSINESSES**

**WATER SAFETY - FREE SWIMMING LESSONS**  
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[PAY ONLINE](#) [SUBMIT A SERVICE REQUEST](#) [ONLINE SERVICES](#) [FEATURED PROJECTS](#) [LIVE COUNCIL MEETINGS](#)

### Most Requested

- Jobs
- Library
- Council Agendas
- Police

### Services

Services

### Departments

Departments

### Facebook Twitter

Happy #ChineseNewYear "The person interrupt the person doing it"-Chinese

A #ThrowbackThursday tribute to MR. #1 game this weekend #SuperBowlXLVII

Excited to share the new Westbrook, MI <http://t.co/rCJesKqR56> #egov #localgov

### News Events

**Apr 15** Proin gravida nibh vel velit auctor aliquet. Saturday April 15, 9:00 AM

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[More >>](#)





Business License

Expanded with Children

Operations Division

Current Page

Newsletters & Reports

Community Programs

Historical Preservation

Special Features

More Links

Law Enforcement Agencies



Current Section » Subsection »

## Page Title

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### News

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More >





- Business License
- Expanded with Children
- Operations Division
- Current Page
- Newsletters & Reports
- Community Programs
- Historical Preservation**
- Special Features
- More Links
- Law Enforcement Agencies



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### News

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[More >](#)





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### News

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[More >](#)



# Marketing, Advertising, Social Media, Graphic Design



# Shop Chula Vista Now



**S H O P** FREE Access to 100s of Deals!

**CHULA VISTA** NOW

- No fees or sign-ups
- Discounts at popular local merchants
- Access anywhere, anytime



**S H O P**

**CHULA VISTA** NOW

CHULA VISTA'S  
URBAN ORCHARD

[shopchulavistanow.com](http://shopchulavistanow.com)



Start **SAVING TODAY!** [www.ShopChulaVistaNow.com/promotions](http://www.ShopChulaVistaNow.com/promotions) or call 619-409-5982

# Shop Chula Vista Now



http://shopchulavistanow.com/ Shop Chula Vista Now

File Edit View Favorites Tools Help

SHOP CHULA VISTA NOW

SPECIAL OFFERS SHOPPING HOTELS DINING ATTRACTIONS EVENTS CONTACT

URBAN ORCHARD

Come in WE'RE OPEN

Everything you need to live, work, play can be found in Chula Vista

**Incentive Card**

Shop Local and Save! The Shop Chula Vista Now incentive card is your ticket to savings locally.

**SHOP CHULA VISTA NOW INCENTIVE CARD**

**In the News:**

Why Support Locally Owned Businesses? [READ MORE](#)

**Become a Shop Chula Vista Merchant Now**

Chula Vista businesses: Want increased sales and more customers? Become part of the Shop Chula Vista Now campaign to boost your business.

**BECOME A SHOP CHULA VISTA NOW MERCHANT**

**Promotions + Special Offers**

Want to save money? Participating Shop Chula Vista Now merchants want to help. Check out the latest promotions and special offers.

**PROMOTIONS AND SPECIAL OFFERS**

**Featured Merchants**

Call Baguette & Pho's baguettes are definitely the cornerstone to the success and growth of their family own & operated restaurants. Golden-brown and crispy on the outside and fluffy and chewy on the inside, there's nothing like tearing off a piece of a fresh, toasty baguette to enjoy with family & friends. [GO TO FEATURED MERCHANT](#)

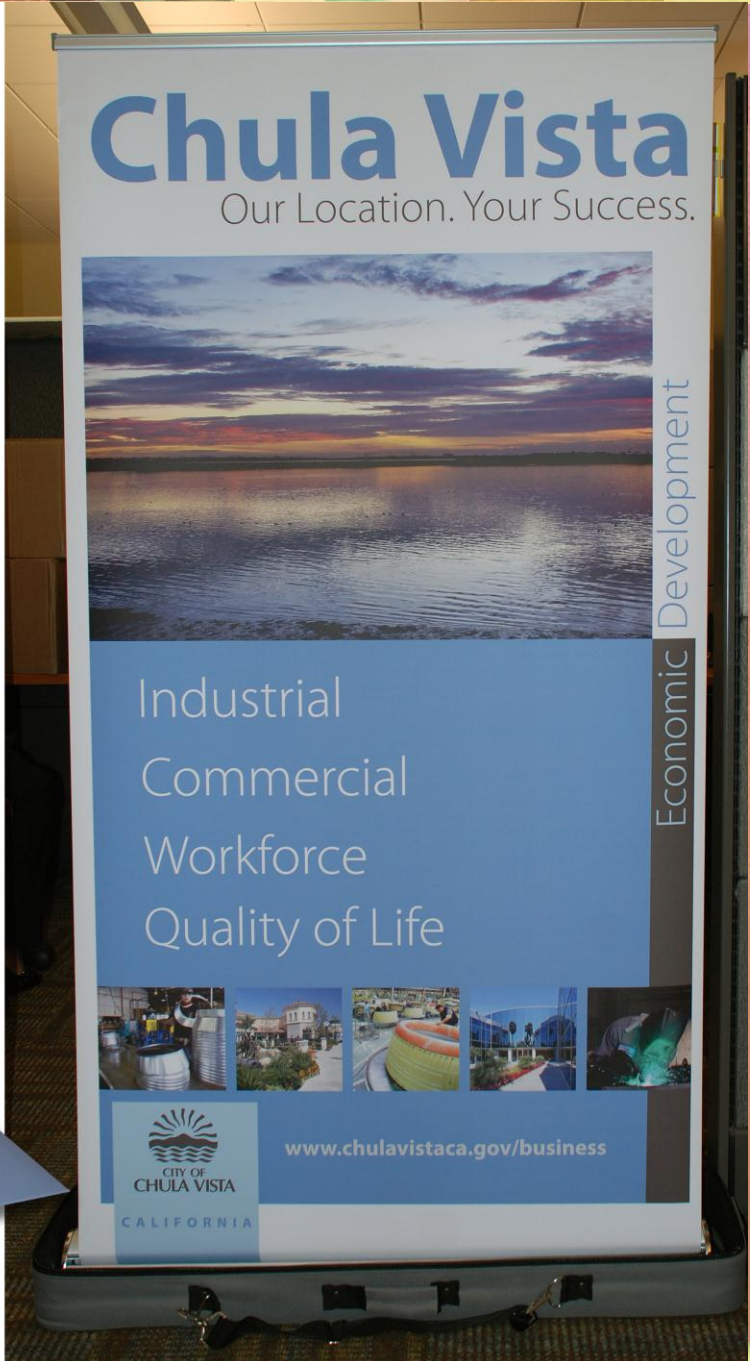
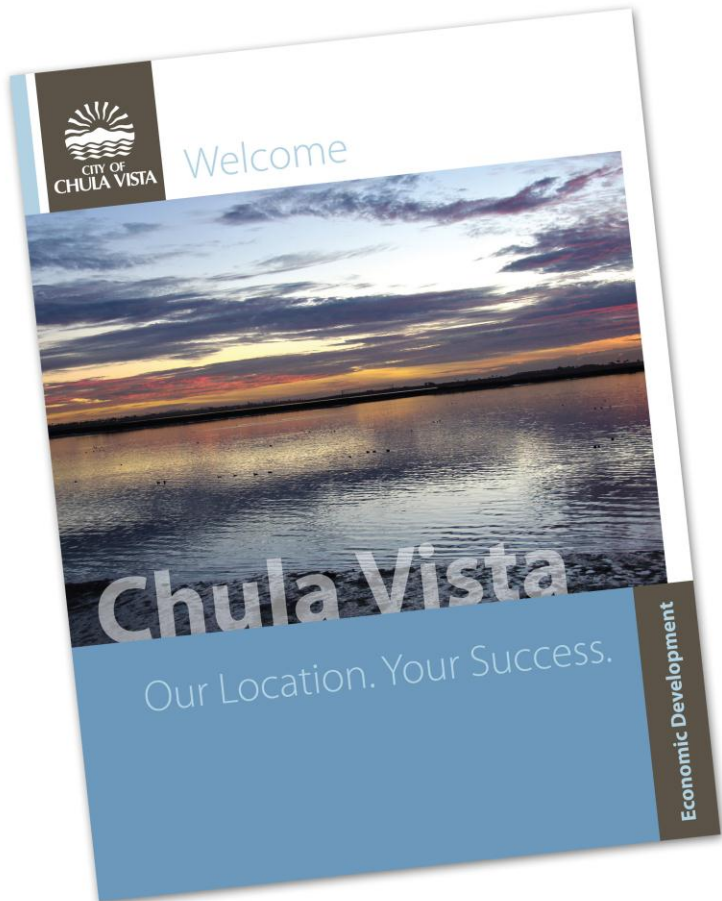
City of Chula Vista Marketing and Sales Campaign  
Communications Office and Department of Economic Development

[Special Offers](#) | [Why Support Locally Owned Businesses?](#) | [Shopping](#) | [Dining](#) | [Hotels](#) | [Attractions](#) | [Events](#) | [Contact](#) | [Disclaimers](#)

# Going mobile

- Updated website
- Mobile compatible
- Nearly 150 merchants
- Web activity up 200%





JULY 2014 | YOUR GUIDE TO CLEAN 509CA0010

# Going Green & CLEAN

*Disposal Edition*

See something that needs repair?

## ACT Chula Vista!

It's easy to report non-emergency issues while on the go. You can Alert, Connect and Track reported issues with the City's ACT Chula Vista mobile app. The free app can be used to report:

- Graffiti
- Damaged street signs
- Potholes
- Abandoned vehicles
- Illegal dumping

You'll be able to upload photos to your request and follow it from the time it's reported to the time it's resolved...all on your phone! Requests are automatically routed to City staff to address concerns. To download visit your app store and search "ACT Chula Vista."



**ACT Chula Vista**  
Alert | Connect | Track




509CA0006 | MARCH 2014 | YOUR GUIDE TO CLEAN

# April is Earth Month: Go Green & CLEAN






[www.chulavistaca.gov/clean](http://www.chulavistaca.gov/clean)

MAY 2014 | YOUR GUIDE TO CLEAN 509CA0004

# Going Green & CLEAN



## CLEAN CHAMPION AWARD WINNERS

The City of Chula Vista's Resource Conservation Commission recognizes individuals and groups who help to achieve clean air, water, and land! Individuals or groups living or working in Chula Vista are eligible for an award and recognition for their efforts. Winners are:

**CLEAN Air**  
Efforts to improve air quality and reduce GHG emissions:  
*MAAC Project*

**CLEAN Water**  
Efforts to improve water quality and lower water usage:  
*Harry Orgoan, Chula Vista Kayak*

**CLEAN Land**  
Efforts to improve habitat quality and reduce waste:  
*Gracia y Paz Covenant Church*

**CLEAN Youth Award**  
Environmental leader under 18 years old:  
*Julian Estrada*

**CLEAN City of Chula Vista Employee**  
Non-environmental position that has contributed to improving the City's sustainability:  
*Jose Dorado, Housing Division*




JANUARY 2014  
509CA0004

# Your Guide to a CLEAN HAPPY NEW YEAR 2014

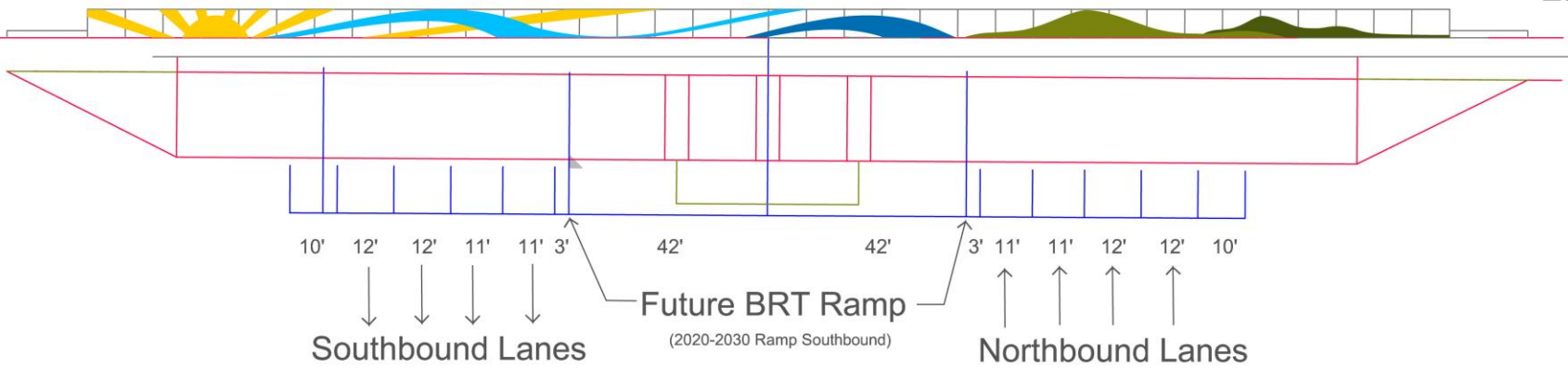



[www.chulavistaca.gov/clean](http://www.chulavistaca.gov/clean)



West

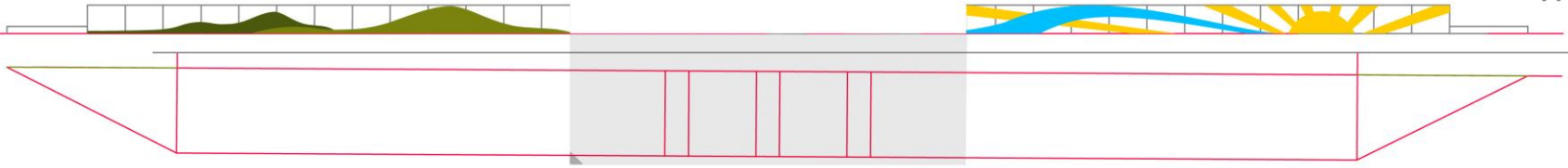
East



Northbound

East

West



Southbound



# Getting the word out



**S H O P** Free Access to 100s of Deals!

Attractions/Entertainment

Beauty

Eats/Treats

Health/Wellness

Home/Décor

Hotels

Pets/Pet Supply

Services

Shopping

Spirits

Sports/Sporting Goods

**Discounts at popular local merchants**  
Access anywhere, anytime – No fees or sign-ups!

**S H O P** Explore Chula Vista!  
CHULA VISTA URBAN ORCHARD  
shopchulavistanow.com

Use this card to start **SAVING TODAY!** [www.ShopChulaVista.com](http://www.ShopChulaVista.com)

- 1 Cycle the **Bayshore Bikeway**
- 2 Explore the **Living Coast Discovery Center**
- 3 Shop at **Otay Ranch Town Center** or **Chula Vista Center**
- 4 Discover the **Sweetwater Marsh National Wildlife Refuge**
- 5 Spend the day at the **Chula Vista Harbor & Marina**
- 6 Splash around at **SeaWorld's Aquatica Waterpark**
- 7 Catch a concert at **Sleep Train Amphitheatre**
- 8 Meet champions at the **U.S. Olympic Training Center**
- 9 Have a picnic at **Otay Valley Regional Park**
- 10 Visit the **Third Avenue Village** downtown

**There's something for everyone!**  
Visit [www.chulavistaca.gov/exploreCV](http://www.chulavistaca.gov/exploreCV) for more information.

Email or Phone

Password

Log In

Keep me logged in

[Forgot your password?](#)



Cover Photo

## City of Chula Vista Government

Government Organization

- Timeline**
- About
- Photos
- Reviews
- Likes
- Events
- Issues in Chula Vista

Create Page

Recent

- 2014
- 2013
- 2012
- 2011

### PEOPLE



1,870 likes  
1,780 visits

### ABOUT

- Welcome to the official City of Chula Vista fan page! Learn about city services, events and the latest news or visit [www.chulavistaca.gov/](http://www.chulavistaca.gov/).
- <http://www.chulavistaca.gov/>

### APPS



City of Chula Vista Government

Yesterday

I wanna rock & roll all night! KISS & Def Leppard concert tonight @ #SleepTrainAmphitheatre in #ChulaVista. Be aware of traffic & have fun!

Like · Comment

Holly Foster, Sara Applegate, Nicholle Mendoza and 9 others like this.



City of Chula Vista Government

July 4

Happy 4th of July! Enjoy Independence Day with family and friends but stay safe! No DUI and no fireworks please.



# New Technology



 **ACT Chula Vista**  
Alert | Connect | Track

**Alert** the City of Chula Vista about **WHAT** needs to be fixed.  
**Connect** with staff **WHO** will address the problem.  
**Track** the progress of the problems **YOU** reported.  
**ACT Chula Vista**

ACT Chula Vista allows residents to efficiently report and respond to non-emergency issues like graffiti and potholes using one mobile app. Together, citizens and the City of Chula Vista can identify issues and improve our city. Together we can keep Chula Vista beautiful and safe.

**See what's being fixed in Chula Vista**



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# Updating Goals



- Enhance City of Chula Vista image and brand
- Promote City assets, attractions, and signature projects
- Organize and attract special events
- Market City, programs, services and facilities
- Expand community engagement
- Build stakeholder alliances
- Coordinate media relations
- Implement Web and Social Media programs
- Provide marketing, communications and graphic design services