



Welcoming City Communications Plan

Background

The City of Chula Vista is located at the center of one of the richest cultural, ethnically diverse, and multilingual communities in the United States. It is the second-largest City in San Diego County with a population of 268,000. Chula Vista boasts more than 50 square miles of coastal landscape, canyons, rolling hills, mountains, quality parks, and miles of trails. Chula Vista is a leader in conservation and renewable energy, has outstanding public schools, and has been named one of the top safest cities in the country. The City is proud of and strengthened by its diverse communities. While some families claim generations of history others have located here more recently because of a strong connection to the City's community character.

On April 25, 2017, the Chula Vista City Council unanimously supported a resolution to affirm city policies regarding immigration enforcement and to join the "Welcoming America" network. The action further directed staff to develop and implement a program for better communication of City policies and services to the City's immigrant community and to provide the City Council with opportunities to actively support or oppose laws to advance city interests and policies on immigration enforcement. This Plan provides a framework for implementing the communications program.

To support the City's commitment to the immigrant community, the City has become a member of the Welcoming America network. Welcoming America provides tools and resources to help cities and partners "reduce the barriers that immigrants face to fully participating and build bridges between newcomers and long-time residents."

The Human Relations Commission and the Police Chief's Community Advisory Committee (CAC) have a key role in guiding the implementation of this Plan. Through the Commission and the CAC, communications efforts will be reviewed and implemented, partner agencies will collaborate, initiatives will be pursued, and results will be evaluated.

In addition, many individuals, groups and organizations have attended meetings and provided input and feedback to Mayor, City Council and staff regarding the current issues surrounding immigration. This initial input and feedback is reflected in the plan. The City will continue to engage with the public as the Communications Plan is implemented. This plan is designed to be flexible and adaptable. It can be modified and amended to reflect changing conditions.

Communications Plan Overview

I. Goals

This communications plan is designed to communicate the following goals.

1. Increase awareness of City policies regarding immigration
2. Identify available immigration services and City services
3. Engage the Human Relations Commission to guide communications efforts

II. Target Audiences

The target audience is City of Chula Vista residents regardless of immigration status including, homeowners, renters, families, students, faith community, community based organizations, and other stakeholders.

III. Strategic Priorities

The Strategic Priorities describe how the goals will be accomplished. For each Strategic Priority, Actions are outlined to be implemented to help meet the goals of the Plan. Through the Actions, we will track and measure results.

1. Develop communications tools to promote City policies, services, and community resources
2. Communicate City policies regarding immigration
3. Connect residents to immigration services and City services
4. Expand community engagement and partnerships regarding immigration

1. Develop communications tools to promote City policies, services, and resources

It is important to develop communications materials in terms that are easily understood by the public. The materials also should be available in a variety of formats to reach the widest audience possible. The materials also should be available in the languages spoken by residents in Chula Vista. This includes English, Spanish and other languages as needed.

Actions

- Utilize a variety of communication platforms to disseminate information on immigration issues and services including City website, social media, direct mail, electronic notifications and newsletters and news releases.
- Develop communication tools in easy-to-understand terms regarding immigration policies and services.
- Develop “Welcoming City” web page (www.chulavistaca.gov/welcoming) to promote information on immigration policies, services, opportunities for engagement and partnerships.

- Develop printed materials for use by Mayor, Council, staff and partners to disseminate widely in the community.
- Develop social media messages to reach residents.
- Develop videos for use on social media, City website and partner websites.
- Develop information in English, Spanish and other languages as needed. Information posted to the website can be translated into more than 90 languages.
- Enhance City and Explore Chula Vista web sites with information on City’s diversity, history, and commitment to inclusion.
- Identify other methods and channels to reach immigrant community.
- Provide information and easy access to Chula Vista Police Department Policy 428 on CVPD web pages and “Welcoming City” web page.
- Provide information and easy access to community services related to immigration.

2. Communicate City policies regarding immigration

Chula Vista Police Department Policy 428 outlines long-standing policies in place that are reflective of core values that focus on public safety – not immigration. CVPD is committed to providing equal service and enforcement of the law to the public regardless of immigration status. CVPD wants residents to call the police with the comfort of knowing their immigration status is not an issue. If members of the public need assistance, (whether as the victim of a crime, involved in an accident, or a witness to a crime) they should feel secure that contacting the Chula Vista Police Department will not make them vulnerable to deportation.

Actions

- Develop easy-to-understand content regarding Policy 428.
- Produce information on Policy 428 for print and online formats.
- Provide Policy 428 information in English, Spanish and other languages as needed
- Collaborate with Human Relations Commission, Police Chief’s Community Advisory Committee (CAC), community based organizations, school districts, and others to disseminate information regarding City policies regarding immigration
- Coordinate with CVPD and the School Resources Officers to collaborate with Chula Vista Elementary School District and Sweetwater Union High School District to disseminate information regarding City immigration policies.

- Coordinate with the City and Southwestern Community College to disseminate information regarding City policies regarding immigration
- Participate in existing outreach and community events to inform attendees about City immigration policies such as Coffee with a Cop in the community; Coffee with the Principal in schools; and other established meetings.

3. Connect residents to immigration services and City services

The City will collaborate with community based organizations, school districts, faith-based organizations and others to promote immigration services available to residents. Many services are provided by established organizations that have the knowledge and capacity to assist residents on immigration issues.

Actions

- Connect residents to immigration information and services provided by the United States Citizenship and Immigration Services (USCIS), State of California Office of Immigrant Assistance, California Court System, American Civil Liberties Union (ACLU), and other resources.
- Conduct outreach to determine what information residents need regarding immigration and services.
- Provide communication information and resources to other organizations such as including the Chula Vista Chamber of Commerce, Third Avenue Village Association, South County Economic Development Council, water districts, health care providers, businesses, and others.

4. Expand community engagement and partnerships regarding immigration

Through the Human Relations Commission, the CAC, and other local agencies and groups, the City will expand community engagement regarding immigration. The Office of Communications will promote opportunities to engage on immigration issues through City communications efforts including City website, Community Connection newsletter, social media, press releases, community events, and other platforms.

Actions

- Engage community leaders in developing efforts to expand outreach efforts beyond City stakeholders and networks
- Promote public meetings that address immigration issues including Human Relations Committee meetings, agenda items at City Council meetings, and meetings and events held by partner organizations
- Collaborate with Human Relations Commission and partner organizations to participate in community events to promote access to immigration information and services

- Collaborate with South Bay Community Services, San Ysidro Health Center, Alliance of Californians for Community Empowerment (ACCE), South Bay People Power, Courage Campaign, and others to expand outreach
- Utilize a variety of communication platforms to disseminate information including City website, social media, direct mail, electronic notifications and newsletters and news releases. The Office of Communications will continue using all outreach platforms at its disposal while considering new channels that may arise.
- Develop video messages to engage the community regarding immigration policies and resources

IV. Next Steps

Office of Communications and CVPD will coordinate with Human Relations Commission, prepare communications materials, update City website, and identify resources to implement the plan.

Progress updates will be presented to the Human Relations Commission and City Council semi-annually.

The Communications Plan will be reviewed by City staff and other stakeholders after one year. Any proposed revisions to the plan will be presented to the Human Relations Commission for consideration and approval. Staff will recommend to the Human Relations Commission a schedule for subsequent plan updates.