



Chula Vista Marketing and Communications Plan



Marketing and Communications Plan

- Supports City's strategic goals
- Updated every three years
- Based on research, outreach, council and community input



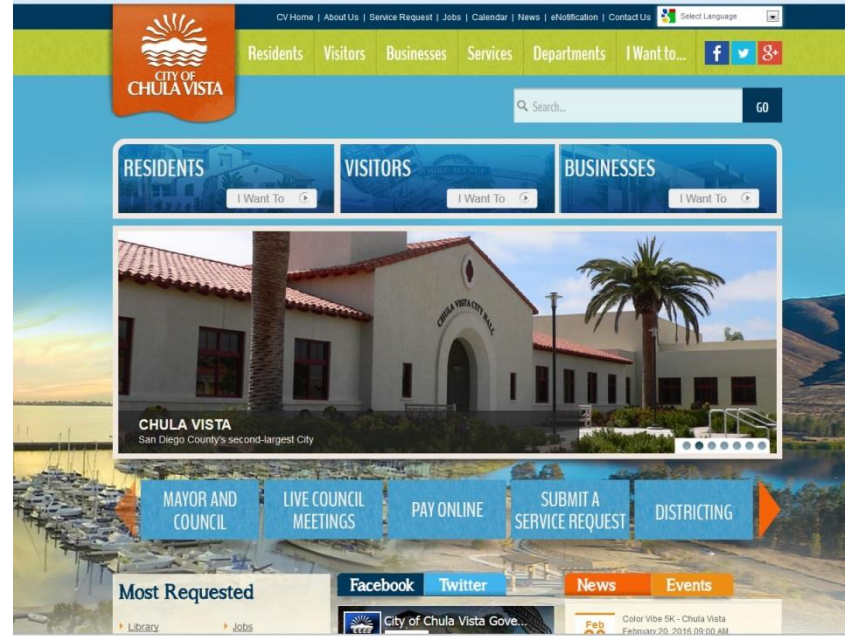
Year in Review

- New website
- Increased social media presence
- Expanded media coverage
- More special events with bigger audiences
- New and creative graphics projects
- Increased civic engagement



New Look

- 940,000+ sessions
- Expanded features
- More engagement
- Visitors
 - 52% desktop
 - 40% mobile
 - 8% tablet



Follow Us

- 7,600 Facebook likes
- 3,700 Twitter followers
- 39 Instagram followers
- More than 12,000 people engage via social media each month



In the News

- Nearly 150 press releases distributed in 2015
- More than 750 local, regional and national print, television and radio news items



Making Headlines

The screenshot shows a news article on the ABC 10 News website. The page header includes the temperature (87°), weather (clear), and navigation links. The article title is "San Diego County's second largest city is saving water by killing grass". The sub-headline is "City Hall may go green by getting rid of green". The author is Joe Little, and the article was posted on May 12, 2015. A video player is embedded in the article, showing a sign that says "WHEN IN DROUGHT I'm saving every day, every way. whenindrought.org". The sign also includes the hashtag #CADROUGHT and the ABC 10 News logo. To the right of the article is a "hero" advertisement for home renovation services.

Serving the communities of Chula Vista and National City

87° clear View weather

abc 10 NEWS KGTV SAN DIEGO

TV Listings News Links Mobile Apps Newsletters/Alerts Contests

Email Newsletters Sign In

Home Sections Weather Traffic

ALERTS LOOK: We've redesigned our app with new features + 2 More Alerts

1 WEATHER ALERT Wind Advisory issued February 16 at 1:57AM PST expiring February 18 at 6:00AM PST in effect for: Riverside, San Diego

San Diego County's second largest city is saving water by killing grass

City Hall may go green by getting rid of green

BY: Joe Little
POSTED: 5:12 PM, May 12, 2015
UPDATED: 6:46 AM, May 13, 2015

WHEN IN DROUGHT
I'm saving every day, every way.
whenindrought.org
Supported by the San Diego County Water Authority (SDCWA) member agencies.

#CADROUGHT



Lannom said the civic recognition is appreciated by both the team and its coaching staff.

FL Draft Prospects:

Creativity in Action



Big Events, Bigger Stage



Marketing and Communications Plan Overview

- Research
- Goals
- Target Audiences
- Strategic Priorities
- Actions



Research/Input

- High Beam Advertising 2010-2011
- Marketing consultant services secured from MJE Marketing
- Resident Opinion Survey 2014
- Public Opinion Survey 2014
- Library civic engagement project
- Feedback from City Council



Goals

1. Increase local, regional and national awareness of the benefits of living, working, visiting and investing in Chula Vista
2. Enhance communications with Chula Vista residents about City issues, projects and services



Target Audiences

- Chula Vista residents
- Business leaders
- Influence makers
- Local and regional agencies, non-profit, education, business and community groups
- San Diego County residents
- Visitors and tourists
- City of Chula Vista staff



Strategic Priorities

1. Enhance City of Chula Vista's image and brand
2. Promote and market Chula Vista's assets, signature projects, programs and services
3. Expand community engagement and partnerships



1. Enhance City of Chula Vista's image and brand

- Implement proactive media relations program
- Update City's website on a regular basis
- Coordinate social media calendar
- Continue Community Connection newsletter
- Create dynamic marketing collateral

NEW Actions

- Develop Explore Chula Vista website and marketing campaign
- Create a special events promotion plan
- Establish banner program



2. Promote and market assets, signature projects, programs and services

- Collaborate with community and business partners
- Offer regular updates on major developments/issues
- Expand multicultural marketing and cross-border outreach
- Provide support to Economic Development team

continued



Promote and market assets, signature projects, programs and services

NEW Actions

- Develop and implement advertising program
- Establish internal Communications Steering Committee
- Promote Olympic Training Center
- Promote Smart City effort
- Utilize Explore Chula Vista website



3. Expand community engagement and partnerships

- Utilize a variety of communication platforms
- Enhance civic engagement program
- Coordinate a speakers bureau
- Prepare easy-to-understand communications materials
- Coordinate communication efforts with other organizations



Advertising Campaign

- Release RFP to secure consultant assistance to develop and implement advertising/marketing campaign
- Campaign will highlight Chula Vista assets and build awareness of current and emerging reality of City
- Campaign will promote positive image of Chula Vista



What's Next

- Public Awareness survey re: Chula Vista underway
- Survey results presented April/May
- Continue planning for special events
- Promote collaboration with OTC and participation of athletes at 2016 Olympics
- Develop Marketing and Communications budget for FY 2016/2017
- Provide annual updates





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