



# City of Chula Vista

## Staff Report

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**File#:** 14-0350, **Item#:** 26.

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### MARKETING AND COMMUNICATIONS PROGRAM UPDATE RECOMMENDED ACTION

Council hear the report and provide direction on marketing and communications priorities for Fiscal Year 2015.

### SUMMARY

Staff will provide an update to Council on marketing and communications activities implemented in FY 2014 and discuss plans for activities in FY 2015.

### ENVIRONMENTAL REVIEW

The Development Services Department Director has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378(b)(5) of the State CEQA Guidelines because the project is an update report to City Council on Marketing and Communications activities all of which are administrative activities that will not result in a direct or indirect physical change in the environment; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

### BOARD/COMMISSION RECOMMENDATION

Not Applicable

### DISCUSSION

The City of Chula Vista implements a proactive, informative, creative, and innovative marketing and communications program. The Office of Communications coordinates this program which supports the wide-ranging initiatives and activities for the City of Chula Vista. A Marketing and Communications Plan guides these efforts, and elements of the plan also are included and tracked as part of the City's Strategic Plan. Key activities underway and ongoing include:

- redesigning and updating the City website
- coordinating and attracting special events
- implementing a social media program
- coordinating media relations
- providing graphic design services
- enhancing community engagement efforts
- advancing strategic alliances with local and regional agencies and organizations
- implementing special events process improvements

The Marketing and Communications Plan is being updated and will include the following strategies:

- Enhance City of Chula Vista image and brand

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- 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

Staff will review FY 2014 marketing and communications activities, products and outcomes; provide an update on the launch of the new City website; and receive input and direction from the Council on priority marketing and communications activities.

#### DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site specific and consequently, the 500-foot rule found in California Code of Regulations section 18704.2 (a)(1), is not applicable to this decision. Staff is not independently aware, and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision maker conflict of interest in this matter.

#### LINK TO STRATEGIC GOALS

The City's Strategic Plan has five major goals: Operational Excellence, Economic Vitality, Healthy Community, Strong and Secure Neighborhoods and a Connected Community. The Marketing and Communications program supports the Strategic Plan goals by communicating information, accomplishments, and marketing messages to advance City projects and programs. Additionally, specific initiatives from the Marketing and Communications Program are included in the Connected Community and Economic Vitality goals.

#### CURRENT YEAR FISCAL IMPACT

The City Council authorized \$50,000 in one-time funding for marketing and communications activities in the Fiscal Year 2015 budget. The \$50,000 is the baseline FY 2015 budget. While all efforts cannot be accomplished with \$50,000, staff will implement priority activities outlined in the Marketing and Communications Plan based on available funding. If additional marketing funds are necessary, a request will be presented to City Council. Staff will collaborate with other City departments and outside organizations to leverage resources to extend marketing, promotion and/or other advertising activities. There is no additional fiscal impact as a result of this action.

#### ONGOING FISCAL IMPACT

Staff will identify annual marketing and communications funding requests as part of the budget process.

#### ATTACHMENTS

None

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