



# INFORMAL STAFF REPORT

## MEMORANDUM

**To:** Constance P. Sanchez, Finance Director  
**From:** Kim Womack, Communication Director *KW*  
**Date:** April 6, 2018  
**Subject:** Type A Communication Background & Update

### **Issue/Problem:**

Type A Board requested update on communication plan originally initiated in late 2013.

### **Background & Findings:**

In late 2013, the Type A Board engaged the Communication Department to assist in communicating for the Type A Board. The key objective was to increase awareness about the 2002 voter approved Type A sales tax including: branding, projects and outcomes. The scope was also amended to include additional updates prior to the 2017 Bond election.

The following strategies were employed:

Method	Stakeholder	Responsibilities	Cost	Timing
Logo Development	Board	Vendor	\$2,000*	Complete
Graphic Standards/Usage	Board	Vendor	\$0	Complete
Website	Public, Board	Vendor	\$4,000*	Complete
Business Cards	Public, Board	Communication	\$300	Complete
Contract Language for new Grantee Acknowledgement of Type A Funding	Public, Board, Grantee	EDC/Legal	\$0	Complete
Previous Grantee Acknowledgement of Type A Funding	Public, Board, Grantee	Board	\$0	Pending
City Newsletter (public and employee)	Public, Board	Communication	\$0**	Complete
Video for City Channels	Public, Board	Communication	\$500**	Complete
Slides for City TV Channel	Public, Board	Communication	\$100**	Complete
Ribbon Cutting Mirador (media advisory, news release,	Public, Board	Communication	\$750**	Complete

Method	Stakeholder	Responsibilities	Cost	Timing
video and special event planning)				
Banners @ City Hall	Public, Board	Communication	\$250**	Complete
Televising Type A Meetings	Public, Board	Communication	\$300** average meeting	On-going
Social Media Promotion	Public, Board	Communication	\$250**	Complete
Movies in the Park Promotion	Public, Board	Communication	\$100**	Complete
Type A Website Update Prior to Bond Election	Public, Board	Communication	\$750**	Complete
Type A Website Update (including security and hosting)	Public, Board	Vendor	\$1,500***	In-Progress

\*\$7,500 was authorized in late 2013 for Communication services and \$2,500 in February 2014 for vendor services to include logo, graphic standards and website.

\*\*Communication Department Funded

\*\*\*Communication authorized due to security threats.

The only item not completed in the original communication plan was the requirement for signage for previous grantees. Unfortunately, the board (at the time) and staff were unsuccessful in getting past grantees to provide Type A acknowledgment. The contract language was amended, and new grantees are required to provide signage/acknowledgement of Type A funding.

Staff was contacted by the website vendor last week regarding some critical security updates for the website and staff gave permission to update. The cost is anticipated to be roughly \$1,500 to include the annual hosting. Staff recommends Type A pay for these costs since the Communication Department has paid for previous expenses involved in updating the website.

If the Board would like to engage more communication initiatives, staff would recommend outsourcing the new plan to a local communication agency.

### **Conclusion:**

The Type A communication plan originated in 2013 was substantially complete and the Communication Department continues to support on a limited basis. If the Board wishes to increase communication activities, staff recommends the Board outsource communication services from a local agency.