

Creative Services





# Overview

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- Introduction & Background
- Blueprint & Objectives
- Framework
- Creative Services Snapshot
- Engagement Platforms & Growth
- Year Two

# Communications Audit: The Situation

The City faced a challenge managing the flow of information from various sources/silos.

Fire

Parks  
& Rec

Police

Public  
Works

Water

Dev.



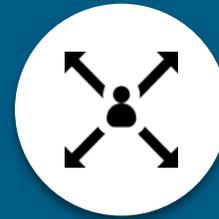
Each department has an individual assigned to disseminate relevant information to varied audiences via multiple media.



No coordination of information from each silo to take advantage of opportunities, eliminate duplications and maintain brand consistency.

# Core Strategy

Separate information into:



## Proactive

All information initiated and created by each department (civic events, ceremonies, promotional events, etc.)



## Reactive

All information developed in response to an outside event creating the need to respond (fire emergency, utility failure, police action, etc.)

# Proactive

## IDENTIFY

A communications strategist through which all PROACTIVE information is managed.

## ENHANCE AND BUILD UPON

Existing resources; design, media, PR, etc.



Develop a strategic communications plan



Assemble and coordinate all proactive information from each department.  
*The whole is greater than the sum of its parts.*



Develop an annual promotional calendar



Strive for consistency. Bring all plans into coordination with, and under the umbrella of the Lee's Summit brand.

# Reactive



Allow each department to maintain autonomy over REACTIVE information.



All “response” information will continue to be the responsibility of each department’s communications coordinator.



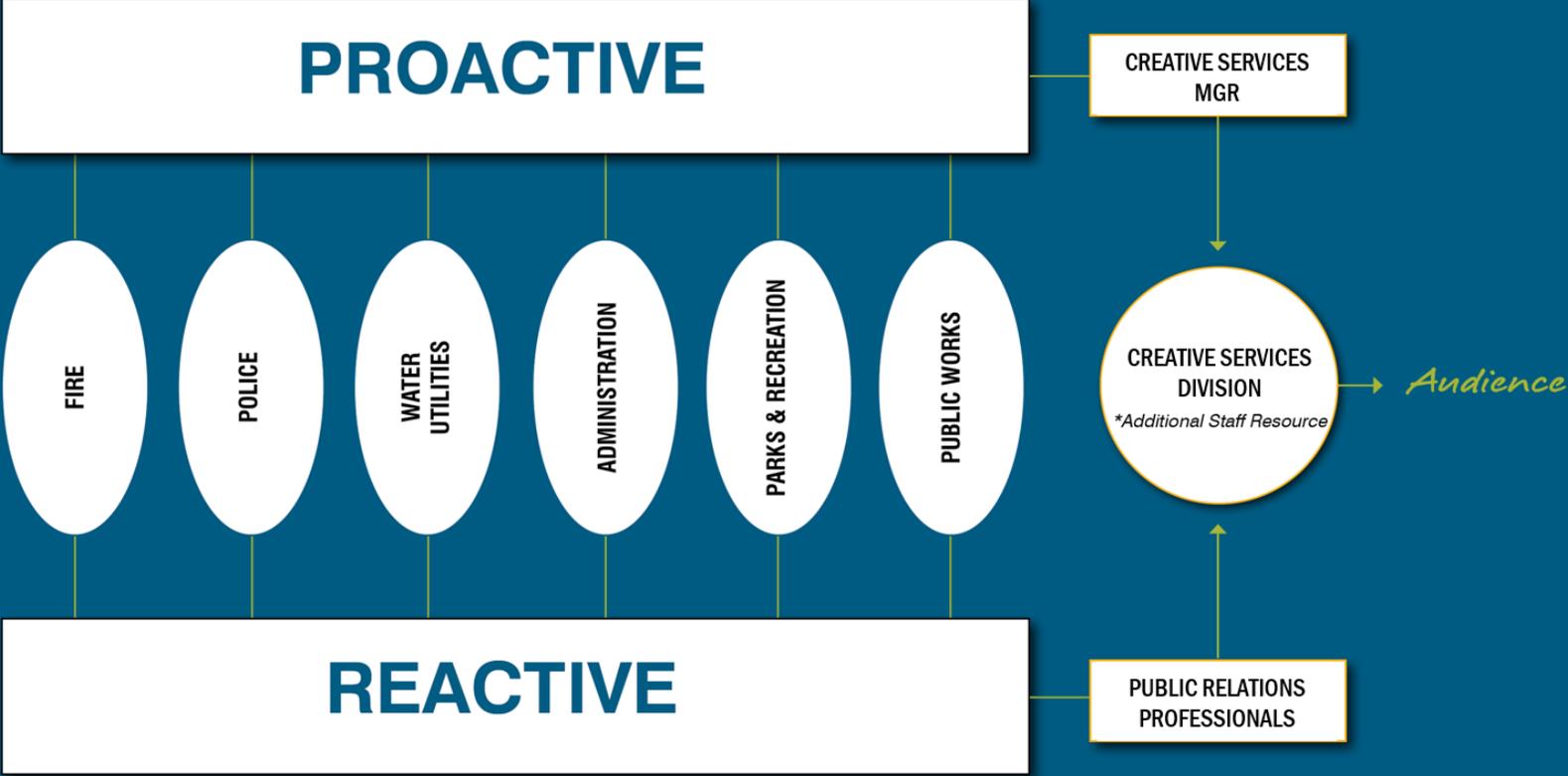
Support will be available as needed through the communications strategist and existing resources (PR, etc.).

# Objectives

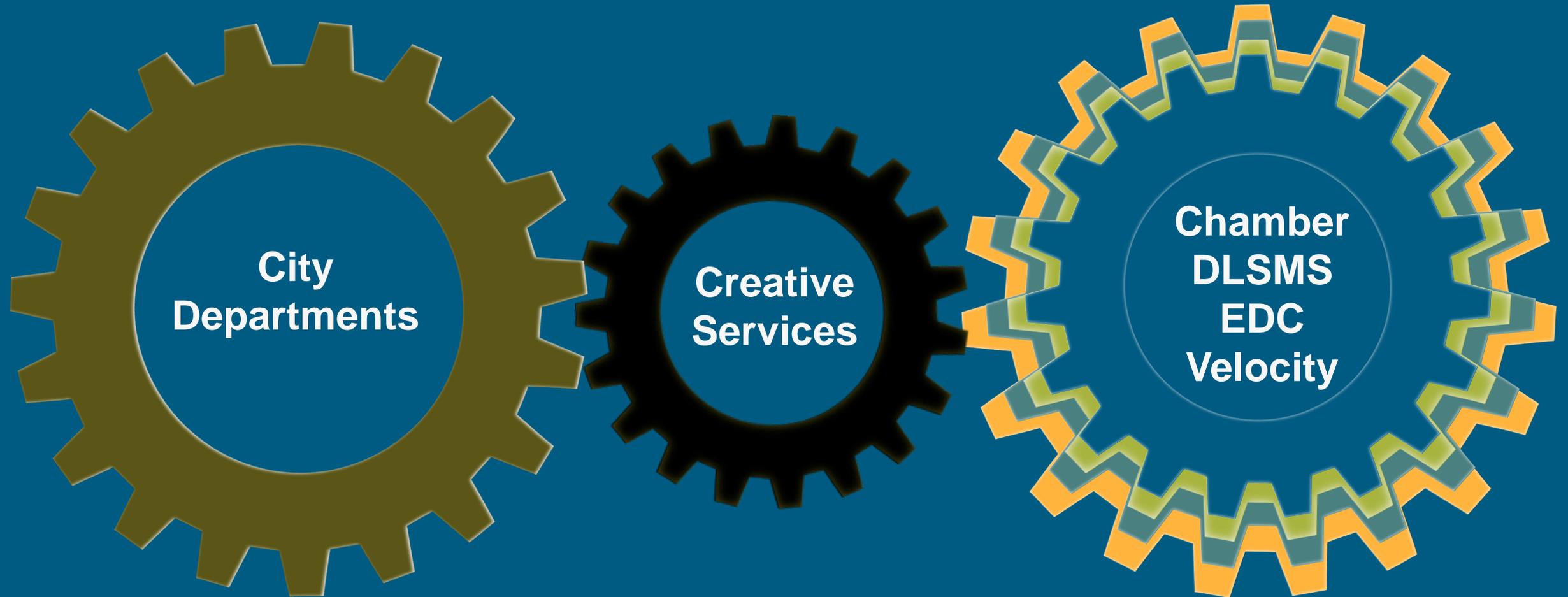
Manage the current silos of information into a coordinated strategy.

Provide support for all departments in the coordination of information into a multi-departmental communication strategy/plan.

Allow each department to retain autonomy over critical information.



# Internal and External Systems



# Year One Goals

**Unify communication efforts across departments**  
**one message, one brand**  
**become a communications hub for City departments**

**Build a variety of communication platforms that consider the demographics of the City, i.e., A Community for All Ages**

**Effectively inform and engage our citizens**  
**provide timely, accurate and complete information about City services, programs and initiatives to the community**

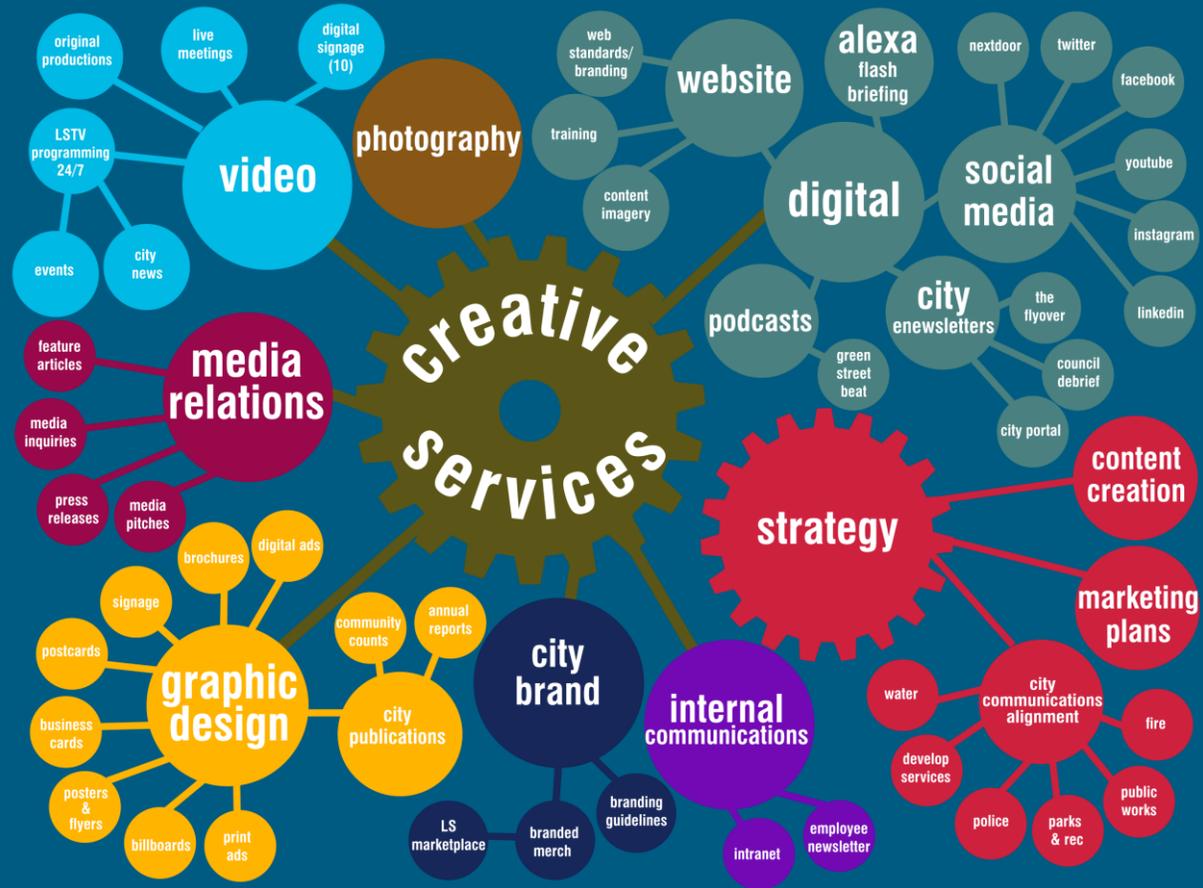
# Year One Goals

**Enhance our social media presence, effectively using the platforms to engage residents.**

**Implement social media guidelines and archiving practices.**

**Strengthen media relationships**

**Develop effective internal communication methods to reach all employees – desk to field**



# Creating Synergy

Planned, recurring programs, events, activities needing promotion

## 2019 Marketing Calendar

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

WATER	FIRE
CITY	POLICE
DEVELOPMENT	PUBLIC WORKS

EVENTS	Q1			Q2			Q3			Q4		
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Air Race Classic (Airport) 6/18-6/21						PW						
Airport Minute	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY
Airport Newsletter (Flyover)	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY
Airport Open House (6/27)						PW						
All Hands Meeting/Employee of the Year											CITY	CITY
Animal Control Adoption Events												
Annual Report - City				CITY								
Annual Water Quality Report						WATER						
Artist Reception	CITY			CITY			CITY			CITY		
Backflow Awareness				WATER								
Big Truck & Equipment Show (5/18)					PW/WATER							
Blood Drive (3/4, 5/6, 7/22)			CITY		CITY		CITY			CITY		CITY
Bond Issue 2019 Education										CITY	CITY	
Boos Barks & Badges (10/26)										FIRE/PD		
Citizens Leadership Academy Promo											CITY	CITY
Citizens Police Academy	PD	PD	PD	PD								
Citizens Strategic Plan			CITY	CITY	CITY	CITY	CITY					
City Elections				CITY				CITY			CITY	
City Newsletter (City Portal)	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY
Community Art Day								CITY				
Community Development Block Grant (CDBG)	DEV	DEV										
Council Debrief	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY	CITY
CPR Classes		CITY										
Development Minute	DEV	DEV	DEV	DEV	DEV	DEV	DEV	DEV	DEV	DEV	DEV	DEV
Digital Cities Award Application											CITY	
Do I Need a Business License?						DEV						

- Water Con
- Wellness/
- Women's
- World Eld
- World Wa

- National Public Works V
- NBAA Conference - Airp
- No-tax-increase bond el
- Oktoberfest
- PipeDiver
- Pre-Application Meeting
- Property Tax Payments
- Quarterly Project Update
- RecycleFEST
- Royals Opening Day! Ro
- Safety Education Progra
- Scheduler/Dispatch Con
- Severe Weather Awaren
- Shop With a Cop
- Smoke Detectors - Chan
- Snow Communications
- Snow Dry Run
- Snow Rodeo
- Special Olympics
- State of the City Address
- Stormwater Education
- Stream Team
- Summit & Howard Park
- Summit Waves Wave Po
- Temporary Signage (pol
- Town Halls - District 3 &
- Ward Rd-Tudor2BluePk

- Drinking Water Week
- Drug Take Back Day/Can't
- EMS Week
- Explorer Program
- Fan Photo Contest
- Fire Prevention Week
- Fire Safety - Thanksgiving
- Fire Station No. 3 Ribbon C
- First Time Homebuyer
- Fireworks Safety
- Fix a Leak Week
- Hartman Park Trailhead
- Historic Preservation & Bu
- Inspection Process
- Junior Police Academy
- KC Metro Snow Rodeo
- Legacy Blast
- LSPD Annual Report (6/1-
- LSPD Recruitment
- Mayors Character Breakfas
- Mayors Tree Lighting (11/2
- Meet your Neighborhood S
- Minor Home Repair
- MLK Day Celebration
- National Law Enforcement
- National Bike Month

- Air Race Classic (Airport) 6/18-6/21
- Airport Minute
- Airport Newsletter (Flyover)
- Airport Open House (6/27)
- All Hands Meeting/Employee of the Year
- Animal Control Adoption Events
- Annual Report - City
- Annual Water Quality Report
- Artist Reception
- Backflow Awareness
- Big Truck & Equipment Show (5/18)
- Blood Drive (3/4, 5/6, 7/22)
- Bond Issue 2019 Education
- Boos Barks & Badges (10/26)
- Citizens Leadership Academy Promo
- Citizens Police Academy
- Citizens Strategic Plan
- City Elections
- City Newsletter (City Portal)
- Community Art Day
- Community Development Block Grant (CDBG)
- Council Debrief
- CPR Classes
- Development Minute
- Digital Cities Award Application
- Do I Need a Business License?



# Internal Collaboration

**Produce high quality and inspired marketing collateral to support City services and initiatives**

## Airport

- Collaborate monthly, developed marketing plan
  - ✓ targeted advertising | e-newsletter | FlyOver Minute | economic impact video | event promotion

## Fire and Police

- ✓ recruitment | internal communication | safety messages | annual reports

## Development Services

- ✓ Development Minute | program brochures | program promotion, i.e., minor home repair

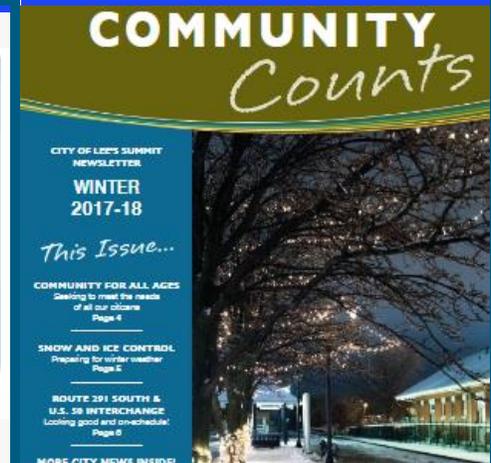
## Public Works

- ✓ snow support | Snow 101 | recycling | events | stormwater education

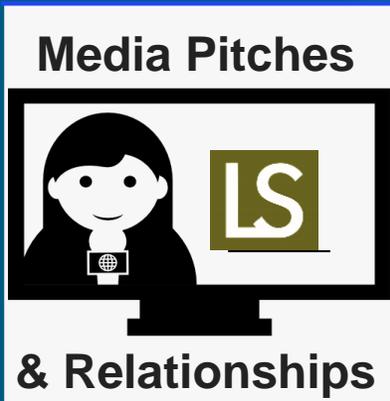
## Water Utilities

- ✓ PipeDiver | social media messages | water quality

# Previous Communication Platforms

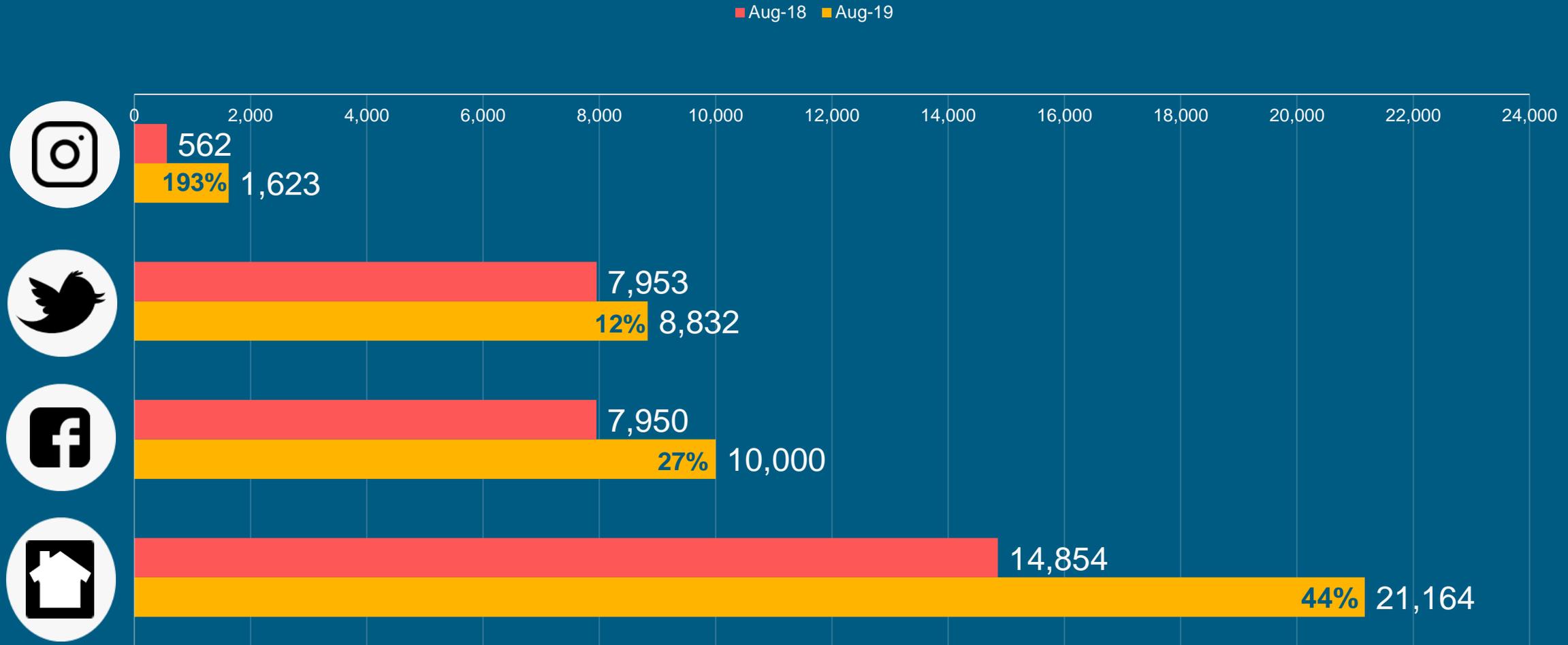


# Added Touchpoints



# Social Media Growth

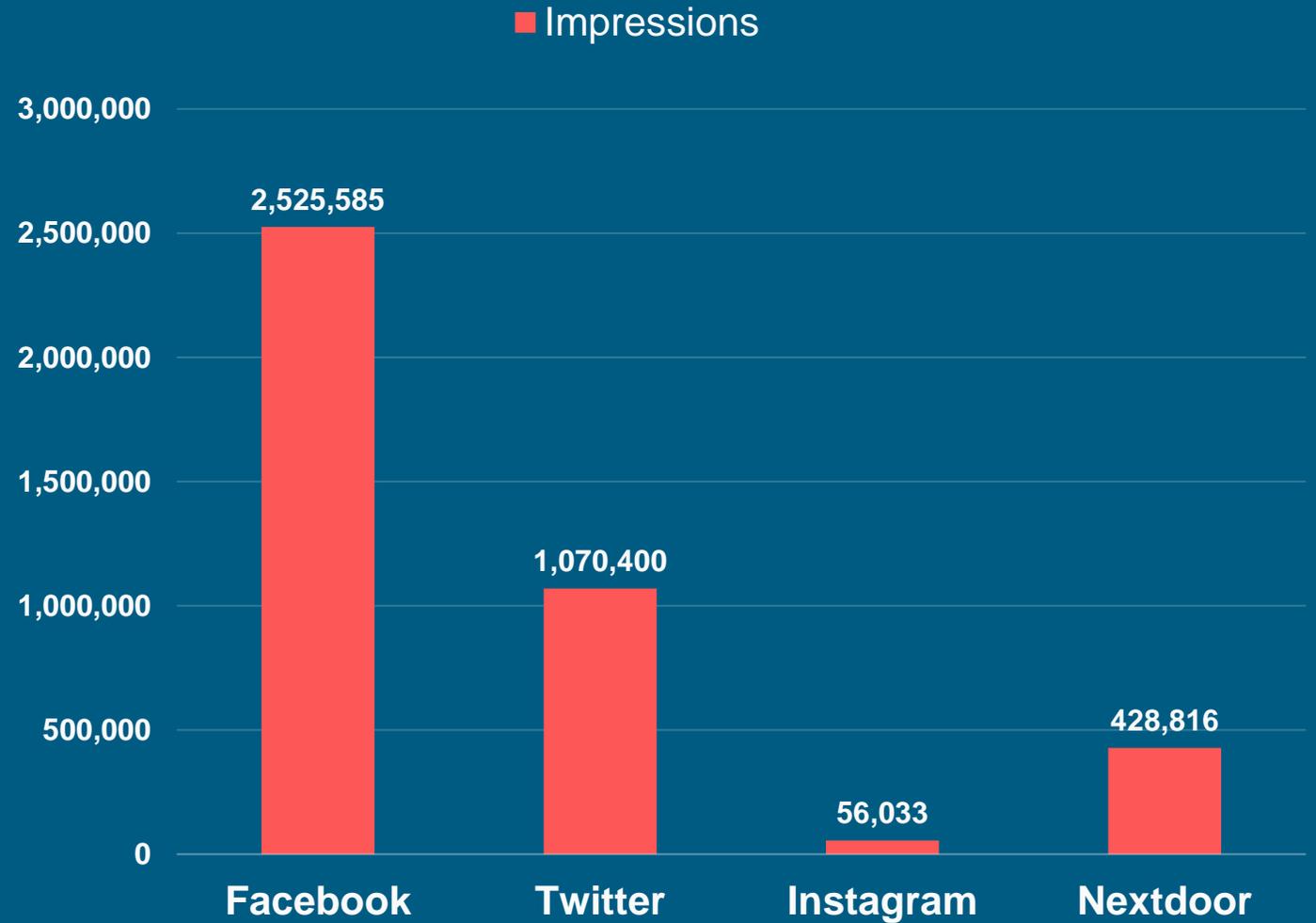
Last 12 Months: 10,587 Followers Gained



- 68% of U.S. adults are Facebook users. Facebook = most widely used platform.
- 2019 Citizen Survey – ½ of the respondents use social media to get City information.

# Social Media Reach

Last 12 Months: 4,080,834 Impressions



Impressions = # of times content is displayed in a viewer's newsfeed

# Media Coverage

Last 12 Months

An opportunity to tell our story first

Survey results suggest 46% of our residents receive City information from the media



Publicity Value

\$679,816

Audience

6,218,057

Mentions

186

# Video Engagement



**MILL & OVERLAY PROGRAM**

- Using a drone, GoPro enhancing the experience
- Share across platforms



**103**

Original  
Productions



**260,257**

Views

**51%** ↑

Video  
Production



# Connecting Digitally

## Email Engagement

Total Subscribers

5,098

10 Month Reach

68,185

Mobile-Friendly Design – 67% of emails are opened on a mobile device.



# Green Street Beat



7

Podcasts



7,099

Listens



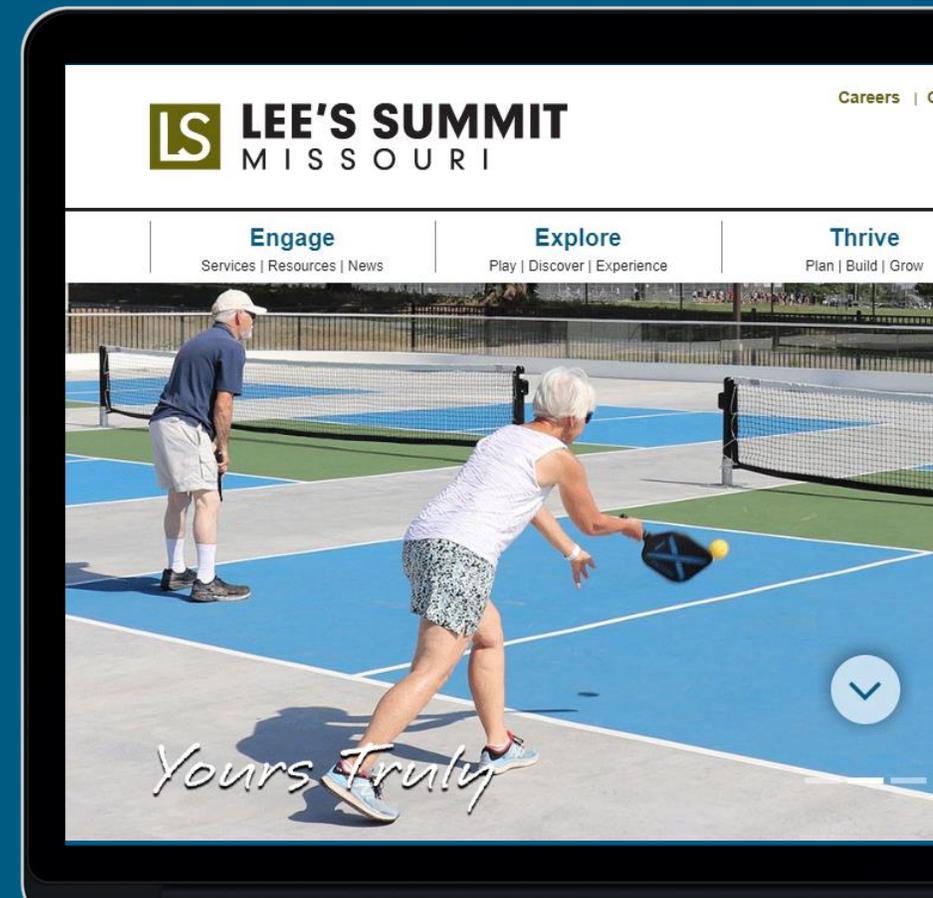
Launched in  
June

# Website Engagement

Website Launched in October 2018 (10 months)

Page Visits 774,063 14%↑

Page Views 1,867,549 8%↑



- ✓ Responsive Design
- ✓ Easy Navigation
- ✓ Enhanced Searchability
- ✓ Drive Users to the website

# Citizen Feedback

 Charleston Park · 3h ago

This type of communication is very much appreciated. I've always wanted a better way to follow the City Council especially besides my going to the City Web Site and trying to navigate through the City Council Meeting Agendas but that is what I usually do.

Thank you for being so proactive with this Social Neighborhood Platform.

Again, very much appreciated and I know many others feel the same way!

 1 Thank

 At Charleston Park · 2h ago

Thank you for posting this!



 Pryor Meadows · 1h ago

Thank you for sharing this information!



 I love this video! Great way to share with the community what is going on around town in a quick, mini video! Thank you!

[Like](#) · [Reply](#) · [Message](#) · 11w  5

 **City of Lee's Summit Government** · Thank you!

[Like](#) · [Reply](#) · 11w  1

 Great video! Thanks Lees Summit!

[Like](#) · [Reply](#) · [Message](#) · 10w  1

 **City of Lee's Summit Government** ✓ You are welcome

[Like](#) · [Reply](#) · 10w

 Like this idea! It's great!

[Like](#) · [Reply](#) · [Message](#) · 19w

 **Anniversary Follower**

Thanks for posting these!

[Like](#) · [Reply](#) · [Message](#) · 20w

The credits: 🤗🤗 Please do more of these highlighting our city workers! This was awesome!

[Like](#) · [Reply](#) · [Message](#) · 18w  5

# Year Two...

**Be the best source of information about our City government**

- **Maintain initiatives put into place. Many require a consistent delivery commitment.**
- **Align communication and marketing activities to support the City's vision, mission and the strategic goals.**
- **Monthly Wrap – Snapshot of what has happened at City Hall.**
  - ✓ **Communicate the work of City Council and the important role council plays in the community. What is on council's radar, what is your focus, the important decisions being made and the process.**
  - ✓ **How do City services enrich neighborhoods, important that citizens know and understand how their tax \$ are spent.**

# Year Two...

**Be the best source of information about our City government**

- **Public Dashboard – helps elected officials communicate progress and shows the great work of staff. Helps us tell our story.**
- **Virtual Town Halls**
- **Employee Intranet**
- **Improve LSTV streaming experience – program guide, new cameras**
- **Enhance the City's YouTube Channel**
- **Development Services Marketing Plan**

Thank  
You