

## Kathleen McGraw

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**From:** Deanna Santana  
**Sent:** Sunday, April 19, 2020 10:05 AM  
**To:** Deanna Santana  
**Cc:** Brian Doyle; Kathleen McGraw  
**Subject:** Update on activities of communications consultants

Good Morning,

The purpose of this email is to provide the City Council an update on communications initiatives that have been put on hold or are delayed. Given the gravity of the public health emergency, many of the communication projects that the Communications team had been working on pre-COVID-19 have been put on hold due to the need to focus on communicating about COVID. This work includes illegal street activity/sideshow public outreach as the activity has significantly decreased with most people staying home, as well as the Love Santa Clara initiative which might not have the desired impact at this point in time. We have been in contact with our communication consultants, 3fold Communications, Circlepoint, and Singer Associates, who are understanding of COVID-19's impact on City business, as well as their own business.

As the situation evolves in the coming weeks, we will reassess these communication resources in a post-coronavirus world. As it stands, our consultants as well are totally refocused on providing their valuable communications expertise to other clients. If there are changes, I will be sure to let you know. Knowing how much the Council values communications, I wanted for the Council to be aware of the impacts of COVID communications to our staff and consultant capacity.

Thank you,

Deanna