



## Agenda Report

20-998

Agenda Date: 11/18/2020

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### SUBJECT

Communications Update

#### BACKGROUND

At the August 19, 2020 Economic Development, Communications, and Marketing Committee (Committee) meeting, Chair Debi Davis presented a memo to the Committee (Attachment 1) with suggestions on how to reach more residents during the novel coronavirus (COVID-19) pandemic and called a special Committee meeting on September 2, 2020, to discuss refocusing communication efforts and requested attendance from Circlepoint.

At the September 2, 2020 Committee meeting, the Committee discussed refocusing the City's communication efforts toward COVID-19-related communications and directed staff to work with Circlepoint to come up with a communications strategy based on the Committee's suggestions, which included:

- Develop message that is cohesive and connected, with a focus on highlighting how Santa Clara has prepared for the pandemic and how we will overcome this public health emergency together; communicate Santa Clara's action plan
- Overarching message that the City of Santa Clara is here for its residents and that we care
- Communicate how/where people can get help and how people can help others
- Focus on how we best deliver messages (e.g., tailoring that message to target audiences [e.g., seniors, small businesses]).
- Include testimonials from people who have received assistance from the City (e.g., \$30 credit, Small Business Grant recipients)

On September 22, 2020, Circlepoint sent a communications strategy proposal (Attachment 2).

#### DISCUSSION

The Director of Communications will provide an update on the City's communications efforts in response to the memo and to the Committee's input given at the September 2, 2020 meeting.

The Director of Communications will also provide an executive summary on the quarterly activities of citywide social media and website statistics. The Social Media Quarterly Report (July - September 2020) is included with report as Attachment 3.

#### FEEDBACK

The City is seeking feedback on the current efforts to ensure that we are moving in the right direction

based on the Committee's input given at the September 2, 2020 meeting.

**ENVIRONMENTAL REVIEW**

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

**FISCAL IMPACT**

There is no fiscal impact to the City other than administrative staff time.

**PUBLIC CONTACT**

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Lon Peterson, Director of Communications

Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Memo from Chair Davis Dated August 19, 2020
2. Communications Proposal from Circlepoint
3. Social Media Quarterly Report (July - September 2020)