



City of Morgan Hill Communications Assessment

Report ▪ Recommendations ▪ Discussion



City Council Meeting January 25, 2017
Agenda Item #6



Why An Assessment?



- Advance the City Council's 2016 Focus Area "Improving Our Communication"
- Better understand how we are doing
- Build upon recent communications and engagement efforts





Tripepi Smith & Associates



- Contracted with Tripepi Smith & Associates to perform communications assessment



- Marketing, technology and public affairs consulting firm



- August 2016 – November 2016



Assessment Process

- Discovery – Interviews with 48 People
 - Chamber of Commerce
 - City Staff
 - Downtown Association
 - Elected Officials
 - Involved Community Members
 - Library
 - School District



Assessment Process (cont.)

- Documentation – Fact Statements Reviewed by Each Department
- Communications Survey
 - English & Spanish
 - Postcard mailing to all residents
- Analysis of Website & Social Media Metrics
- Creation of Recommendations/Report



Solid Foundation Noted

- Great Capability to Directly Reach Out through Constant Contact
- Communications and Engagement Manager
- Modern, Mobile-Friendly Website



Solid Foundation

- Spectrum of Public Participation
- Widespread Social Media Footprint
- Implementation of Siteimprove
- Comprehensive Communications & Engagement process with downtown projects and single lane pilot project



Tripepi Smith Recommendations



1. Continue to Optimize Website and Define Governance



2. Develop Social Media Strategy & Policy



3. Optimize Social Media Sites

4. Drive Social Media Audience Growth



Tripepi Smith Recommendations (cont.)



5. Integrate Communications Strategy Throughout City Departments



6. Develop Media Engagement Strategy, Policies & Procedures



7. Deepen Direct Electronic Communications with Residents

8. Metrics: Measure What Matters



Tripepi Smith Recommendations (cont.)



9. Empower Staff & Council as Information Ambassadors



10. Continue to Grow & Celebrate Transparency Efforts



11. Evaluate a Changed Model for Staff Support of City Communications



Staff Recommended Priorities

1. Implement cohesive communications strategy throughout the organization
2. Continued focus on City wide social media and website optimization
3. Enhance Bilingual Communications
4. Advance Community Inclusiveness Efforts



Recommendations for this evening



1. Accept Communications Assessment Report
2. Discuss the City Council's expectations and goals for enhancing communication and engagement efforts
3. Direct staff to schedule a community inclusiveness City Council workshop





Q & A / Discussion

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