



TELLING YOUR ORGANIZATION'S STORY

February 9, 2023





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STRATEGIC COMMUNICATIONS NEEDED TO COMBAT LOW TRUST FACTOR



Trust in state and local government is low compared to historical averages, according to 2021 Gallup Poll



Public relations is "a strategic communication process that builds mutually beneficial relationships between organizations and their publics." - Public Relations Society of America

VALUE OF STORIES AND PROACTIVE COMMUNICATION PLANNING



Encourages participation in the democratic process



Builds awareness, fosters understanding, changes perception



Humanizes your organization



Builds trust in your organization



Gaining support for rate adjustments, special funding

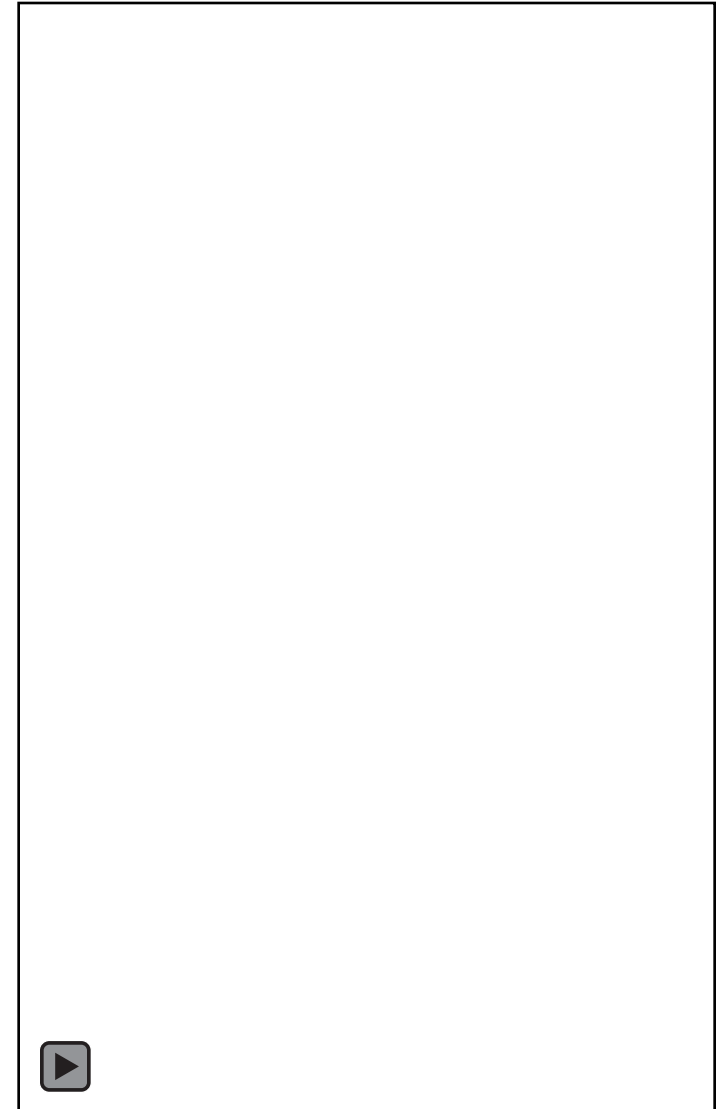


Builds rapport ahead of a crisis – pennies in the bank

STORIES HELP GENERATE EMOTIONAL RESPONSES FOR CALLS TO ACTION



“I’ve learned that people will forget what you said, people will forget what you did, but **people will never forget how you made them feel.**” -Maya Angelou.



USING R.P.I.E. TO BUILD CAMPAIGNS

Public Relations 101 A Strategic Planning Cheat Sheet



Getting Started with your PR Campaign

Your agency plays an important role in the community. Oftentimes, though, you may be tasked to wear many hats and take on public relations and outreach projects to build your agency's brand, maintain relationships, increase fundraising and foster understanding about what you do with key audiences.

This task can feel overwhelming, and that's why we made this insider's guide for you! We hope you keep this close as you create new public relations programs and measure their effectiveness.

Effective public relations strategies are created not copied. In order to create a successful plan that reaches your goals, you'll need to follow the RPIE roadmap: Research, Planning, Implementation and Evaluation. This strategy ensures that your public relations effort will be strategic and not just tactical.

Research

The research phase is where you will gather information to plan out your public relations effort. It's the foundation for your strategy and helps define:

- **WHO** do we want to reach? (i.e. our audiences)
- **WHAT** do we want people to do? (i.e. buy something, encourage a behavior, increase awareness, change opinion)
- **WHAT** messages do we need to deliver to make that happen?
- **HOW** are we going to deliver those messages?

There are several quantitative and qualitative research methods to collect data – many of which are low and no cost.

- Focus groups
- Intercept interviews
- Telephone, mail or online surveys
- Communication audits
- 1:1 interview
- Observations/visits/field reports
- Community forums
- Media analysis
- Fact finding
- Research via databases, literature, historical and internet research

Planning

During the planning phase of your project, you'll want to focus on identifying:

- **GOALS** are long-term and broad.
Example: To raise brand awareness of our non-profit or to increase our donations.
- **OBJECTIVES** help you meet your goal. They are more focused and shorter-term and define the behavior, attitude or opinion you would like to achieve. Objectives are **SMART** (specific, measurable, achievable, relevant and time specific).
Example: By October 2022, we will decrease customer water use by 20%.
- **STRATEGIES** describe how you will reach your objective.
Example: Enlist the support of influencers to gain buy-in on saving water at home.
- **TACTICS** are the how-to elements of your strategy.
Examples: Social media posts, video, direct mailers or e-newsletters.
- **AUDIENCE** is more than the "general public" and may include media, community-based organizations, government agencies, employees, donors and more.

Implementation

During this phase, you will focus on executing your communications plan based on the info you have gathered during the research and planning phases. It may include creating collateral, managing the budget and timeline.

Evaluation

You will want to monitor and track success regularly as you are implementing your plan. This will allow you to pivot your strategies and tactics if something is not working out and adjust and improve for the future. At the end of the plan, you will also want to measure success by looking at outcome, outtakes and output objectives.

EXAMPLE:

- **OUTPUT:** Work products produced (such as the number of news releases, videos, special events and social media posts).
- **OUTTAKES:** Reach of products produced (such as circulation of news release, number of people who attended the event, how many people commented/liked the social media posts and how many people visited your website).
- **OUTCOMES:** Most effective measurements focused on achieving communications goals and measures a change in knowledge, attitude, opinion or behavior. Types of measurable communications outcomes may include an increase in the number of people who are adopting animals from a shelter versus shopping for designer dogs or resident compliance with new organics recycling program.



Research & Planning

- Qualitative and Quantitative research methodologies (web/social surveys, focus groups)
- Establishment of measurable goals and outcomes
- Alignment with citywide plans, council goals



Implementation

- Paid media placement
- Media relations, blogs, features
- Social media
- Owned – website, events, public meetings, e-news
- Create once, publish everywhere



Evaluation

- Monitor and track support regularly
- Pre and post surveying
- Make adjustments

CASE STUDY: GROUNDWATER OUTREACH





2016

- Top-of-mind concerns for water supplies above public education, economic stability, roads and streets, and new development.
- Nearly half of the respondents (48%) are less than accepting while the rest remain “accepting” or “totally accepting.”
- Research revealed that customers wanted to learn more about what we do and what we managed.



2019

Participants generally supported the use of groundwater as a water source, but needed clarification on some of the terms used to describe the process, including dispelling the notion that a groundwater aquifer was a manmade structure or a void in the ground.



“If the city were to choose to implement this as a regular water supply, **a strong education effort** would be needed to dispel preconceived notions of groundwater quality, **help residents understand that groundwater is an excellent water supply** and not less superior than surface water, **calm fears** about what the new emergency plan would be, and **provide a clear explanation** regarding distribution”

2019 FOCUS GROUPS



“... Virtually no one knew what an “aquifer” was. (Many in both groups assumed it was a manmade, physical structure used to storage water underground.)”

OUR INTENTION

Ongoing efforts to educate the public about Roseville's growing groundwater program and dispelling myths associated with groundwater usage using a **multi-channel approach to communication**

Create public events that provide opportunities for customers to see our groundwater infrastructure, taste groundwater, educate customers on the process of replenishing and extracting groundwater resources and answer any questions

OUR STORYTELLING TOOL BOX



MESSAGING PLATFORM

- Groundwater is part of Roseville's water supply planning, diversifying our portfolio
- Groundwater is safe, natural, and can provide additional water resources for our thriving community
- Use words like "future" – it tests well and is positive

SEEING IS BELIEVING, TASTING IS GROUNDWATER REAFFIRMING



IF A PICTURE IS WORTH A THOUSAND WORDS, VIDEO WORTH A MILLION



OVER SATURATE: CREATE ONCE, PUBLISH EVERYWHERE



The collage illustrates the multi-platform distribution of content. It includes:

- Laptop Screen:** Displays the City of Roseville website with the headline "Roseville's actions to diversify water supply sources".
- Smartphone Screen:** Shows a news article titled "Roseville bypassing Folsom Lake with local 1.2 billion gallon well extraction" dated August 9, 2021.
- Tablet Screen:** Displays a social media post from "City of Roseville Utilities" dated January 6 at 8:41 AM, discussing groundwater replenishment.
- Overlaid Graphics:** Several informational graphics are layered over the screens, including:
 - "Charge ahead Roseville" promoting electric vehicle rebates.
 - "Learn more about electric vehicle rebates" with details on rebates for EVs, electric vehicles, motorcycles, and electric vehicles level II chargers.
 - "Roseville Groundwater Is reliable water" with a photo of a man in a blue shirt pointing at a large blue pump.
 - "What determines water transfer" and "What determines water replenishment" with text about the transfer of water from the federal project to the local groundwater basin.

New wave of public opinion research



- Focus group: Few mention groundwater as a water source, but this is as often thought of in the form of recycled wastewater
- Focus group reactions to our groundwater program
 - They think this system is “**fantastic**”, “**awesome**”, “**wonderful**”, and “**really cool**”. They appreciate underground storage as efficient, evaporation-proof, good use of space, and effective
- Statistical survey:
 - **Acceptance of groundwater as a drinking water supply is now at 81 percent!**
 - Customers are willing to pay for more reliability in their water service

WHERE DO WE SIT NOW WITH OUR STORY?

Continued outreach



- Relaunch our water reliability paid media campaign with research insights in mind – key messages, look and feel
- Exploit opportunities where we can gain media exposure or third-party endorsements
- Launch a citizen's water academy in quarter four of 2023 to build advocacy in the community

STRATEGIC COMMUNICATIONS PLAN



- Align with the city's general plan and strategic plan
- Support council-established vision statement and guiding principles
- Advance organizational goals and objectives

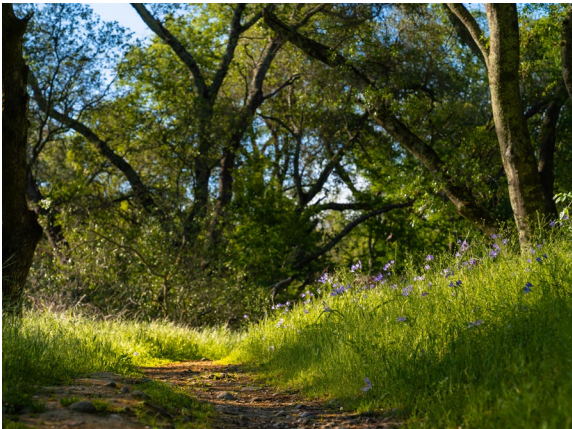


CITY OF
FOLSOM
DISTINCTIVE BY NATURE




STRATEGIC COMMUNICATIONS PLAN

- “Distinctive by Nature”
- Volunteerism and Service
- #MeetYourCity
- Tourism/City Amenities
- Historical Roots



- Engage with the Public
- Crisis Communication
- Launch and Grow Campaigns
- Low Cost ...But High Stakes
- Develop Your Brand
- Humanize Government Services





City of Folsom - Government

Published by Sendible · January 8 at 1:59 PM ·









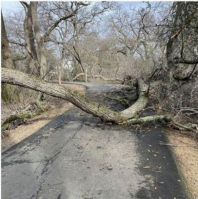
Folsom public safety and city crews are working hand in hand 24-7 to ensure our community stays safe during the storms.

We're here if you need us, and we are working as quickly as possible to address storm-related hazards in our community.

Residents are urged to prepare before the next storm rolls in.

View the City of Folsom storm alert at <https://conta.cc/3vyVH3R>:

- Report Storm-Related Incidents
- Stay Informed
- Sandbags Available (Bring Proof of Folsom Residency)
- Prepare Your Home
- Keep Gutters and Storm Drains Free of Fallen Leaves
- Drive with Caution




You and 144 others

13 comments 30 shares

Like

Comment

Share



City of Folsom - Government


Published by Sendible · December 27, 2022 ·

Be prepared for wet weather this week.

⚠️ Sandbags are available free of charge at the following locations: 48 Natoma Street (next to City Hall, behind the Arts & Senior Center) and 9700 Oak Avenue Parkway (behind Fire Station 36). Please bring a shovel.

⚠️ Clogged storm drain, localized flooding, or fallen tree limb on your street? Report storm-related hazards with SeeClickFix Folsom at www.folsom.ca.us/seeclickfix. Call 9-1-1 for life-threatening emergencies.

⚠️ When lea... [See more](#)



CITY OF FOLSOM

STORM ALERT

You and 12 others

3 comments 4 shares

Like

Comment

Share

ADVANCING PUBLIC SECTOR COMMUNICATORS

23



City of Folsom - Government

Published by Sprout Social · July 5, 2019 ·

#MeetYourCity

Meet Debbie Centi. She has worked for the [Folsom Public Library](#) for 12 years, recommending books to children and hosting many of the Library's programs. Join Debbie for story time Tuesdays at 10 a.m., 11 a.m. and 7 p.m. and Wednesday through Sundays at 10:30 a.m. www.folsom.ca.us/library.



179

7 comments

6 shares


Like

Comment

Share

ADVANCING PUBLIC SECTOR COMMUNICATORS

24




City of Folsom - Government

Published by Folsom Comms · December 2, 2020 ·

"I got hit pretty hard... The virus is real. I hope people take sensible precautions because I think wearing masks and social distancing does help slow the spread. It will save lives."


Mayor Sarah Aquino is at home recovering from a severe case of COVID-19. Hear her story at [The Sacramento Bee](#).



The Sacramento Bee




December 2, 2020 ·

"I get frustrated when I get emails from people who think that mask wearing is a joke."




SACBEE.COM


A 911 call. A 'brain fog.' Inside the Folsom mayor's frightening battle with COVID-19




123




127 comments




27 shares




Like



Comment




Share




City of Folsom - Government


Published by Sprout Social · October 27, 2020 ·

Help keep Folsom healthy — even if you don't have COVID-19 symptoms, you can save lives by getting a test. Sacramento County offers free COVID-19 testing in Folsom every Wednesday at Oak Hills Church from 8 a.m. to 4 p.m., 1100 Blue Ravine Road. Schedule your appointment at [folsom.setmore.com](#).







9




3 comments




2 shares



Like



Comment



Share

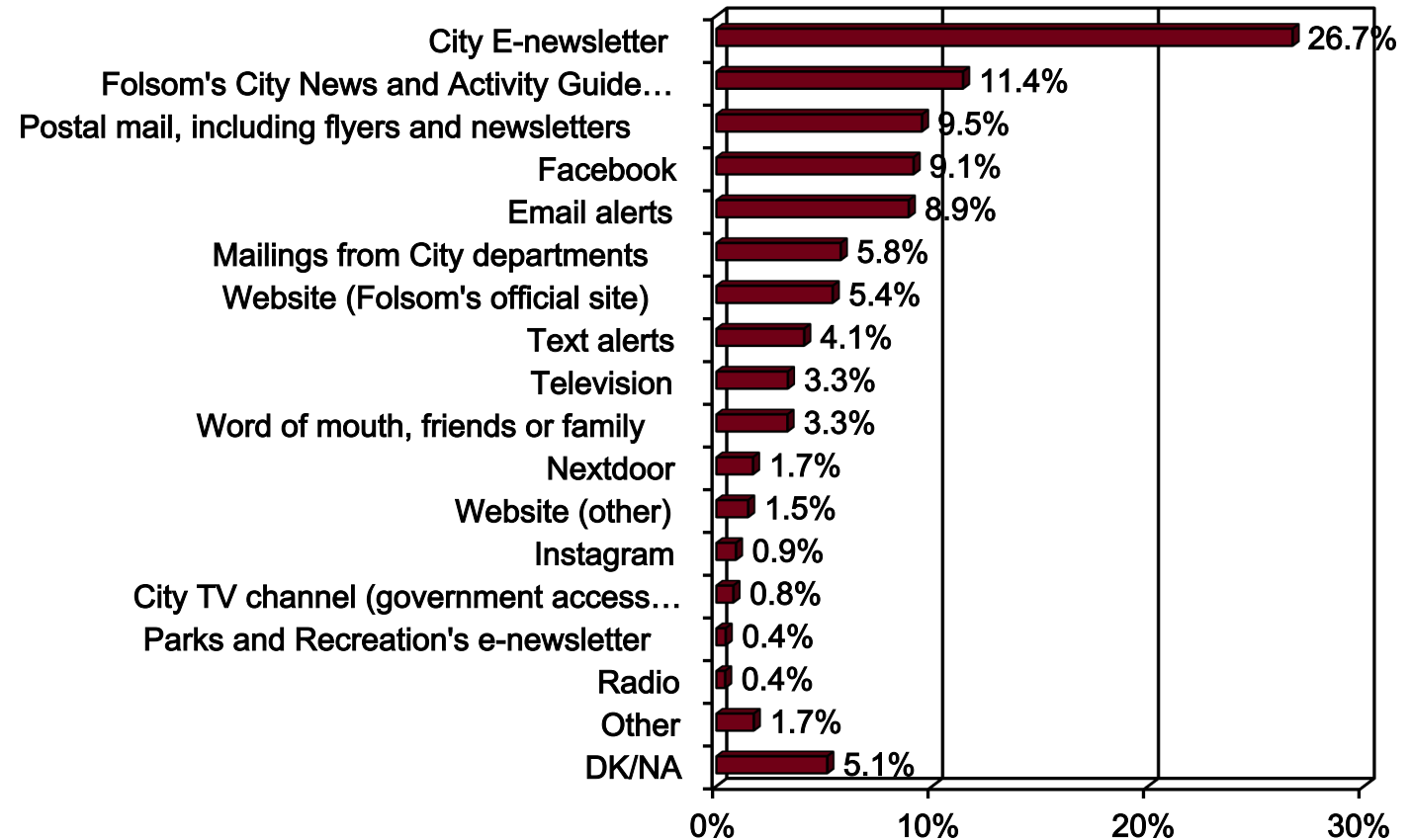
ADVANCING PUBLIC SECTOR COMMUNICATORS

25

CASE STUDY: ENEWSLETTER



- Newsletter team comprised of a staff member from each department
- Published weekly
- Reach: 8,500+ subscribers
- Content is king. Quality content drives results.
 - Easy to share
 - Easy to read
 - Does double duty: Posted to website, print newsletter, social media
 - Builds community
- #1 news source for our community



Preferred Sources of Information for City Activities, Events and Issues - Likely November 2022 Voters

Citywide communications and marketing campaign, in partnership with Chamber of Commerce

Goals:

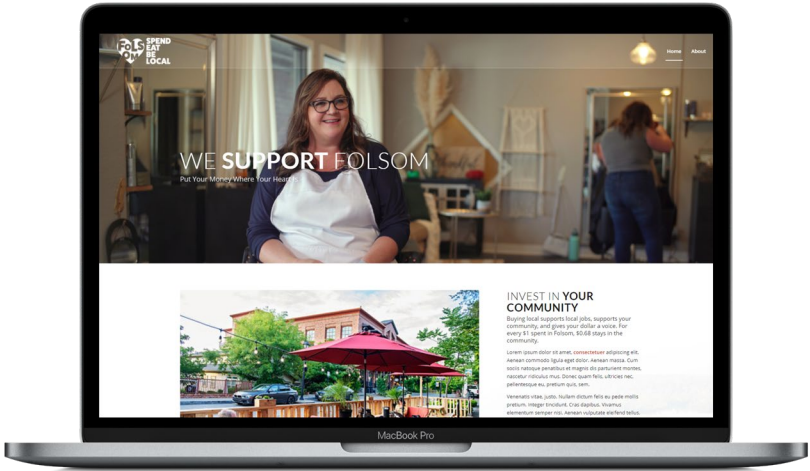
- Encourage the community to shop and dine locally
- Engage the public about the pandemic's impact on local businesses
- Foster community pride and love for our hometown



CASE STUDY: WE SUPPORT LOCAL

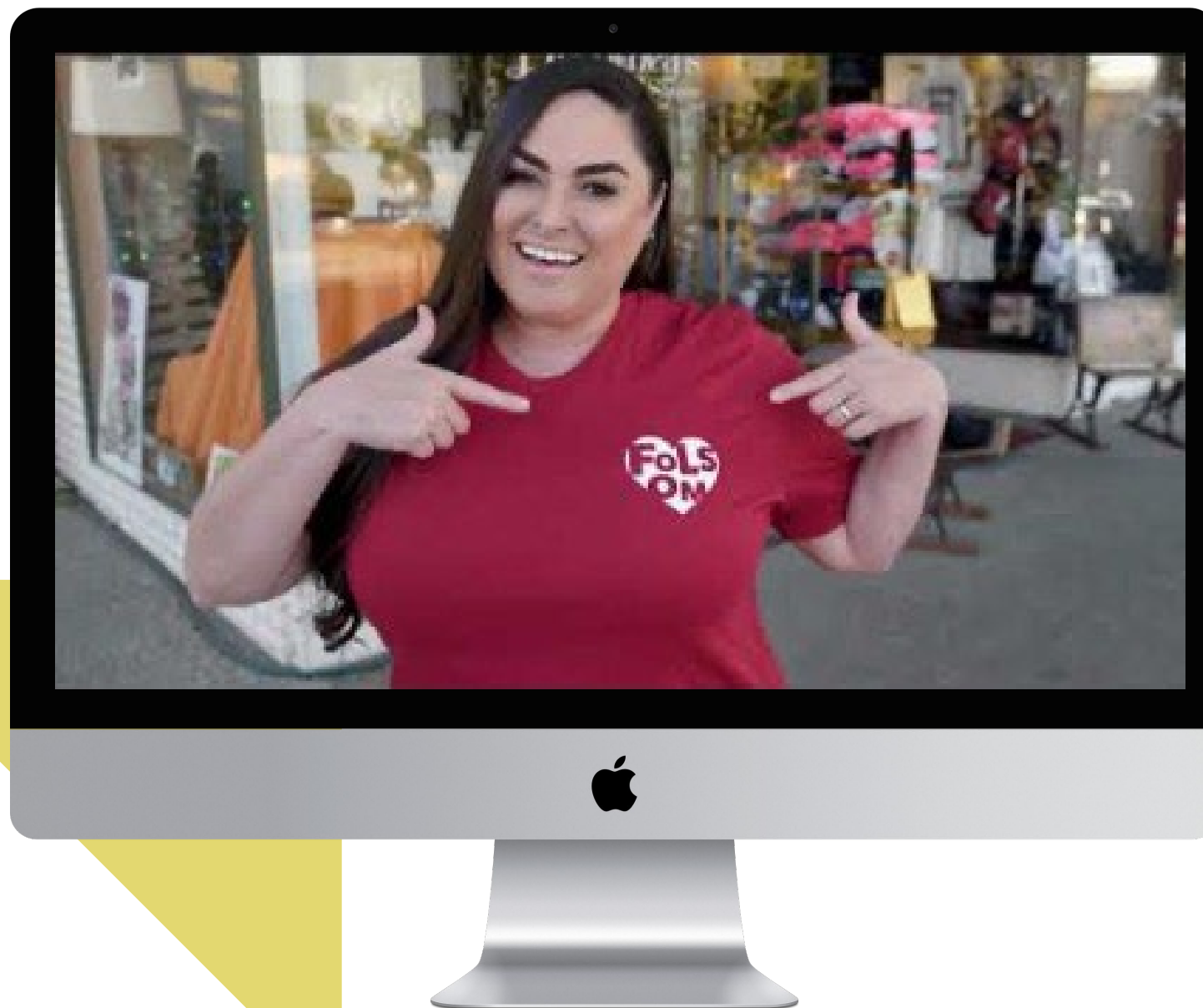


- Branding
- We Support Folsom website
- Infographics
- Loyal to Local Pledge
- Collateral



**PUT YOUR
MONEY
WHERE
YOUR
FOLSOM
IS**

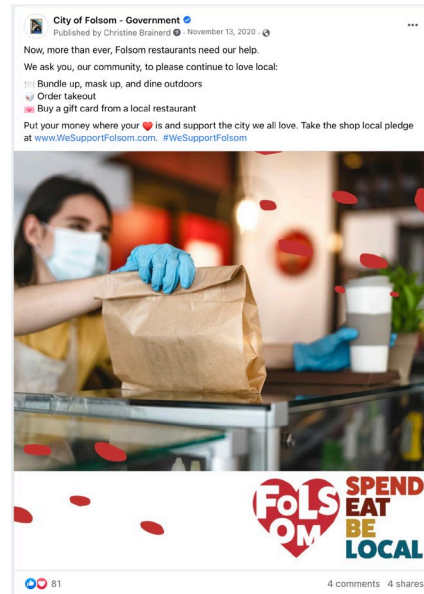




CASE STUDY: WE SUPPORT LOCAL

Results

- Social media – 200,000 reach
- 500+ posters and banners in local businesses and shopping center
- 300+ signed an online pledge
- 10,000+ views on videos
- Freeway signs – 300,000 motorists daily



Most importantly, the response from the business community was overwhelmingly positive.

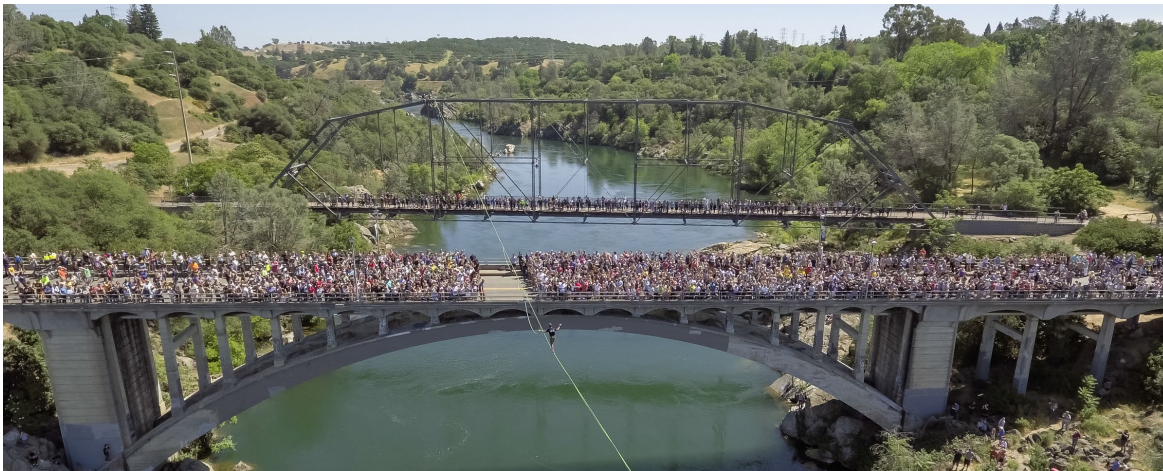
100 percent yes! Please help support our local restaurants! They need us! Even if it's a \$20 gift card. Whatever you can do!
- Katie McCormac

I'm doing all my Christmas shopping in small businesses in Folsom this year!
- Cindy Baker

COMMUNITY RELATIONS

Community engagement and partnerships:

- Promote civic pride
- Strengthen relationships with community members
- Build trust
- Promote volunteerism



COMMUNITY RELATIONS

Community Service Day

- 2,500 Volunteers
- 100 Service Projects
- 80,000 Pounds of Food Donated
- \$90,000+ in Cash and In-kind Sponsorships



CULTIVATING AMBASSADORS



- Customer workshops
- Stakeholder tours
- Water Savvy Landscape Contest & Garden Tour

The Water Savvy Garden Tour was great! The residents of each home we visited were very welcoming and eager to answer all our questions. I commend the CVWD team for organizing this tour and doing such a great job!
-Tour attendee



EDUCATING FUTURE WATER LEADERS

- Community partnerships
- Robust education program
- College internships



CVWD'S COMMUNICATIONS STRATEGIES

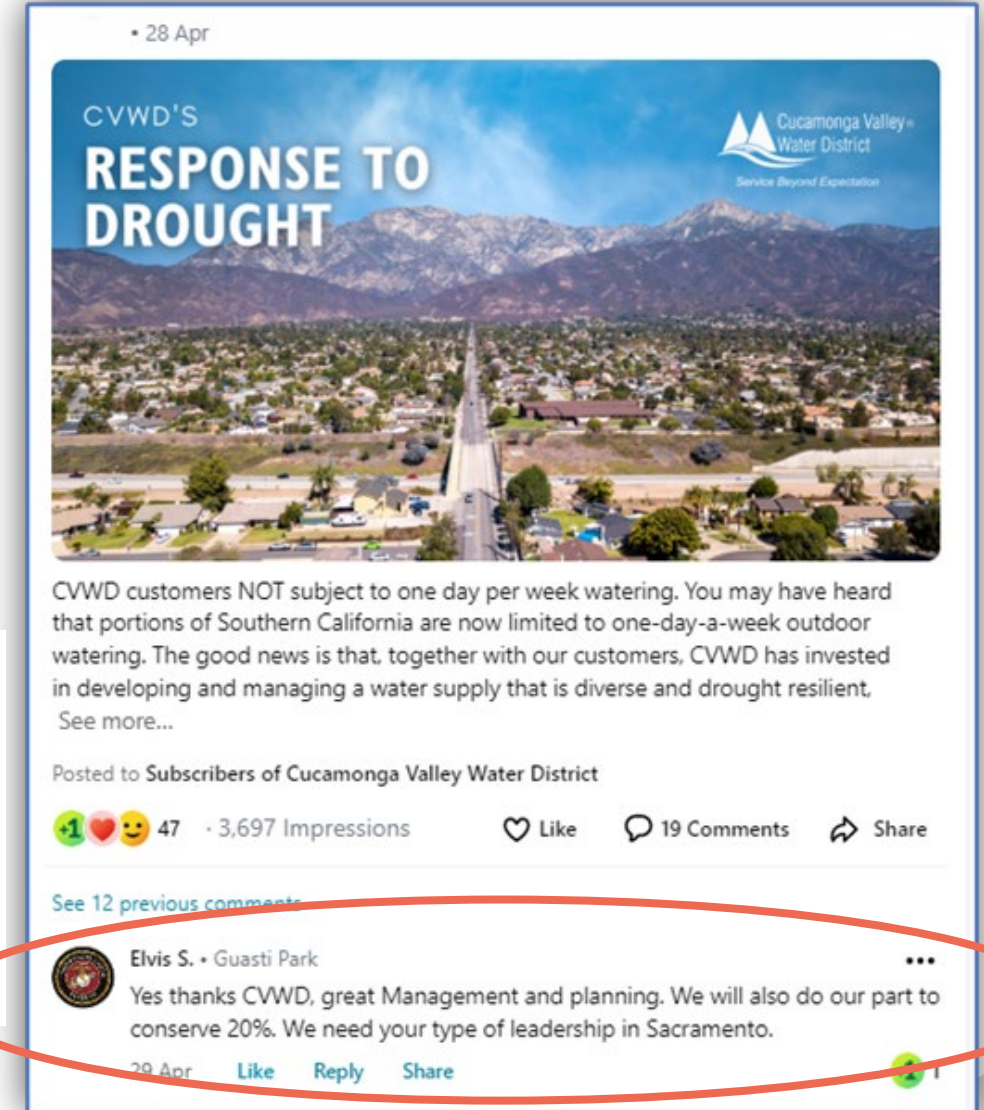
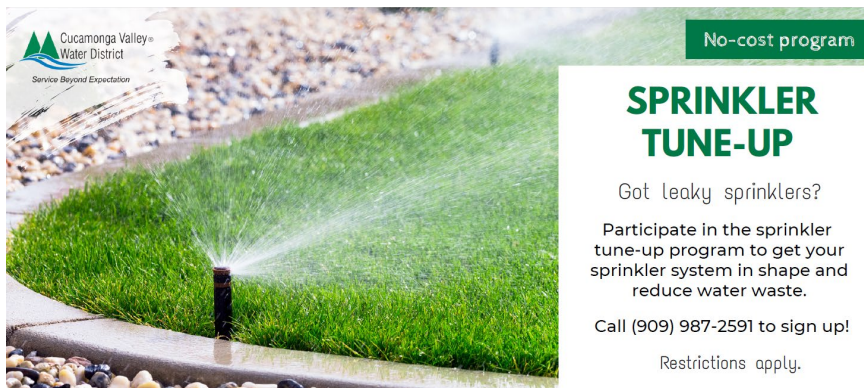


- Traditional and innovative communications
- Podcast
- Board member involvement
- Face-to-face engagement
- Drought “expert” strategy
- Consistency



DROUGHT REACHS SUCCESS

- An ongoing effort since the last drought
- Positive response to messaging
- Increased program participation
- Changes in behavior



CAPIO IS HERE TO SUPPORT



- Government Communicators Day:
February 24
- Annual Conference
 - Save the Date: May 1– 4, 2023 in
Monterey
- Emergency Communications Academy:
June 13 & 14
- PIO 101 & Leadership Summer
- Webinars and training
- Professional development
- Network of the best public sector
communicators



Three overlapping triangles on the left side of the slide: a large teal one at the bottom, a yellow one in the middle, and a smaller red one at the top.

THANK YOU!

QUESTIONS?

Two overlapping triangles on the right side of the slide: a light gray one at the top and a teal one at the bottom.