



City of Indian Wells Communications Plan

Mission Statement:

Create an unsurpassed quality of life for residents and guests by providing superior public safety, exceptional service and outstanding amenities that will further enhance our image as a prestigious community and international resort destination.

“Citizens who have an emotional connection with their city make the difference.”

for The LOVE of Cities, Peter Kageyama



The purpose of the City of Indian Wells Communications Plan is to proactively **EDUCATE** the public on community issues, **INFORM** its citizens by delivering efficient and effective communication, **UNDERSTAND** the community – how they want to receive their information and what they deem is important, and **DELIVER** clear, concise messages to bridge any communication gaps.

Effective government communications are essential in delivering messages to our community using multi-platform channels. The City of Indian Wells continually strives to deliver messages to our community that continues our brand commitment of an exceptional quality of life. Growing the relationship with our community is essential in building trust in their local government.

The purpose of the Communications Plan is to ensure that all City stakeholders, from residents and leaders to staff and partners, are aware of the city’s annual objectives and actions. The Plan outlines the vehicles and platforms that will provide year-round information to City stakeholders, along with key message points designed to update, validate and strengthen citizens’ support for their City.



The purpose of the Guiding Principles below is to clearly define the approach and philosophy of outbound communications and to ensure these standards are instilled throughout all multi-media channels.

Guiding Principles:

- ▼ Proactive Approach
 - Tell the Indian Wells story
 - Initiate communication
- ▼ Community Information
 - Provide citizen education on all multi-level communication channels
 - Create early opportunities to inform the community
- ▼ Inclusive Communication
 - Include everyone in the process to build teamwork
 - Proactive communication
- ▼ Strong & Consistent Message
 - Build on strong themes
 - Ensure messaging supports goals of the City
- ▼ Timely Outreach
 - Provide the public with timely notice and reasonable access to information



The Strategic Objectives outlined below are designed to assist in identifying the City's goals for successful communication. These objectives will be used in analyzing strategic outbound communication strategies and to create a tangible benchmark for those goals being achieved.

Strategic Objectives

- ▼ Keep citizens informed
- ▼ Produce communications that are effective and efficient
- ▼ Promote citizen awareness of all communication channels
- ▼ Promote citizen understanding of City services & activities
- ▼ Create sustained and consistent message/information
- ▼ Coordinate internal and external communications
- ▼ Provide open, inclusive communications for key audiences
- ▼ Be collaborative on issues to improve communication
- ▼ Provide accurate and timely information to City Council & media
- ▼ Educate Staff on issues for better customer service
- ▼ Create awareness of City Council policy decisions to the public
- ▼ Internally standardize all media/press communications
- ▼ Engage Community Partners in communication objectives
- ▼ Continue to employ a multi-media, multi-channel communication approach and monitor existing communication channels for their effectiveness and impact

Key Messages are closely tied to the objectives and goals that have been agreed upon regarding any issue. These messaging criteria will be used to clearly identify all strategic communications and align with the strategies.

Key Messages

- ▼ Establish “one clear voice” throughout all communication channels
- ▼ Design messages to articulate the goals & objectives of each issues
- ▼ Develop main message
- ▼ Ensure key message is consistent and repeated
- ▼ Highlight more than one major communication message at a time
 - Keep it simple
 - Be clear, concise and relevant

Message needs to include:

- What is being proposed
- Why it is important
- Who it will effect
- How much it will cost
- When it will start/happen
- How long will it take
- How it will impact the community

Key Audiences represent who the City will communicate with on a regular basis.

Key Audiences

- ▼ Residents of Indian Wells
- ▼ Community at-large (Coachella Valley, other cities)
- ▼ Strategic partners (Resorts, IWTC, IWGR)
- ▼ Non-resident business and community leaders
- ▼ City Council
- ▼ Legislative representative
- ▼ Resident Boards, Commissions and Committees
- ▼ Local public agencies
- ▼ City employees
- ▼ Chamber of Commerce/Rotary
- ▼ News Media
- ▼ Tourism media – including travel magazines, bloggers, travel writers, digital influencers
- ▼ Meeting planners



INDIAN WELLS
Chamber of Commerce



Communication channels carry the message to the Key Audiences. Diversified channels engage our audiences in a multi-platform communication program. This allows our audience to receive information in a variety of ways, to disseminate information quickly and efficiently, and to generate dialogue with our community.

Communication Channels

These are the City's current communication channels:

- ▼  IWTV (Public Access Television)
- ▼  City Newsletter – 10 times per year
- ▼  E-blasts to residents
Current emails in database: 5,870
- ▼  City website
 - Streaming/On-demand City Council Meetings/special meetings
 - Mobile
 - Community calendar/events
 - Sign up/register for events, business licenses and more
 - Documents/reports
 - Minutes
 - News
 - Blog
 - Videos
- ▼  YouTube Channel

Communication Channels continued

- ▼  Social Media – Facebook, Twitter, LinkedIn
- ▼  City Council Meetings
 - Streaming video
 - IWTV public access
 - On-demand on website
 - Agenda
- ▼  In-person/phone
 - City Hall
 - Citizen events
- ▼  State of the City
- ▼  Ribbon-cutting events
- ▼  Local media
 - Newspaper/print media, TV, Radio
- ▼  Press Releases/alerts
 - Including video & photography
- ▼  Resident surveys
- ▼  Public forums
- ▼  Virtual Town Hall
- ▼  Corporate Identity (brand, letterhead, logo, etc.)

Next steps for this program is to continue to grow, expand and be successful in informing our key audiences.

Next Steps

- ▼ Develop communication calendar (timetable)
- ▼ Develop social media policy
- ▼ Create crisis communication strategies (Emergency Communication Plan)
- ▼ Continue communication training program/s
- ▼ Create welcome brochure for new residents