



Larkspur
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STRATEGIC COMMUNICATIONS AND COMMUNITY ENGAGEMENT PLAN 2019

LARKSPUR CITY COUNCIL MEETING

September 4, 2019



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STRATEGIC COMMUNICATIONS AND COMMUNITY ENGAGEMENT PLAN 2019

PURPOSE OF THE PLAN

- **City of Larkspur is doing lots of exciting things!**
- **Community expectations of government are evolving**
- **Methods we communicate with the public are changing**
- **Local government is a place where two-way communication informs policy and decision-making**
- **Identify ways to improve outreach and information sharing with residents and stakeholders**
- **Provide roadmap to measure and refine methods of reaching our community**



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COMMUNITY PROFILE

- **Larkspur is an engaged but busy community**
- **Operates in a niche but healthy media environment**
- **Lots of local agencies and organizations and a high amount of cross-agency coordination**
- **City is undertaking a number of large-scale projects that require communication and outreach**



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CURRENT COMMUNICATIONS METHODS

- **Public meetings and community workshops**
- **Website content and notifications**
- **Citywide physical and e-Newsletter**
- **Mailings and outreach**
- **Physical signage**
- **In-person communication**
- **Social media**
- **Department communciations**



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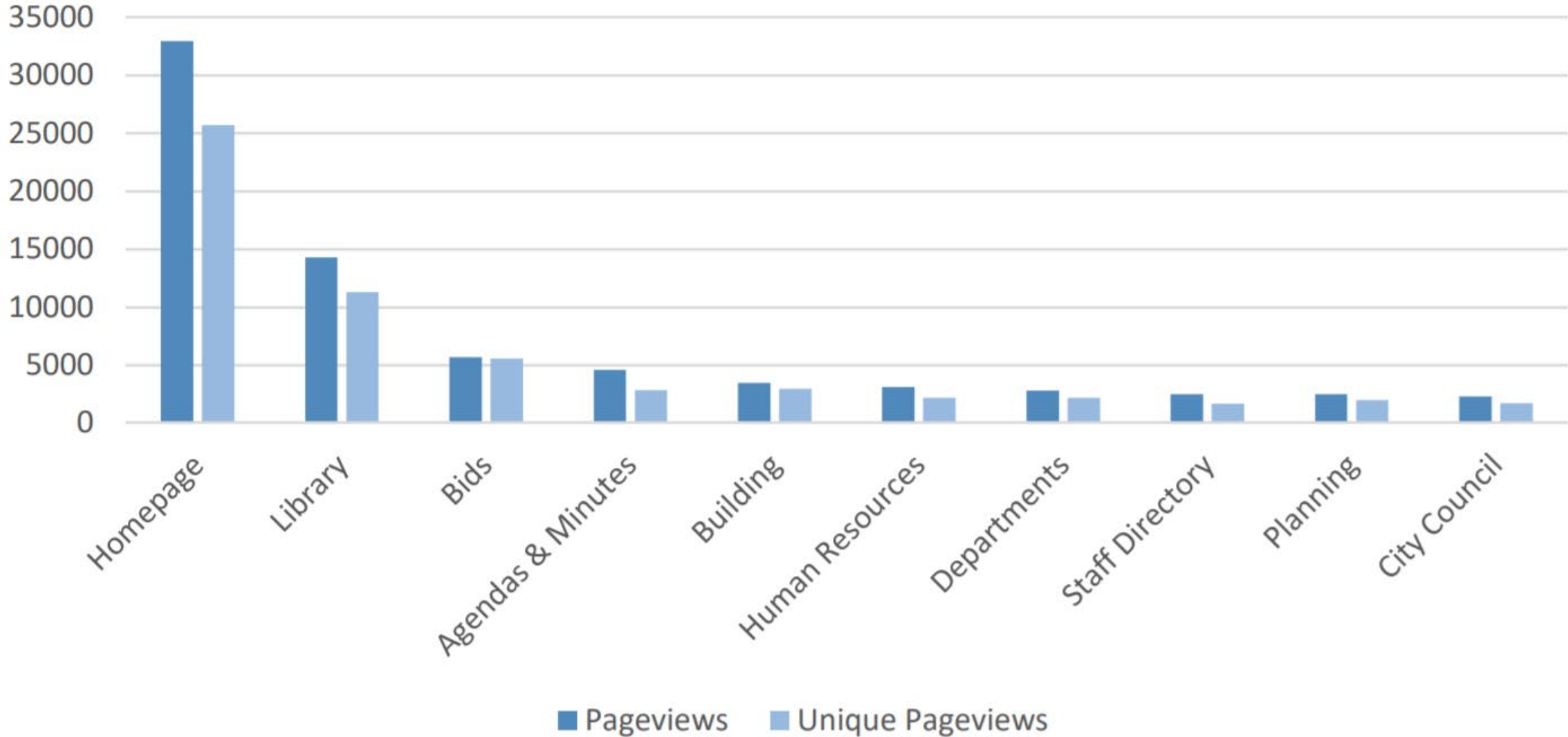
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LARKSPUR SOCIAL MEDIA

Account	Audience Size
Larkspur Residents on Nextdoor	7,337
Larkspur Residents on Facebook	3,300
City of Larkspur Facebook Page	97
Larkspur Library Facebook Page	571
City of Larkspur Twitter Account	388
Larkspur Library Twitter Page	344
Larkspur Library Instagram Account	245

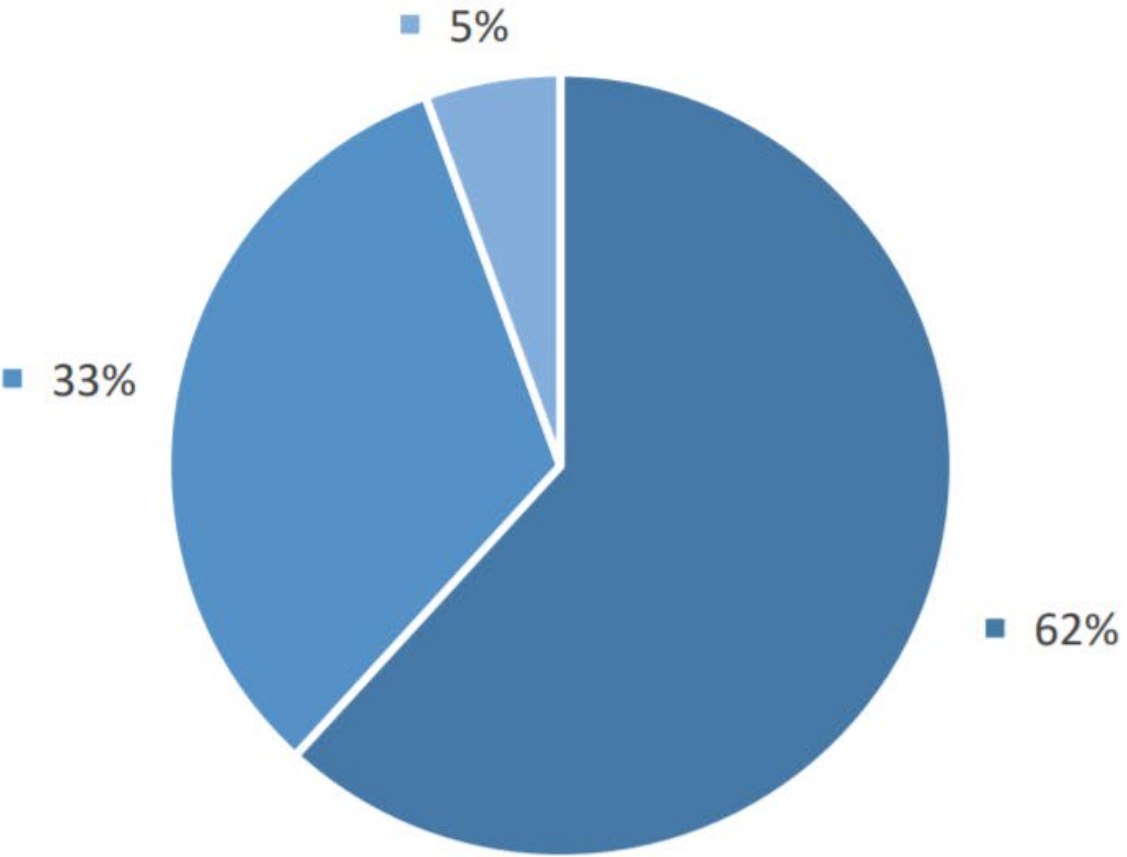
Top Ten Most Visited Webpages

August 2018 - August 2019



Visits by Device

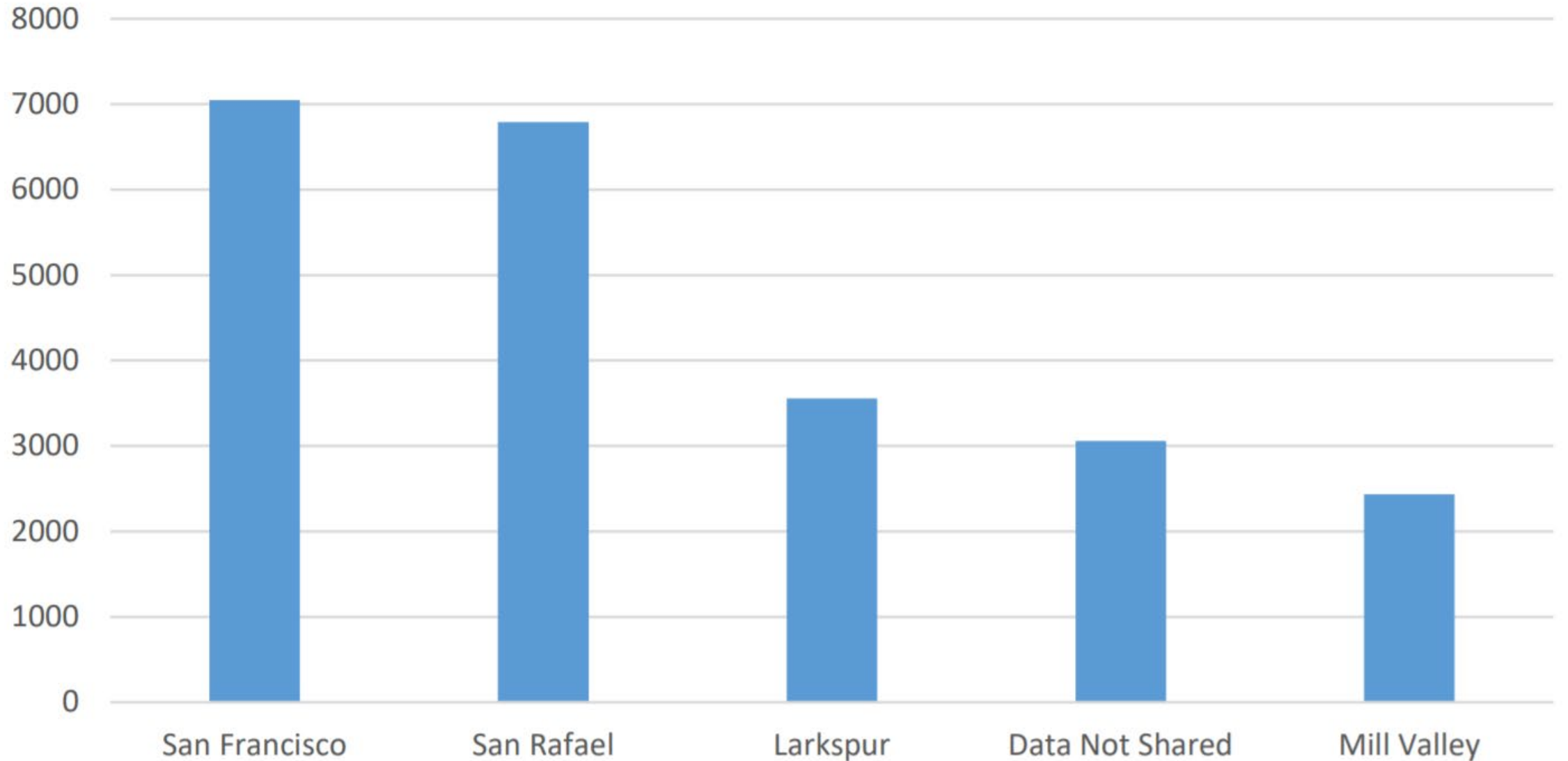
August 2018 - August 2019



■ Desktop ■ Mobile ■ Tablet

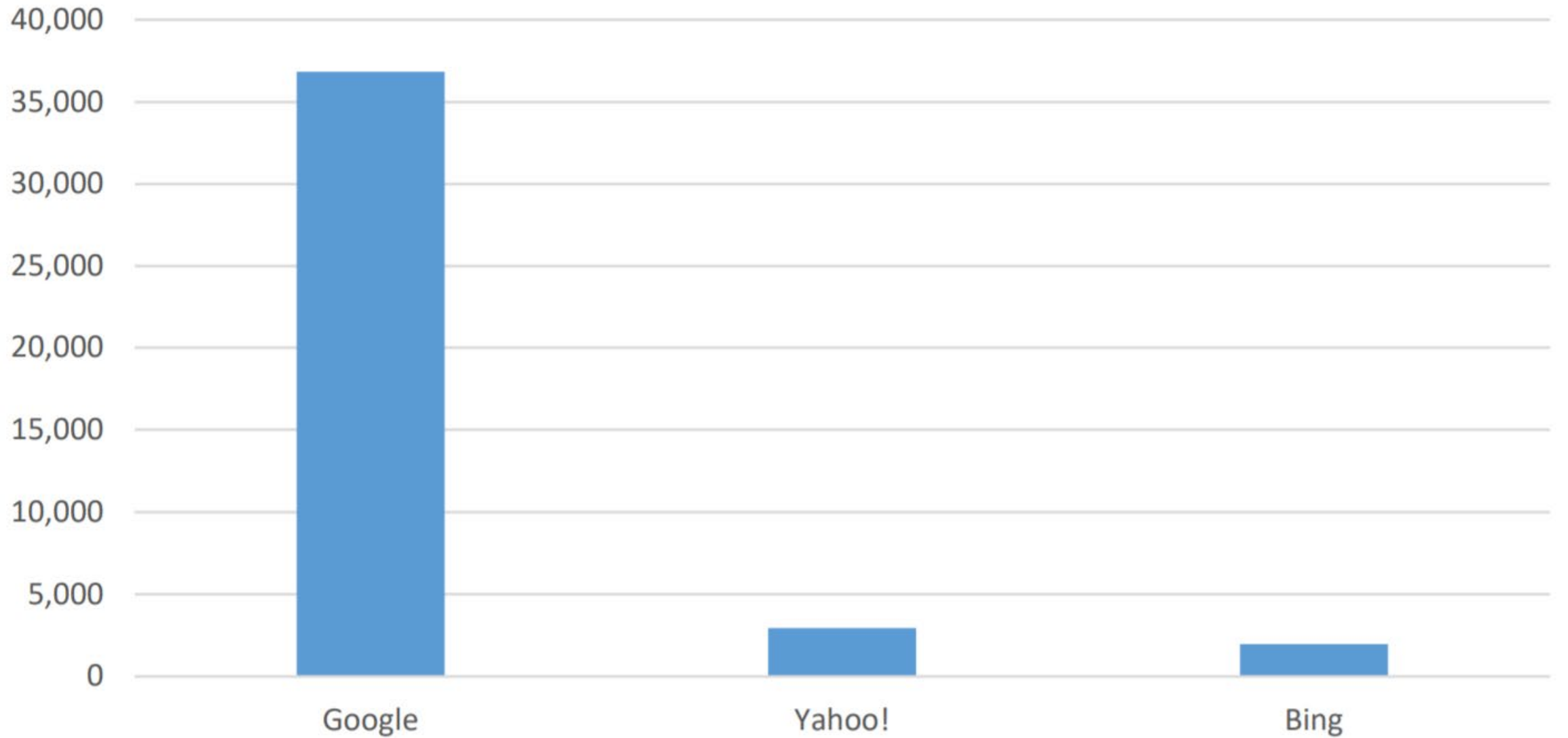
Visits by City

August 2018 - August 2019



Top Search Engines

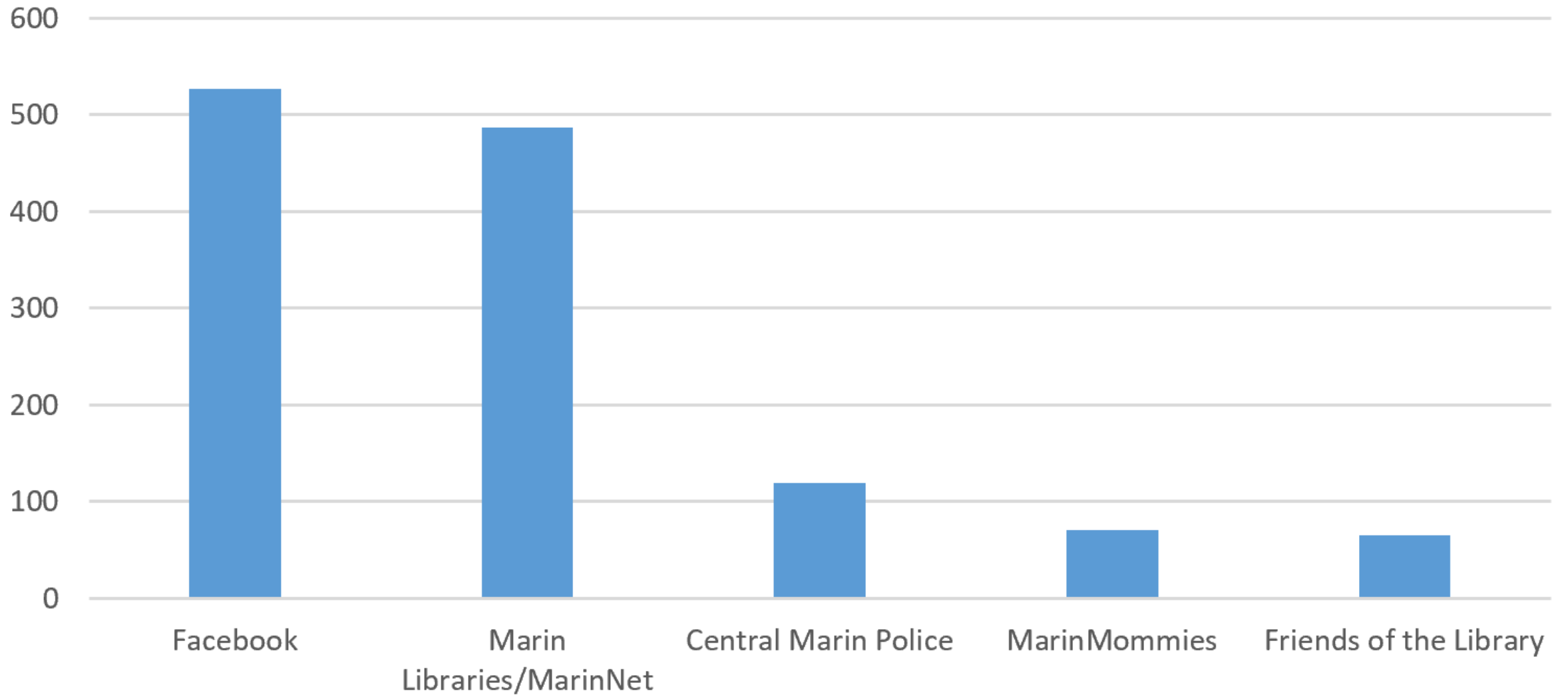
August 2018 - August 2019



Top Website Referrals

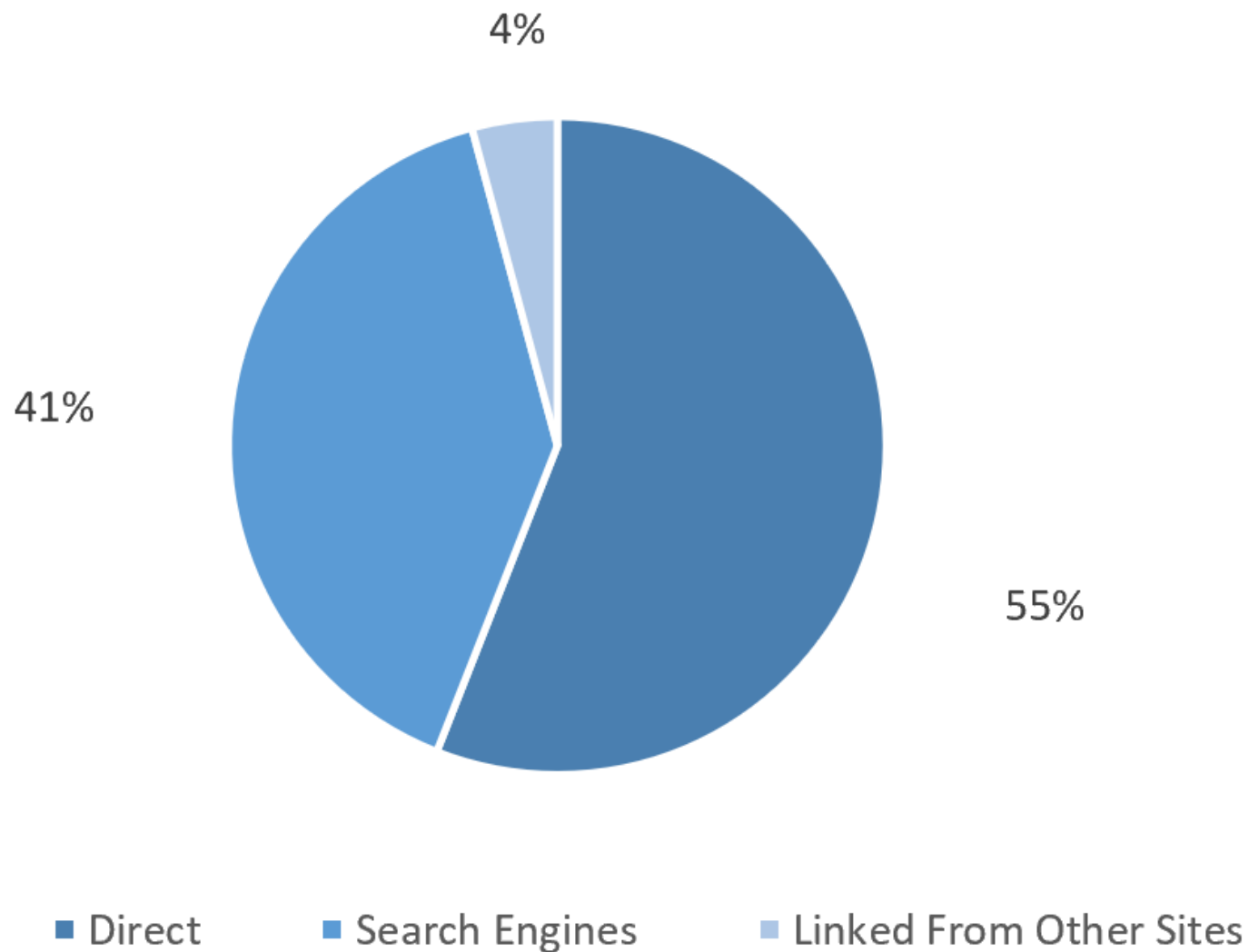
August 2018

- August 2019



Website Sources

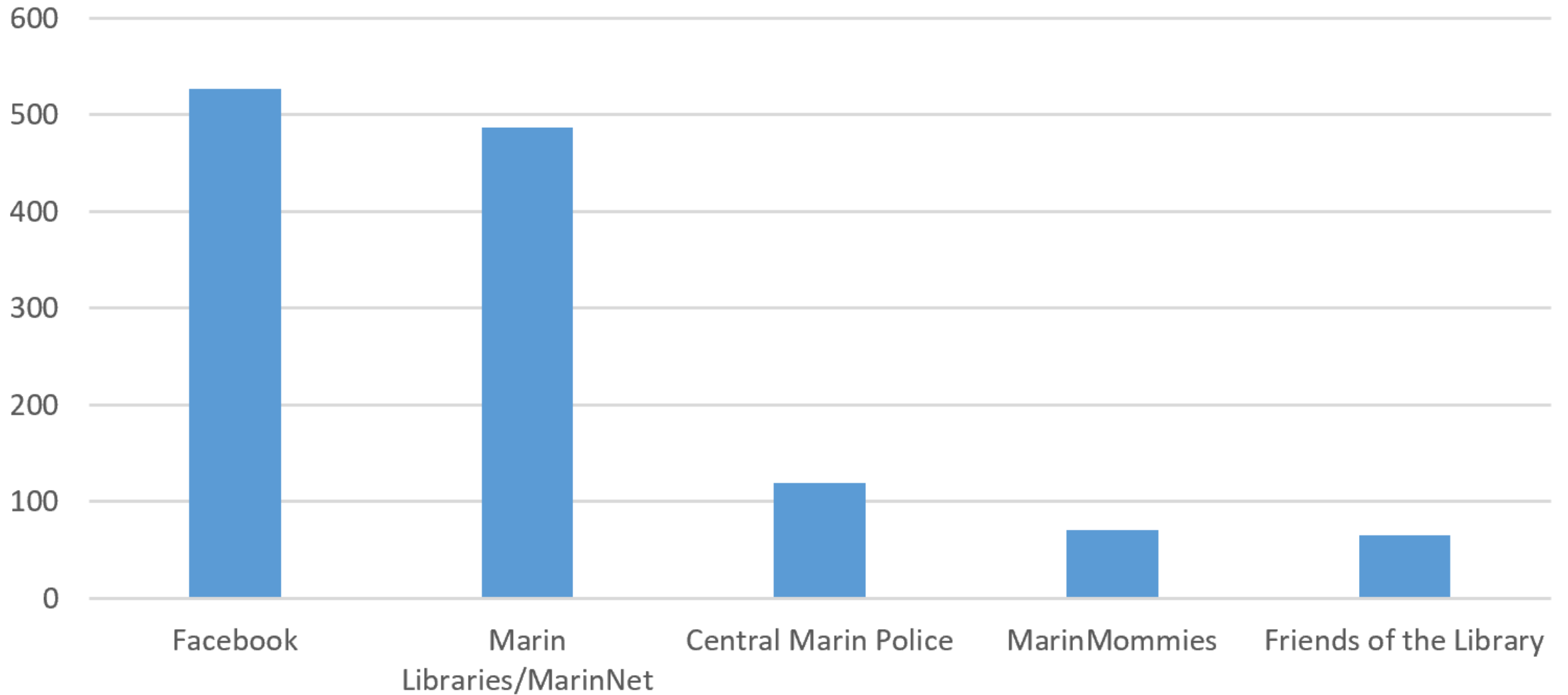
August 2018 - August 2019



Top Website Referrals

August 2018

- August 2019



Keywords Searched on City of Larkspur Website

hours

jobs

piiper park

business license

fee schedule

cannabis

resale inspection

staff directory

job postings

super cool summer school



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COMMUNICATIONS PLAN FOR 2019

- **Expand routine communications with the public**
- **Measure and review City communications**
- **Create master communications calendar for the City**
- **Increase coordination across departments**
- **Enhance collateral materials**
- **Increase website and social media presence**
- **Expand relationship with local media**
- **Enhance coordination and communication with partner organizations and agencies**
- **Update and coordinate emergency communications**
- **Regularly update and refine plan**