



CITY OF LARGO

COMMUNICATIONS PLAN



draft

updated May 2017

WHAT'S INSIDE

PURPOSE

This Communications Plan sets forth a collective and proactive approach to foster efficient and effective public communications for the City of Largo. The purpose of this plan is to establish a set of strategic actions items to:

- Build Community Identity and Branding
- Increase Media and Public Educational Outreach Efforts
- Promote Citizen Participation, Connection and Engagement
- Foster Business Development with Increased Communication and Outreach
- Increase Public Awareness of City Services, Leisure Programming and Events
- Build Communications Plans for Construction and Service Projects

This plan refers to external communications including residents, elected officials, City staff, the business community, visitors and other governmental entities. The plan will be a fluid document drafted and amended with input from City Commission, Administration, City Staff and the Largo community. The plan will be managed and monitored by the City of Largo Communications and Marketing Division.

The Citywide Communications Plan will be implemented in January of 2017 and a living document through 2020. A complete document and regular updates will be posted on the City's website and can be found by visiting [Largo.com/Communications Plan](http://Largo.com/CommunicationsPlan). This document may be modified based on the decisions of the City Commission and recommendations set forth by City staff.

Each strategic action item contains subsequent tasks that have been assigned individual timelines and staff leads. Evaluation of the action items will be ongoing throughout the process. Questions about this Citywide Communications Plan can be directed to Communications and Marketing at (727)586-7455 or by emailing marketing@largo.com.

WHAT'S INSIDE



AUDIENCE

Largo Residents: Largo has a population of approximately 82,000 with a median age of 49 and a median household income of \$37,700.

Largo Businesses: Largo's business community is a diverse mix of over 3,000 businesses with various communication preferences.

Media: Largo communicates with a wide variety of media outlets ranging from city coverage to nationally ranked outlets. The Tampa-St. Petersburg television market is the 13th largest in the nation and the largest in Florida. (Miami-Ft. Lauderdale is 16 and Orlando-Daytona Beach-Melbourne is 19). Tampa Bay also is home to the Tampa Bay Times, the nation's 16th largest newspaper.

City Commission: The City of Largo is a Commission-Manager form of government, consisting of six City Commissioners and a Mayor who establish legislative policies. Commissioners are elected for four year terms on a rotating basis.

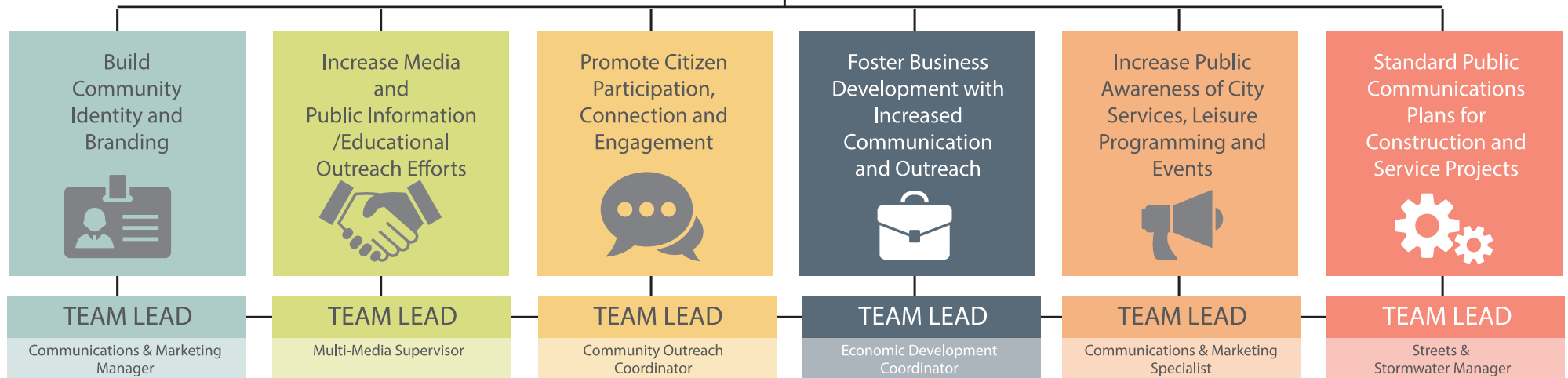
City Staff: FY2017 reported 899.27 full time employees.

Largo Schools: Pinellas County Schools is based in Largo. With over 104,000 students served in more than 140 schools and centers, the district is the 7th-largest in Florida and 26th-largest in the nation. Largo is home to Largo High School, Largo Middle School and a number of elementary, private and charter schools.

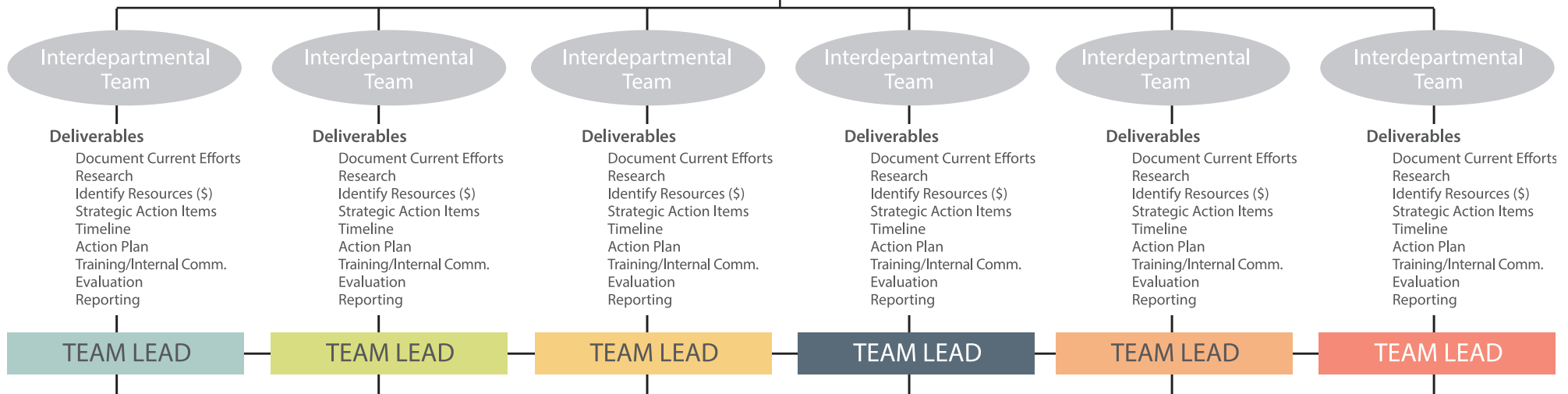
Central Pinellas Chamber of Commerce: Central Pinellas Chamber of Commerce is one of the area's longest-lasting and most respected business and community organizations.

CITY-WIDE COMMUNICATIONS PLAN

INPUT AND DIRECTION FROM CITY COMMISSION & THE EXECUTIVE LEADERSHIP TEAM



ADMINISTRATIVE REVIEW TEAM



ADMINISTRATION, COMMUNICATIONS & MARKETING

communication focus

COMMUNITY IDENTITY & BRANDING

AUDIENCE

Largo Residents
Largo Businesses
Tampa Bay Community
Visitors
City Commission
City Staff

RESEARCH

Survey Stakeholders

- Input from Staff garnered from Strategic Planning Sessions held Winter 2016 (including ELT and OM)
- Commission input gained from the Future Focus 2016
- City Mission, Vision and Values
- Meetings held in Winter 2016 with City of Clearwater, City of Dunedin, and City of St. Petersburg.

Community Profile

- 2015 Economic Profile
- Demographic Profile
Sources: City of Largo; Applied Geographic Solutions 2015; United States Department of Housing and Urban Development (HUD) Fair market Rent Pinellas County

Creative Brainstorming

- Session held with Communications and Marketing November 2016.
 - Evaluate award-winning brands
 - Evaluate Florida community brands

Public Input

- Input was compiled from 2011-2016 Communication Values Surveys and Community Conversations. Input was also gathered from Website Surveys.

Access Images and Branding Elements
Currently in Place

EVALUATION METRICS

- Survey Public
- Photos Collected



communication focus

COMMUNITY IDENTITY & BRANDING

TASKS	TIME LINE	UPDATE
Implement City Facility Signage Standard Operating Procedures	Q4 2016	
Put Out a Call for City Photo Collection	Q1 2017	
Hire Photographer	Q1 2017	
Eliminate All Use of the Clock Tower Logo	Q1 2017	
Eliminate All Use of Colored City Seal	Q2 2017	
Present Communications Plan to City Commission	Q2 2017	
Update Brand Standards Manual	Q2 2017	
Create a New City Logo	Q3 2017	
Adopt Official City Seal	Q3 2017	
Create Style and Design Guide for City Website	Q3 2017	
Launch New Website	Q3 2017	
Create Project Team for City Gateway and Wayfinding Signage	Q3 2017	
Create Standards for Street Signage in ROW	Q4 2017	
Increase Presence with Visit St Pete Clearwater	Q1 2017	
Mission, Vision & Values Communications Plan	Q1 2018	



communication focus

MEDIA & PUBLIC OUTREACH



AUDIENCE

Largo Residents
Largo Businesses
Media
City Commission
City Staff
Largo Schools

RESEARCH

- Review Current Media List – Lists include General Media, Traffic, Commission, Fire Rescue and Environmental Services
- Identify Areas for Annexation
- Maintain a List of Current Volunteers and Survey Their Interests
- Maintain a Contact List of Community Groups and Organizations
- Create a List of Youth Organizations
- Create a List of Professional Organizations Operating in Largo
- Create a List of Community Private and Charter Schools
- Identify Neighborhoods and Neighborhood Organizations within the Community

EVALUATION METRICS:

- Number of media appearances coverage and events
- Community event attendance
- Annexations
- Educational outreach statistics
- Number of small business recognition

communication focus

MEDIA & PUBLIC OUTREACH



TASKS	TIME LINE	UPDATE
Notify Public and Media of Sewer Pollution and Overflows	Q3 2016	
Create Event Display for Community Outreach	Q3 2016	
Celebrate and Recognize Community and Business Successes	Q3 2016	
Foster Relationships with Pinellas County Communications	Q4 2016	
City PIO's meeting regularly	Q4 2016	
Manage a Monthly Messaging Calendar	Q1 2017	
Develop Business Sponsorship Opportunities	Q2 2017	
Update and Expand Media Contact List	Q2 2017	
Create Template Construction Press Release	Q2 2017	
Increase Media Relations and Offer Educational Programming	Q2 2017	
Publish Sustainability Plan	Q3 2017	
Create Online Newsroom Page on Largo.com	Q4 2017	
Promote Annexations	Q4 2017	
Create Neighborhood Presentation Package	Q4 2017	

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CITIZEN PARTICIPATION & ENGAGEMENT

AUDIENCE

Largo Residents
Largo Businesses
Largo City Commission
City Staff
Largo Schools

RESEARCH

Website Navigation Focus Groups
New Social Media Backup Service
Evaluate Citizens Academy and Program Goals
Youth Advisory Council

EVALUATION METRICS

- Largo Living Subscribers
- Volunteers
- LoveLargoFL Registered Users
- Mobile Application Downloads



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CITIZEN PARTICIPATION & ENGAGEMENT

TASKS	TIME LINE	UPDATE
Promote LoveLargoFL.com	Q1 2017	
Host Town Hall Meetings in Various Locations	Q1 2017	
Create Social Media Best Practices Guide	Q1 2017	
Promote Largo Enewsletter	Q1 2017	
Create an Online Portal for Volunteer Opportunity within the City	Q1 2017	
Make all Largo Enewsletters Mobile/Tablet Friendly	Q2 2017	
Revamp Citizens' Academy Programming based on Services	Q3 2017	
Expand Green Team Volunteers to Community Champions	Q3 2017	
Create a Digital Signage Plan (Interactive Kiosks etc.)	Q4 2017	
Increase Communications to Minority Populations	Q4 2017	
Make Financial Information More Accessible	Q4 2017	
Evaluate a Community Calendar Online for Resident Submissions	Q4 2017	
Promote Nextdoor Application Usage in City Limits	Q4 2017	
Launch New City Website	Q4 2017	
Create a Mobile Application	Q4 2017	

The top of the page features a dark grey curved banner. On the left, the text 'communication focus' is in white. To the right, there is a faint, large circular seal for 'LARGO 1905 FLORIDA' with a sunburst design. Further right, a black and white photograph shows a street scene with a building, trees, and a sign for 'PET SUPPLY'.

BUSINESS DEVELOPMENT & OUTREACH

AUDIENCE

Largo Residents
Largo Businesses
Largo City Commission
City Staff
Chamber of Commerce

RESEARCH

In order to gather input, feedback, and opinions on Economic Development initiatives and if necessary, City initiatives, staff will query the business audience using the following methods:

- Business Focus Groups
- Round Table Meetings
- Surveys
- 1:1 Meetings with Business leaders
- Tools available via LoveLargoFL.com

EVALUATION METRICS

- Largo Business newsletter subscribers (?)
- Permit requests made online – This number will begin to be tracked when the online permitting software is made available to the public in the second quarter of FY 2017.
- Registered Businesses in online directory available via the new, improved, Largo.com page – This number will begin to be tracked when the online directory is available in second quarter of FY 2017.
- Number of business visits made by the economic development staff annually – A baseline of 70 business visits has been established for the end of the FY 2016.

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BUSINESS DEVELOPMENT & OUTREACH

TASK:	TIME LINE	UPDATE
Update New Business How-To Guide	Q1 2017	
Demographics	Q1 2017	
Recognize Business Milestones	Q1 2017	
Cross Promote Pinellas County ED Classes	Q1 2017	
Increased Communications with Chamber of Commerce	Q1 2017	
Promote Permitting Services Online	Q3 2017	
Promote Largo Business eNewsletter	Q3 2017	
Project Status Matrix	Q4 2017	
International Council of Shopping Centers (ICSC)	Q4 2017	
Increase Business Web Presence	Q4 2017	
Monthly Business Visits with Administration	Q4 2017	
Promote Largo Small Business Month	Q4 2017	
Create Business Directory on Largo.com	Q4 2017	
Redesign Business Focused Webpages	Q4 2017	
Marketing Strategy for Downtown District	Q2 2018	



communication focus

PROMOTE CITY SERVICES & LEISURE EVENTS

AUDIENCE

Largo Residents
Largo Businesses
City Staff
Visitors
Tampa Bay Community

RESEARCH

Log and Report Participation Numbers for RPA and Library

- 2015-2016 RPA Membership Total: 11,529
- 2015-2016 Library Patron Count: 500,000, 5,328 library cards

Discuss Inter-local Agreements with Surrounding Communities

- Recreation Marketing Resource Group meets quarterly
- Video sharing group through Pinellas County
- Recreation, Parks and Arts has inter-local agreement with Pinellas Park and Belleair Bluffs where their residents can purchase Largo Recreation Membership cards for Largo resident pricing.

EVALUATION METRICS

- Recreation Membership
- Enewsletter Subscriptions
- Event Attendance
- Digital Display Ads

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PROMOTE CITY SERVICES & LEISURE EVENTS

TASKS:	TIME LINE	UPDATE
Create Interactive Display at Largo Special Events	Q4 2016	
Update Membership Marketing Plan for Recreation, Parks & Arts	Q1 2017	
Update Largo Turns a Page Marketing Plan for Library	Q1 2017	
Increase Distribution on Recreation Discount Guide for Visitors	Q1 2017	
Create (Promote) Educational Programming (Speakers Bureau)	Q2 2017	
Promote Interest List Enewsletters	Q2 2017	
Create a Marketing Plan for School Age Children and Families	Q2 2017	
Increase Distribution of Largo Residents Brochure	Q3 2017	
Create a Digital Advertising Strategy	Q3 2017	
Attend Non-City Public Events (Identify Events)	Q4 2017	
Hashtag all Major Events	Q4 2017	
Use Intranet for Employee Communications	Q2 2018	



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CONSTRUCTION & SERVICE PROJECTS

AUDIENCE

Largo Residents
Largo Commuters
Media
Largo Schools
Largo Hospitals
Pinellas County
City Staff

RESEARCH

- Update Media Traffic List
- Review Baseline Level of Contact Door Hangers
- Identify Areas on the Website that Contain Project and Construction Information

EVALUATION METRICS

- Door Hanger Distribution
- Form Submissions
- Mapped Projects
- Notification Subscribers

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CONSTRUCTION & SERVICE PROJECTS



TASKS:	TIME LINE	UPDATE
Create Communications Tool Box for Projects	Q1 2017	
Incident Response Matrix for Level of Communications Necessary	Q1 2017	
Create Penny Marketing Campaign	Q2 2017	
Generate an Online Form for Operational Managers Submission	Q3 2017	
Template Construction Information Press Releases	Q3 2017	
Promote Notify Me Application on Largo.com	Q4 2017	
Use Online Mapping Tool for Public Information	Q4 2017	
Create Permanent Penny Identification Markers	Q4 2017	
Central Online Portal for Project and Construction Information	Q1 2018	