



11/1/2022
City Council Special Meeting

Handouts received after
agenda posted



Strategic Planning & Goal Setting Report

Goals Identified

► Level 1

- 8 Total Goals Identified

► Level 2

- 5 Total Goals Identified

► Level 3

- 2 Total Goals Identified

6 Target Pillars Identified

The City Council determined that the targets identified would serve as the key pillars in which to categorize specific goals and action plans.

- ▶ Financial & Staffing Resources
- ▶ Economic Development
- ▶ Infrastructure/Beautification
- ▶ Communication/Engagement
- ▶ Strategic Planning
- ▶ Public Safety

Top Priority - Level 1 Goals

- ▶ Identify New Revenue Sources for Staffing
- ▶ Review Ordinances and General Plan for “Business Friendly” Approach
- ▶ Develop Branding and Marketing for the City
- ▶ Upgrade Sewer and Storm Water Systems

Action Plans

Target #1: FINANCES & STAFFING RESOURCES

Goal #1: Identify new revenue resources for staffing.

Actions:	Responsible:	Time Frame:
Review and update existing fees	Each Department Director	Present - January 31, 2023
Entered into an agreement with Retail Strategies to assist with Economic Development •Kick off meeting - 9/7/2022 •100 Day Plan •Update Council on progress	Nathan Olson, City Manager Nathan Olson Nathan Olson/RETSTRAT Nathan Olson	3-year contract Complete January 2023 February 2023
Grant Submittals	Management Analysts	Project/position specific

Action Plans

Target #2: ECONOMIC DEVELOPMENT

Goal #2: Review ordinances and general plan for “business friendly” approach.

Actions:	Responsible:	Time Frame:
Ordinance Review •Each department review ordinances	Lozano Smith - Mary Lerner, City Attorney Department Directors	July 1, 2023 March 2023
Zoning Ordinance Review	QK - Steve Brandt, City Planner	July 1, 2023
General Plan Update (Expired 2030)	TBD	TBD

Action Plans

Target #2: ECONOMIC DEVELOPMENT

Goal #3: Develop branding and marketing for the City.

Actions:	Responsible:	Time Frame:
Locating and Interviewing marketing firms •\$25,000 budgeted in FY 2023	Nathan Olson	December 2022
Launch new city logo contest	Marisa Avalos	March 2023

Action Plans

Target #3: INFRASTRUCTURE/BEAUTIFICATION

Goal #1: Upgrade sewer and storm water systems.

Actions:	Responsible:	Time Frame:
Submit 5 year CIP with funding available	Public Works/Asst. Director	July 1, 2023
Submit additional funding via grants	PW Management Analyst	Per project
Explore bond measure	Finance Department	July 1, 2023
City Master Plans	Public Works Director	Completed
Revisit LLMD fees or Community Facilities District	Public Works Analyst	March 1, 2023

Action Plans

Target #6: PUBLIC SAFETY

Goal #3: Keep crime low.

Actions:	Responsible:	Time Frame:
Officer retention •Build back reserve program	Human Resources Police Chief	Ongoing Ongoing
Competitive Pay/Benefit Package •10% COLA effective 9/5/2022 •Class and Comp authorized 9/5/2022	Human Resources	July 2023
Maintain strong community relations •Social Media •Community Events •Officer Interaction •Marketing / PR	Police Chief / Captain	Ongoing

Action Plans

Target #6: PUBLIC SAFETY

Goal #4: Address public safety recruitment and retention.

Actions:	Responsible:	Time Frame:
Competitive Pay/Benefit Package <ul style="list-style-type: none">•10% COLA effective 9/5/2022•Class and Comp authorized 9/5/2022	Human Resources City Council Consultant/Human Resources	Ongoing

Second Priority - Level 2 Goals

- ▶ Explore Grant Opportunities
- ▶ Explore Additional Consulting Opportunities
- ▶ Improve Downtown
- ▶ Explore Enhanced Use of Technology to Communicate with Residents
- ▶ Conduct Strategic Planning Annually

Third Priority - Level 3 Goals

- ▶ Develop a City Calendar
- ▶ Keep Strong Community Ties

Marketing Plan / Public Relations

- ▶ The City received a couple proposals for a Marketing



CITY OF LEMOORE PR PLAN

Who

- Residents, businesses, & Visitors of Lemoore, CA

What

- To effectively communicate all the City has to offer, and what it is doing to better our community.

Where

- Facebook, Nextdoor.com, city website, Instagram, YouTube, (Twitter?), phone tree, posted flyers, banners, mailings, text, e-mail

Why

- To familiarize residents, businesses & visitors with everything going on with the city, including behind the scenes, to garner more participation, to increase business sales, and to lower incoming calls & questions.

When

- 2-4x Weekly (examples: summaries before/after city council meetings; find total number of businesses, divide by 52, to highlight all once/year; if water pressure/color changes; roadwork; events)



VISTA CONSULTING

CITY OF LEMOORE PROJECT PROPOSAL

PROPOSED BY
VISTA CONSULTING

PROPOSED TO
CITY OF LEMOORE



VISTA
CONSULTING

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(559) 318-6068

VISTA CONSULTING

WHO

WE

ARE.

Vista Consulting is a client-focused public affairs and advocacy firm serving cities throughout California. We pride ourselves on being more creative, diligent, and focused than our competitors. As a result, we deliver superior public affairs, public relations, and advocacy services to our clients. Vista Consulting serves a variety of industries, including health care, water, entertainment, and technology.

Armed with strong personal relationships and decades of expertise, Vista Consulting delivers for our clients, both large and small.

PROJECT OVERVIEW

Public affairs campaigns are won by those that proactively shape the message. We will partner with the City of Lemoore to develop an overall message and accompanying message calendar to highlight city services, public servants, and city-sanctioned events. We will use our expertise in understanding how different audiences receive and interpret information to develop compelling targeted messages that resonate with this community.

- Increase City Brand Awareness
- Build Engaged Communities
- Track & Measure Performance
- Highlight Lemoore Regionally to Attract New Jobs and Industries



THE APPROACH



Build Engagement Infrastructure

Our digital team dives deep into current digital assets and works with city leaders to ensure clear and concise branding. We then build a monthly social media calendar that will reach your target audience on the major social media platforms.

- **Branding Assets:** Cover Pages, Profile Pictures, Descriptions, Hashtags
- **Monthly Media Calendar**
- **Graphic Design Templates**



Content Development

We will develop and utilize the power of online content to tell Lemoore's story and push out messaging and articles in a way that sets Lemoore's apart from others. In partnership with the city our digital team creates social media content that will reach targeted and intentional audiences on the major social media platforms. Examples of types of content are:

- Inform, Educate, or Entertain Your Audience
- Promote Your Brand
- Drive Traffic Back To Website
- Grow and Refine Contact Lists



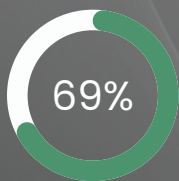
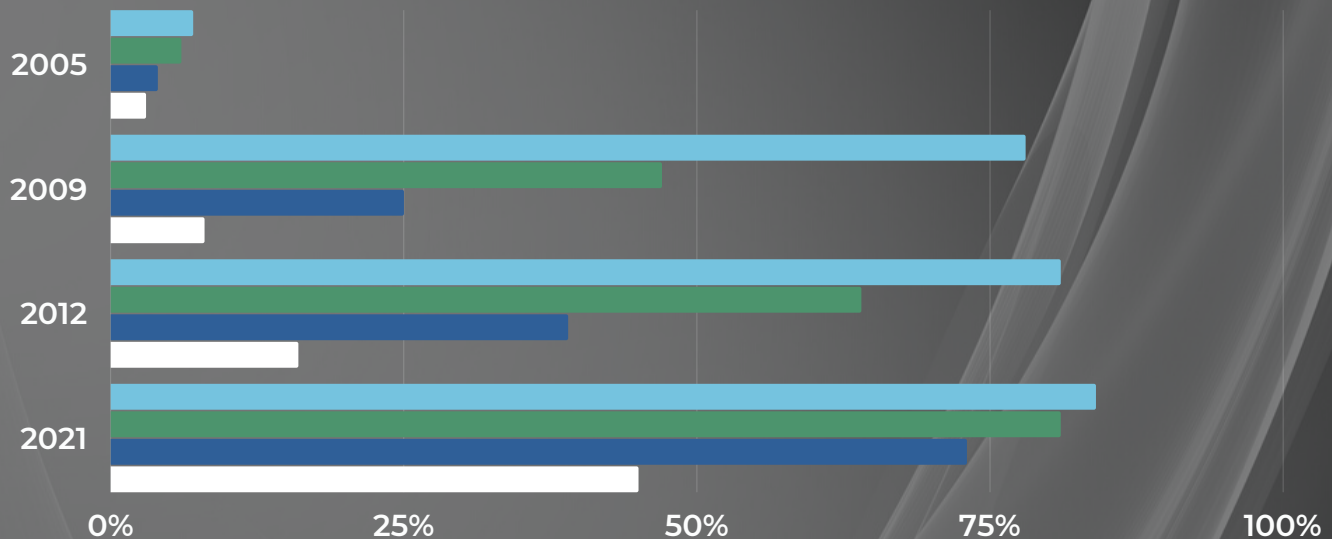
Social Listening

We provide sophisticated social listening for key communications moments in time to ensure relevant matters, stories and news are translating effectively in social media environments, getting the "share of voice" attention, sentiment and engagement response needed in order to inform future messaging and targeting efforts and optimizations.

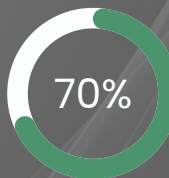
Social Media Demographics

SOCIAL MEDIA USE BY AGE

■ 18-29 ■ 30-49 ■ 50-64 ■ 65+



Facebook one of the most-widely used online platforms, 69% of social media users, is most broadly representative of the population as a whole.

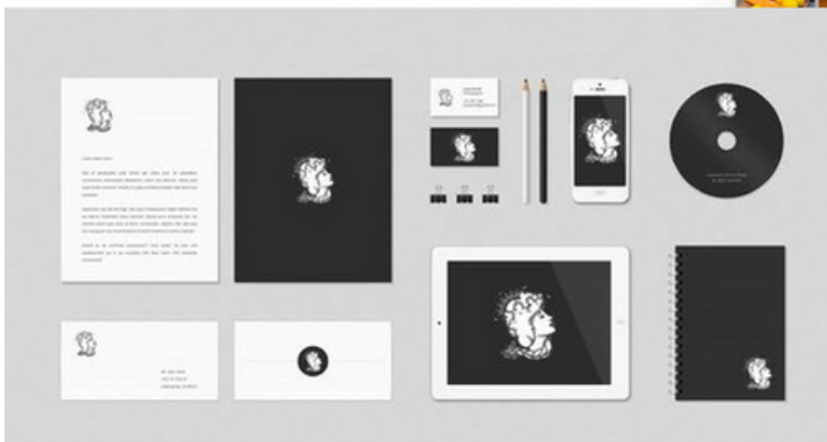
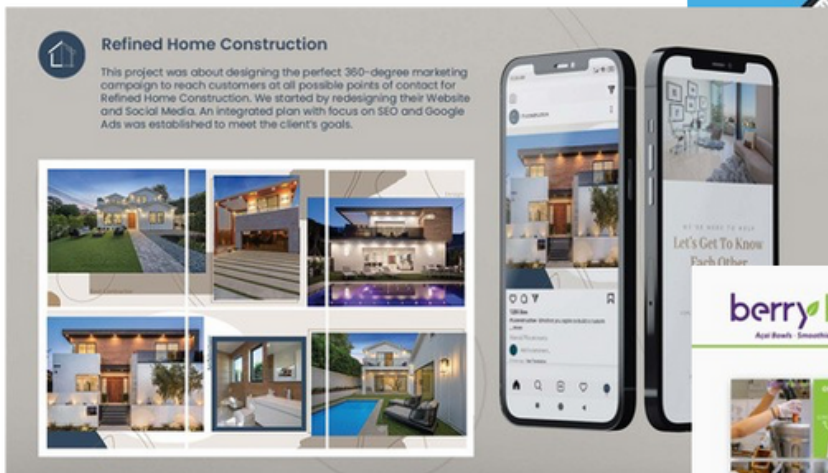
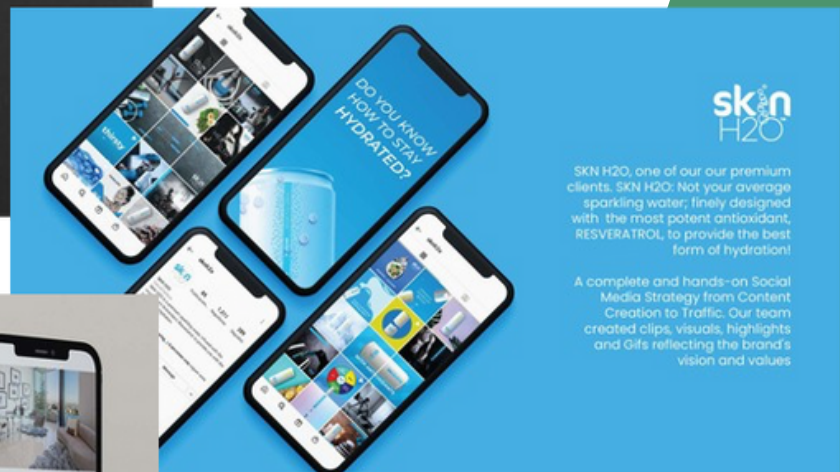


For many users, social media is part of their daily routine. Seven-in-ten Facebook users visit daily.

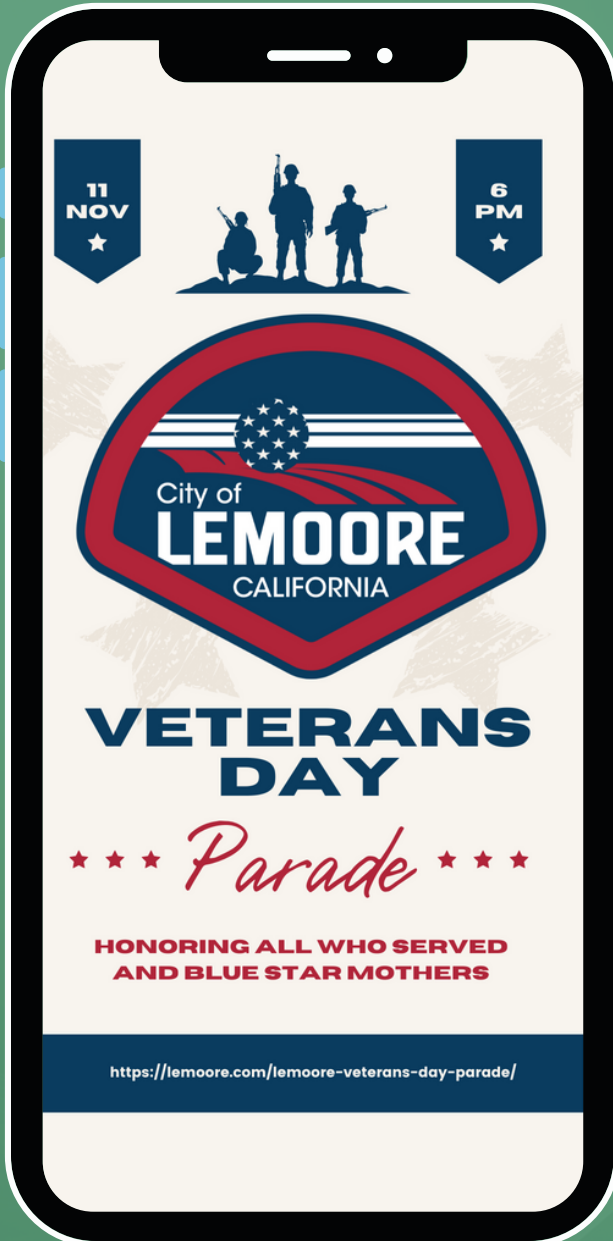
In 2005, just 5% of American adults used at least one social media platform. By 2011 that share had risen to half of all Americans, and today nearly 80% of the public uses some type of social media.

EXPERIENCE RESULTS WITH VISTA CONSULTING.

We and our partners provide top-tier marketing and outreach services in order to deliver wins for our clients.



CONCEPTUAL MATERIALS





**WE ARE
HIRING**

RESERVE POLICE OFFICER

- Part-time - \$27.65 Hourly
- Category: Public Safety / Law Enforcement
- Department: Police



For More Information
WWW.LEMOORE.COM

100k views

View all 1205 comments
1 DAYS AGO

TIMELINE

Month One

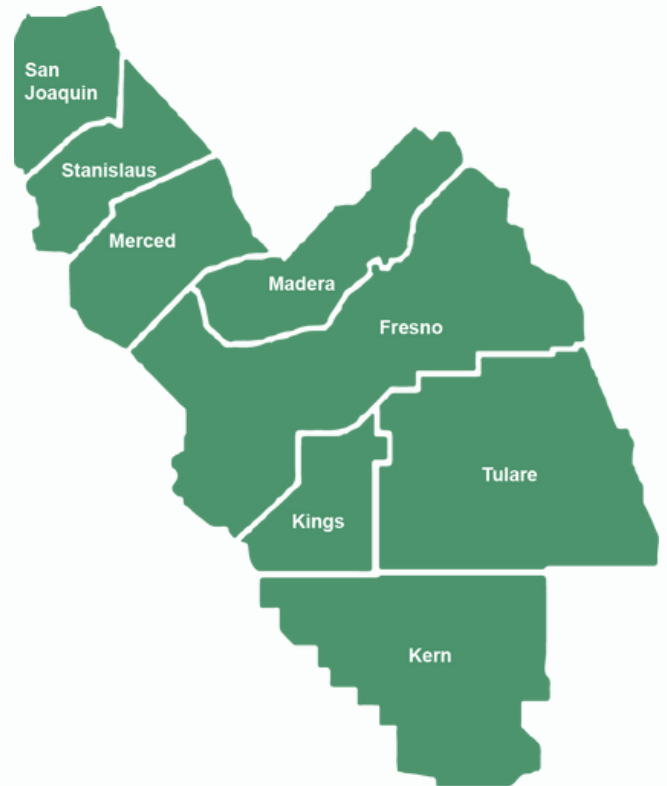
- **Strategy Development:** Partnering with Lemoore we develop meaningful core messaging to serve as our foundation for all communication products.
- **Consistent Branding:** Build a strong social brand that stands out so people visually instantly recognize Lemoore's social presence and build trust. We ensure uniform graphics on cover pages, profile pictures, and posts.
- **Build Social Media Calendar:** Building a social media calendar can help visualize all of Lemoore's planned posts for the weeks or months ahead.
- **Graphic Design Templates:** We create stunning and engaging social media graphics templates with our design team.
- **Testing:** We don't stop at designing content. We make real-time adjustments based on engagement to ensure maximum impact. We A/B test social media posts to refine Lemoore's content marketing and advertising strategies.

Month Two - Six

- **Social Media Calendar:** Environments change and so does our impactful social media content. Working with Lemoore we update the social media calendar monthly to reflect what's working and what's not.
- **Bi-Weekly Check-In:** Bi-Weekly call with Lemoore to update upcoming activities in Lemoore and what we see via social listening.
- **Constant Creative Content:** Build a strong social brand that stands out so people visually instantly recognize Lemoore's social presence and build trust. We ensure uniform graphics on cover pages, profile pictures, and posts.

VISTA CONSULTING

MEET THE TEAM.



Tal Eslick

Tal Eslick has been active in the public service and advocacy world for more than 15 years, bringing discipline and emphasis on problem solving to his clients. He focuses on developing and executing state advocacy and public affairs campaigns as well as association management services. Eslick also provides tremendous value to his clients through strong, personal relationships with local, state and federal policymakers. Before starting Vista Consulting, Eslick held

various senior external affairs roles with the largest energy provider in the United States. He is a veteran of numerous high-profile political and advocacy campaigns, including Pacific Gas and Electric's response to the 2017 and 2018 California wildfires.

Prior to joining the private sector, Eslick served in senior state and federal government roles including as a Chief of Staff in the United States Congress and California Assembly.

Educational Background: Bachelor of Arts, California State University, Fresno; Masters of Business Administration, California State University, Fresno.



• Lydia Chan-Natthey

Lydia Chan-Natthey is an accomplished community outreach and project management specialist, with over a decade of experience in community development. Over her career, Lydia has worked as a Program Coordinator and Program Director within the not-for-profit sector, as well as a Consultant and Educator for service providers of community based organizations. With provincial recognition from Ontario's Ministry of Health and Long-Term Care (Canada) for community development with vulnerable communities in Ontario, Lydia has developed a reputation for her tenacious ability to develop innovative community-based projects that fulfill government strategies, while strengthening the resilience and position of vulnerable populations.

Educational Background: Bachelor of Arts, University of Windsor



• Kalanni Young

Kalanni Young brings over a decade of large-scale Project Management and Operations experience to Vista Consulting. Throughout her career, Kalanni has led the Northern California expansion of storefronts for ALDI, a multimillion-dollar international grocery store chain, as well as the development of the highest grossing sales district in Wingstop, another multimillion-dollar international food chain. Kalanni graduated from California State University, Fresno with a B.A. in Business Administration - International Business and a B.S. in Psychology. While attending, Kalanni interned for the U.S. Department of Commerce - International Trade Administration for 2 years and was placed on a research team for the United Nations.

Educational Background: Bachelor of Science, California State University

STRATEGIC PARTNERS



• Cole Rojewski, Partner, RBW Group

Cole Rojewski brings over 13 years of government experience in crisis communications and campaign management providing a well-rounded and robust knowledge base that helps his clients navigate the unique media environment of today's hyper-connected world. In addition, Rojewski developed and implemented strategies to advance the complex initiatives around high-profile projects such as the landmark legislation the Great American Outdoors Act. Rojewski is a California native and a California State University, Fresno graduate.

PUTTING OUR TALENTS TO WORK.

TIMELINE AND COMPENSATION

Development of this digital communications program can begin immediately upon agreement with a timeline determined by the City of Lemoore's immediate needs. Based on our understanding and the proposed scope of service, we believe an effective program can be implemented for \$6,000 per month over six months.

THANK YOU FOR THE OPPORTUNITY TO DISCUSS THIS POTENTIAL ENGAGEMENT.

If you have any questions or further thoughts regarding this proposal, please contact Tal Eslick at (559) 318-6068.