



April 8, 2020

9b

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CITY MEMBER

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DOUGLASS DAVERT
SPECIAL DISTRICT MEMBER

IMMEDIATE PAST CHAIR
DEREK J. MCGREGOR
PUBLIC MEMBER

LISA BARTLETT
COUNTY MEMBER

DR. ALLAN BERNSTEIN
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COUNTY MEMBER

ALTERNATES

WENDY BUCKNUM
CITY MEMBER

KATHRYN FRESHLEY
SPECIAL DISTRICT MEMBER

LOU PENROSE
PUBLIC MEMBER

MICHELLE STEEL
COUNTY MEMBER

STAFF

CAROLYN EMERY
EXECUTIVE OFFICER

TO: Local Agency Formation Commission

FROM: Executive Officer
Policy Analyst

SUBJECT: Communications Assessment

BACKGROUND

One of the projects in the Commission's FY 19-20 Work Plan is the development of a program that enhances the agency's existing communication tools and identifies new outreach strategies. In October 2019, the Commission approved a professional services agreement with CV Strategies to assist with this effort. The firm has now completed one of its major milestones, the Communications Assessment. (*Attachment A*)

As a key component of its assessment, CV Strategies performed a thorough review and analysis of the organization's existing communications resources and messaging tools. During this process, the firm conducted meetings with the Executive Committee and staff to solicit feedback. Input from all Commissioners was also solicited through a survey. The Communications Assessment identifies the agency's challenges, strengths, and opportunities. It also provides actionable recommendations to guide the agency's efforts to enhance communications planning and implementation. At the April meeting, Ms. Erin Gilhuly, President of CV Strategies, will present highlights of the Communications Assessment and engage the Commission in a discussion on the steps to move this effort forward through the development of a Communications Plan.

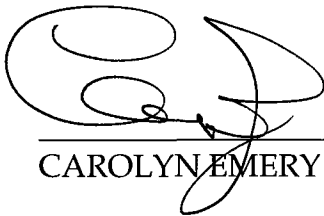
RECOMMENDATION

Staff recommends that the Commission take the following actions:

1. Review and discuss the Communications Assessment prepared by CV Strategies.

2. Direct the Executive Committee and staff to continue working with Consultant to develop the agency's Communications Plan for consideration by the Commission at a future meeting.

Respectfully submitted,



CAROLYN EMERY



GAVIN CENTENO

Attachments:

- A. Communications Assessment prepared by CV Strategies



**ORANGE COUNTY
LAFCO**
EST. 1963



Communications Assessment

OCLAFCO.ORG



February 6, 2020

Ms. Carolyn Emery
Orange County LAFCO
2677 N. Main St., Suite 1050
Santa Ana, CA 92705

Dear Carolyn:

Orange County LAFCO recently retained CV Strategies to conduct a comprehensive Communications Assessment to determine the organization's strengths and weaknesses as they relate to communications, and to provide specific recommendations for improvement. We have had the pleasure of meeting and spending time with some very hard-working, talented and dedicated people. It is our hope that the findings in this report will enable you to guide your team with focused direction and thoughtful resource allocation, and ultimately provide a strong basis for future planning and decision-making.

The Communications Assessment process is designed to identify challenges and seek solutions. We appreciate the opportunity you have given us to play a role in your future success and thank your staff, partners and stakeholders for their participation.

Thank you for choosing CV Strategies to help guide you in this process.

Sincerely,



Erin Gilhuly
President

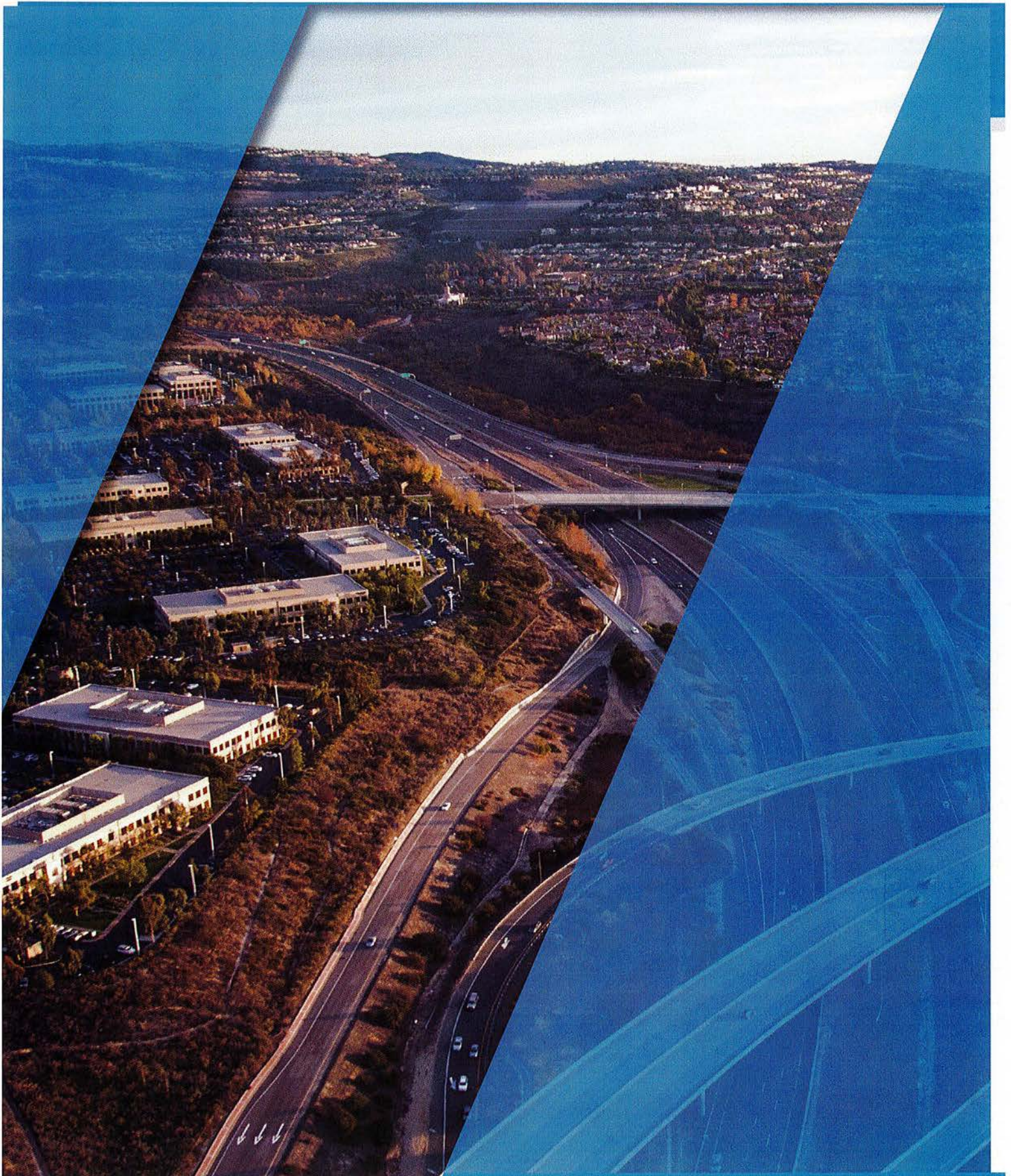


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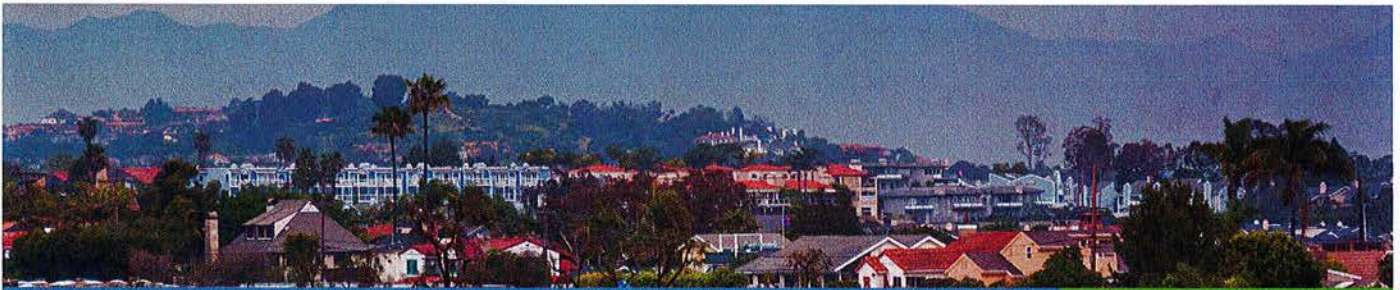
Executive Summary



Recognizing the importance of communications excellence in the organization's ability to serve its stakeholders, Orange County LAFCO (OC LAFCO) engaged CV Strategies to perform an audit of its communications processes and resources in the Fall of 2019.

CV Strategies evaluated OC LAFCO's communications processes, protocols, and performance to identify return on investment and opportunities for improvement. An assessment of the organization's web, social media, digital presence and its collateral outreach materials were compiled into the comprehensive audit document that follows.

The report provides clear identification of OC LAFCO's challenges, opportunities, strengths, and weaknesses, and provides actionable recommendations to guide the organization's efforts to enhance communications planning and implementation.



GOALS

The assessment team began the audit process with several key communications goals:

1. To provide OC LAFCO with a high-level assessment of its communications efforts;
2. To provide OC LAFCO with an evaluation of its communications initiatives and messaging tactics;
3. To provide OC LAFCO with a review of all messaging, and the extent to which it is perceived, understood and achieved; and
4. To provide OC LAFCO with recommendations for improvements in key communication areas.

Alignment of OC LAFCO's core message is required to achieve communications success. If there is conflict in the understanding of the organization's mission and message, there will be confusion in the vision delivered to the audience.

METHODOLOGY

The OC LAFCO Communications Assessment is the product of thorough review and analysis of a number of the organization's key data points and materials. These include evaluation of communications protocols, outreach methods, digital footprint and social media presence, and an audit of media image, brand identity and other key communication elements.

Interviews with executive staff, the Board of Commissioners Executive Committee and employees at all levels, in addition to attendance at a board meeting provided valuable insight about internal and external communications.

The audit was conducted by three key team members, with assistance from additional support staff. The Communications Assessment identifies existing opportunities and challenges, as well as provides immediate and long-term recommendations for OC LAFCO to enhance communication success into the future.

REVIEW ELEMENTS

CV Strategies conducted a number of information gathering tactics to inform recommendations and assess the organization's outreach efforts, including:

- ▶ Staff interviews
- ▶ Executive committee discussions
- ▶ Commissioner outreach & questionnaires
- ▶ Web, digital, and social media presence audit
- ▶ Brand and image perception examination
- ▶ Collateral review



AUDIT TEAM

CV Strategies is a strategic communications firm specializing in comprehensive messaging. The team of highly skilled professionals and former news journalists has a proven track record of helping clients navigate complex challenges across a broad spectrum of messages, audiences and media.

Our services include public outreach strategy and support, internal communication assessment and strategic planning, training and orientation development, media relations and crisis communications, branding and collateral development, as well as web, photo and video production.

Audit Conducted by CV Strategies:

Erin Gilhuly, President

Tara Bravo, Vice President

Beatrice Eslamboly, Esq.

Organizational Strengths



The assessment process revealed a number of strengths at OC LAFCO that are important foundational elements upon which the organization can build to enhance communications. Strengths exist in dedicated leaders and their commitment to open communication among staff, the motivation and independence of individual employees, and the unique culture and characteristics that contribute to the organization's identity.

- 1. Staff members are committed** to making investments of their time and energy to improve the organization's communications.
- 2. Increasing stakeholder engagement is a priority** for staff and Commissioners.
- 3. The full Commission relies on guidance** from the Executive Officer and Executive Committee to improve communications and utilize outreach tools.
- 4. The organization is ready** to become more aggressive and progressive in its outreach efforts.



Key Findings



The assessment process identified a number of key findings regarding OC LAFCO's stakeholder communication, outreach and engagement efforts. Tremendous opportunity exists for immediate, steady, and incremental changes that will drastically impact the organization's image and relationship with its stakeholders.

PERCEPTION:

BRAND AND IMAGE

- ▶ OC LAFCO's logo is clean and visually appealing, but the brand is under-used and lacks a meaningful explanation.
- ▶ OC LAFCO's media image is narrow and dictated by controversy and bureaucratic issues.
- ▶ Little effort currently is devoted to leveraging OC LAFCO's unique identity.
- ▶ There is a distinct lack of narrative about OC LAFCO.
- ▶ Website is confusing, clunky and over-burdened with text.

MEDIA COVERAGE

- ▶ OC LAFCO does not have an issue management forecast or plan to guide communications in crisis situations.
- ▶ Press efforts are generally reactive.
- ▶ There is little evidence that the organization proactively reaches out to the media.
- ▶ The news section on the organization's website is not given priority, and there is no area where press releases and statements would be posted.
- ▶ The Patch has many more stories about neighboring communities and organizations than OC LAFCO.

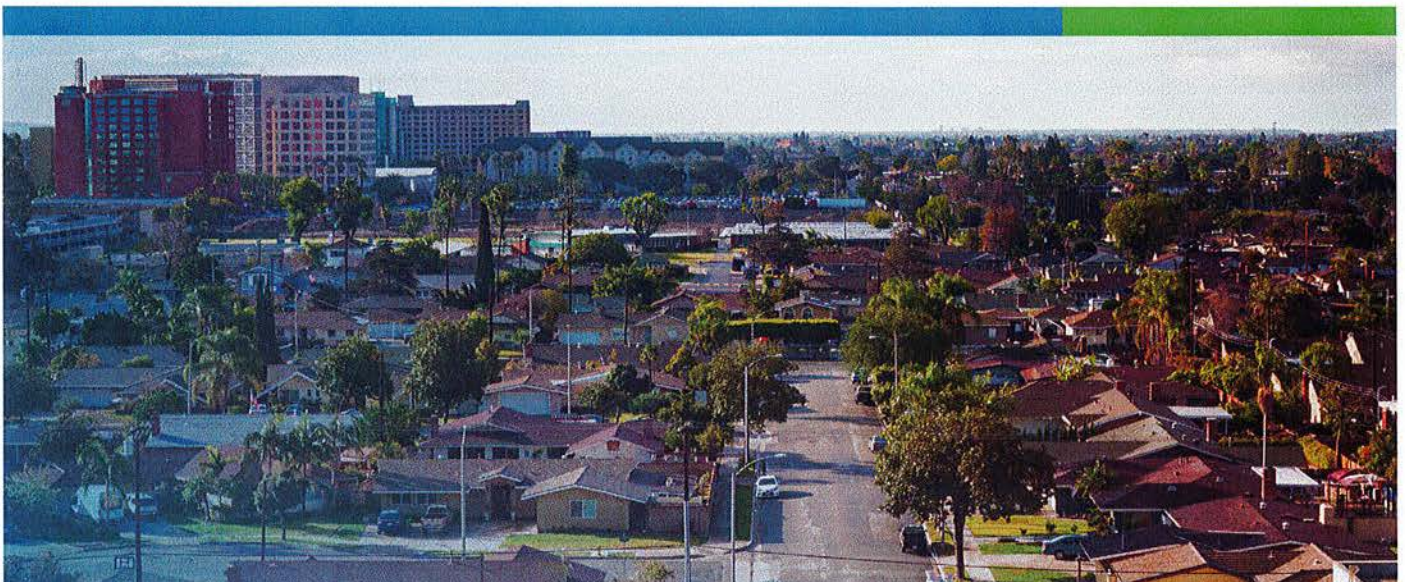
Key Findings



COMMISSIONER FEEDBACK:

The majority of feedback from the OC LAFCO Commission came through the Executive Committee and will likely result in a more streamlined assessment and planning process.

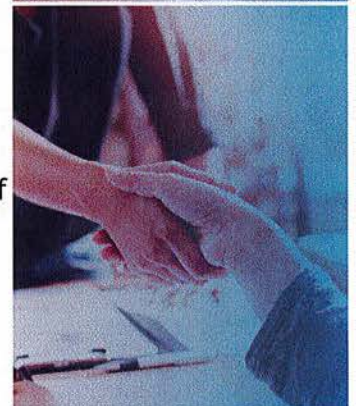
- ▶ Communications tools and resources for Commissioners will need to be straightforward and easy to use.
- ▶ Discussion and feedback from the Executive Committee will be used to inform communications planning decisions.
- ▶ Commissioners are eager to prioritize message consistency across the organization.
- ▶ Comments heard directly from individual Executive Committee Members include:
 1. *The value message is most important. What is OC LAFCO and what do we do for the community?*
 2. *Getting the attention of stakeholders and the public at large is difficult but critical to effective outreach.*
 3. *Perception issues may exist regarding LAFCO's role.*
 4. *OC LAFCO messaging must support ensuring the organization is in touch with its stakeholders and responding appropriately to the needs of the community through its policies, legislative positions and activities.*



COMMUNITY OUTREACH AND STAKEHOLDER ENGAGEMENT:

The assessment process identified a number of key findings regarding the organization's current community outreach and engagement efforts. Findings in this area are the result of a lack of advance planning and coordination of efforts. Outreach materials are weak in terms of visual appeal and messaging, with no central coordination. There is no central figure serving as the hub of communication and as the guardian of the OC LAFCO brand. This leads to a lack of consistency both in tone, look, and schedule of outreach, and a less than ideal image in the community. There are opportunities to improve connection with stakeholders through consistency, collaboration, use of new tools and technology, and a commitment to the organization's narrative.

- ▶ There is no master planning document or holistic approach to communication.
- ▶ Commissioners require more tools and resources to assist in getting the organization's message out and increasing stakeholder awareness of OC LAFCO's value.
- ▶ Limited evaluation of outreach efforts restricts knowledge of what is and isn't working.
- ▶ There is not a consistent effort to take the pulse on community priorities or receive feedback.
- ▶ Uneven production of communication materials from different staff members with varying oversight contributes to lack of balance in what the community hears from the organization.
- ▶ Increased coordination would help stakeholders grasp the nature of OC LAFCO's service approach and its value to the community.
- ▶ Orange County residents and the public at large, have limited understanding of all the services and benefits the organization provides and the reason for its existence.
- ▶ A style guide or guideline document would promote consistency in communication materials.
- ▶ The need exists for one staff member to be designated as the hub of communications.
- ▶ OC LAFCO would benefit from communications protocols and an outreach calendar that prioritizes proactive outreach.
- ▶ OC LAFCO communicators need to be trained to constantly mine for stories, resources, and key information that should be shared with stakeholders.



*Communications
Assessment 2020*

Key Findings



COMMUNICATIONS TOOLS

The assessment revealed numerous opportunities to improve the organization's connection with stakeholders through consistency, collaboration, use of new tools and technology, and an internal commitment to the organization's narrative.

WEBSITE & SEARCH FUNCTIONALITY

- ▶ See appendix.

SOCIAL MEDIA

- ▶ See appendix.

VIDEO

- ▶ The Organization's videos are tired and dated.
- ▶ Staff is interested in developing videos to enhance engagement with stakeholders.
- ▶ Producing videos would help OC LAFCO communicate messages effectively to stakeholders in an inviting and interesting way.
- ▶ Video FAQs and use of other short videos would assist organization in telling its story.

COLLATERAL MATERIAL AND OUTSIDE PRESENTATIONS

- ▶ The organization's collateral pieces are distributed randomly without strategy.
- ▶ OC LAFCO does not utilize e-blasts.
- ▶ Collateral materials, including pamphlets, presentations, handouts and brochures, need revitalizing.
- ▶ Some of the collateral materials the organization distributes are provided by CALAFCO and would benefit from a more local approach.
- ▶ In general, the organization's collateral materials are dated and would benefit from a modernized look with more color and engaging graphics, and a vital organizational message.
- ▶ Outside presentations, including LAFCO 101 orientations, are crucial for successful outreach. These should be more consistent, timely and evolve frequently.

Initial Recommendations



Based on the findings gleaned from interviews and observations, CV Strategies offers the following recommendations for improving communications at OC LAFCO. These suggestions are intended to pave the way for focused direction and thoughtful resource allocation, and ultimately, to be used as the basis for future planning and decision-making.



Refresh brand identity

- ▶ Develop an upgraded branding framework for the organization.
- ▶ Enhance the existing logo to incorporate increased uses and styles.
- ▶ Craft a new organization tagline to highlight mission and value.
- ▶ Draft a branding style guide to ensure consistency and training methods.



Update the website and user experience

- ▶ Use a modern, vibrant and user-friendly template for the website.
- ▶ Create engaging and compelling content for the website, including videos, photos and infographics.
- ▶ Make frequent updates to ensure content is accurate and relevant.
- ▶ Create a smoother online user experience.
- ▶ Invest in search engine optimization strategies to enhance public awareness and understanding.
- ▶ Leverage current GIS files and design a stakeholder driven map, highlighting local spheres of influence as well as city, community and district boundaries.
- ▶ See appendix.



Enhance presentation and public workshop strategies

- ▶ Adjust OC LAFCO messaging to appeal to and engage local communities.
- ▶ Create leave behinds and presentations to build stakeholder and community awareness; Create flyers, e-blasts and handouts to drive attendance to OC LAFCO presentations and public workshops.
- ▶ Navigate controversial topics and leverage current regional messages.
- ▶ Prepare media relations guidance and support.
- ▶ Work to build public understanding of the LAFCO purpose.
- ▶ Support Executive Officer and other presenters with a full suite of LAFCO messaging resources.
- ▶ Provide staff with spokesperson training.



Produce engaging outreach material

- ▶ Develop quarterly newsletters that include articles focused on organizational value and service to the community.
- ▶ Highlight OC LAFCO news, project information, vendor and contractor news, etc.
- ▶ Update collateral materials to incorporate color and graphics to capture audience attention and spark interest.
- ▶ Create short, engaging videos that can be used on the organization's website and social media platforms; incorporate Video FAQ concepts.
- ▶ Develop an orientation kit for interested stakeholders that provides organization information to increase public understanding and interest.
- ▶ Evolve Quarterly Report to increase engagement and improve stakeholder understanding; emphasize dynamic visuals and leverage infographics.
- ▶ Maximize engagement with media through opinion-editorials.
- ▶ Create e-blast "Hot Sheet" update including agency highlights and latest news.
- ▶ Build staff skills to ensure consistent communications tool message and development.



Develop an effective social media plan

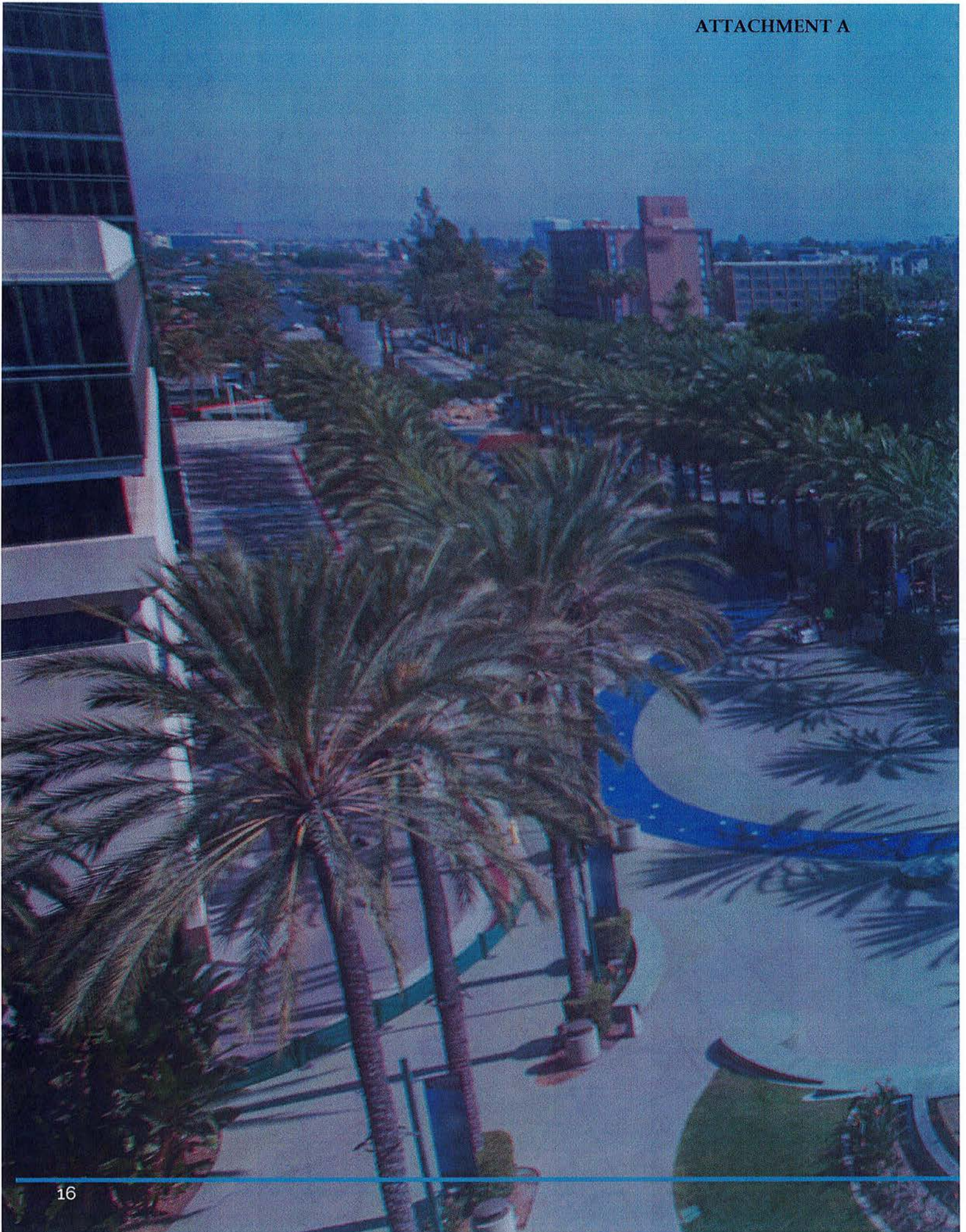
- ▶ Focus social media content specifically on the organization and its connection to stakeholders.
- ▶ Create engaging posts utilizing pictures, videos and infographics.
- ▶ Develop a monthly post calendar with 2-3 posts per week to maintain a consistent, relevant presence on social media.
- ▶ Create social media protocols and provide training support to staff tasked with managing social media channels.
- ▶ See appendix.



Build Commissioner outreach support toolbox

- ▶ Create talking points for targeted issues.
- ▶ Develop message cards designed to reflect current branding; ensure Commissioner message deck is a living resource evolving as issues arise and the political and governmental landscape changes.
- ▶ Build strategies to support individual commissioner needs.

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Appendix

Web Assessment



The CV Strategies team reviewed every page of the website and utilized the following categories to identify successes and opportunities. We specifically matched potential audiences with ease of use and information breadth. The website has a clean look and thorough content; however, it was difficult to locate key information and there was an overall feeling of agency generalization. The website could have been for any LAFCO, anywhere. For the next phase of the OC LAFCO website evolution, we recommend more interactivity and visuals that reflect the organization and its mission.

IDENTIFIED WEBSITE COMMUNICATION GOALS

The following website communication goals were identified through the assessment process and dovetail with the communication goals of the organization:

- ▶ Inform stakeholders, elected officials and media about the function of OC LAFCO and latest LAFCO news in the region.
- ▶ Engage local agencies.
- ▶ Update local agencies on Municipal Services Reviews.
- ▶ Act as a document repository.
- ▶ Ensure the organization is compliant with state and federal regulations.

AUDIENCES

The stakeholder groups below are representative of those that may use the site to follow local governmental issues:

- ▶ Residents
- ▶ Businesses
- ▶ Local Public Agencies
- ▶ Local Elected Officials
- ▶ Media
- ▶ Contractors
- ▶ Other LAFCOs

FIRST IMPRESSIONS

Below are some initial thoughts when a user first visits the landing page. The findings primarily focus on the perspective of an underinformed audience. Those who are seeking Municipal Service Review information will easily be able to find the specific information they seek, but new audiences will struggle to understand what they are seeing.

- ▶ Municipal Service Review is front and center with no explanation of the organization or what a Municipal Service Review is.
- ▶ The logo draws the eye to the upper left corner.
- ▶ Great color palette.
- ▶ Navigation is tricky unless you know where you need to go.
- ▶ Busy and blocky.
- ▶ Unclear on why buttons were selected and where they take you.
- ▶ Not currently ADA compliant.
- ▶ Uses WordPress as its content management system.
- ▶ Agendas and minutes are easily located.

PLATFORM & THEME

When reviewing platform and theme, CV Strategies found a stable platform and theme that is regularly being maintained and updated.

- ▶ Current theme is Listify, created to provide options for visitors to rank items.
- ▶ The template is still being updated regularly to ensure compliance with the latest WordPress version.
- ▶ Google analytics are being used. (Please see the end of the section.)
- ▶ The theme is mobile friendly and is using that resource on the site.
- ▶ WordPress is the current platform.
 - *Benefits include:*
 - ◆ *Open-source platform*
 - ◆ *Many plug-in options for maximum versatility*
 - ◆ *Easy-to-use back end, empowering staff to make more changes*
 - *Challenges include:*
 - ◆ *Less secure platform*
 - ◆ *Less stable than other options*

PAGE SPEED

The site takes longer than the Google Recommended 2 seconds, coming in at 12.8 seconds before becoming fully interactive.

- ▶ Resources are blocking the first paint of your page. Consider delivering critical JavaScript/Cascading Style Sheets (CSS) inline and deferring all non-critical JS/styles.
- ▶ There is a lot of unused CSS.
- ▶ Images are not delivered in next generation formats including JPEG 2000, JPEG XR, and WebP.

CONTENT

Existing content is well-written and thoughtful. However, there are holes and the titles of the pages are sometimes misleading.

- ▶ Content heavy, but thorough.
- ▶ Low-level updates regularly.
- ▶ Does not include news information or updates, though there is a page for it that only contains Quarterly Reports.
- ▶ Missing information on pages.

VISUALS

The look of the site is clean and professional, but it does not indicate the location or purpose of the organization. Videos and interactive graphics could play a major role in increasing layperson understanding of complicated topics and terms.

- ▶ A lot of stock photography that does not match the content.
- ▶ No videos.
- ▶ There are many photos.
- ▶ No infographics.

SEARCH ENGINE OPTIMIZATION

Search engine optimization (SEO) is crucial in ensuring that your website is found when crawled. Though the site is currently at the top of the page when searched, there are a couple of things OC LAFCO could do to ensure it remains there, as part of a best practices approach to web management.

- ▶ Site is at the top of organic searches for OCLAFCO, Carolyn Emery OCLAFCO and LAFCO Orange County.
- ▶ Needs meta description, 301 Redirects and alt tags for images.

OVERALL THOUGHTS

The website is aesthetically pleasing but confusing. The user is not guided through the site and is required to intrinsically understand LAFCO vocabulary to move ahead. Content is thorough and well written, but not layperson friendly.

COMPARATIVE STUDY

When compared to other LAFCO websites, OC LAFCO is more designed, easier to navigate and more professional looking than most, including LA LAFCO and Riverside County LAFCO. However, Napa County LAFCO's site appeals to a broader audience than OC LAFCO's site, though it is not as visually appealing.

RECOMMENDATIONS

The following recommendations would provide additional clarity and ease of use for visitors and stakeholders, creating a resource for the organization that builds understanding and educates audiences. The updated website could be a tool for transparency and key communications channel, providing frequently requested documents quickly while guiding new visitors with an experience that is welcoming and informational.

- ▶ Create double navigation to meet the needs of the everyday person/media and the insider stakeholders, including potential consultants and local agencies.
- ▶ Develop interactive elements, including a boundary map with roll over features, a glossary that provides definitions as users explore the page, and infographics that move and expand as they are clicked.
- ▶ Add narrative to tell the story of the agency on every page and indicate what users should expect to understand on each page.
- ▶ Update photography to include people and Orange County landmarks, humanizing and localizing OC LAFCO by creating a stakeholder touchpoint.

- ▶ Create a website flow map to identify the most common ideal paths through the website and update the site map to reflect findings.
- ▶ Make website ADA compliant by adding alt tags to every image.
- ▶ Develop additional visuals to assist in telling the story, including short videos, infographics and photography.
- ▶ Create a Video FAQ library and sprinkle through the site, as appropriate.
- ▶ Improve loading speed using site loading optimization plug-ins.
- ▶ Create RSS feed for local OC LAFCO news.
- ▶ Add additional sliders highlighting OC LAFCO's purpose.
- ▶ Ensure consistent fonts throughout – there are some areas with a serif font.
- ▶ Match menu title with content – Public Engagement should have content about the engagement OC LAFCO has done or what it's currently doing to engage the public. Currently, the page lists instructions on how to provide feedback and it doesn't link or go anywhere.
- ▶ Finish the website's content – Fiscal Trends and OC LAFCO News (should be more than reports) and fix mobile issues on Strategic Plan page.
- ▶ Add landing pages with descriptions for third-party portals, including Shared Services.
- ▶ Create online applications rather than download only versions.
- ▶ Identify contractor to revise website.
- ▶ Leverage OC LAFCO's branding to develop a consistent user experience.
- ▶ Add subscribe to informational updates to contact us page, change subscribe text on homepage to reflect broader information and engagement opportunities.

ANALYTICS (2019)

Users

300

200

100

March 2019

May 2019

July 2019

September 2019

November 2019

Users

7,993

New Users

7,911

Sessions

11,428

Number of Sessions per User

1.43

Pageviews

24,366

Pages / Session

2.13

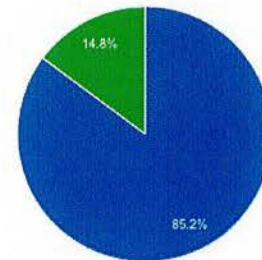
Avg. Session Duration

00:02:59

Bounce Rate

21.95%

New Visitor Returning Visitor



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	24,366 (% of Total: 100.00% (24,366))	17,695 (% of Total: 100.00% (17,695))	00:02:33 (Avg for View: 00:02:33 (0.00%))	11,345 (% of Total: 100.00% (11,345))	21.95% (Avg for View: 21.95% (0.00%))	46.56% (Avg for View: 46.56% (0.00%))
1. /	6,662 (27.34%)	4,879 (27.57%)	00:01:40	4,584 (40.41%)	3.48%	37.27%
2. /index.php/unincorporated-islands/	2,600 (10.67%)	1,971 (11.14%)	00:04:13	1,686 (14.86%)	42.39%	65.77%
3. /index.php/agenda-minutes/	2,243 (9.21%)	1,322 (7.47%)	00:02:41	585 (5.16%)	28.69%	46.32%
4. /index.php/sphere-of-influence-maps/	1,434 (5.89%)	1,007 (5.69%)	00:02:33	396 (3.49%)	73.67%	47.77%
5. /index.php/geographic-information-systems-gis-policy/	879 (3.61%)	726 (4.10%)	00:03:49	435 (3.83%)	37.25%	62.34%
6. /index.php/municipal-service-reviews/	819 (3.36%)	555 (3.14%)	00:01:28	138 (1.22%)	46.04%	20.02%
7. /index.php/jpa/	775 (3.18%)	495 (2.80%)	00:03:44	384 (3.38%)	67.53%	53.29%
8. /statement/login.php	706 (2.90%)	706 (3.99%)	00:00:00	706 (6.22%)	0.00%	100.00%
9. /index.php/special-districts/	681 (2.79%)	387 (2.19%)	00:02:37	288 (2.54%)	40.82%	43.17%
10. /index.php/commissioners/	663 (2.72%)	556 (3.14%)	00:04:11	159 (1.40%)	8.12%	50.98%

11. /statement	570 (2.34%)	570 (3.22%)	00:00:00	570 (5.02%)	0.35%	100.00%
12. /index.php/staff/	560 (2.30%)	444 (2.51%)	00:02:16	163 (1.44%)	52.47%	52.68%
13. /index.php/oc-laico-open-government/	519 (2.13%)	312 (1.76%)	00:02:00	26 (0.23%)	17.39%	25.43%
14. /index.php/msrs-for-districts/	402 (1.65%)	239 (1.35%)	00:04:40	51 (0.45%)	21.28%	43.78%
15. /index.php/application-forms/	360 (1.48%)	263 (1.49%)	00:02:30	27 (0.24%)	40.00%	34.72%
16. /index.php/handbook/	310 (1.27%)	120 (0.68%)	00:01:58	22 (0.19%)	18.18%	22.90%
17. /index.php/municipal-service-reviews-msrs/	298 (1.22%)	171 (0.97%)	00:03:43	39 (0.34%)	11.11%	39.26%
18. /index.php/mission/	295 (1.21%)	268 (1.51%)	00:01:49	26 (0.23%)	60.71%	43.73%
19. /index.php/stratplan/	272 (1.12%)	161 (0.91%)	00:02:45	23 (0.20%)	34.48%	29.78%
20. /index.php/reference-and-instruction-material/	236 (0.97%)	155 (0.86%)	00:03:26	12 (0.11%)	54.55%	27.54%

Social Media



OC LAFCO does not actively manage its social media. The most recent post on any platform was November of 2019. OC LAFCO has a Twitter account, YouTube account and a Facebook account, but no social media account is listed on the website.

Twitter: @OCLAFCO (<https://twitter.com/OCLAFCO?lang=en>)

Facebook: Orange County Local Agency Formation Commission (https://www.facebook.com/pg/Orange-County-Local-Agency-Formation-Commission-109838125753453/community/?ref=page_internal)

OC LAFCO (<https://www.facebook.com/OC.LAFCO>)

YouTube: Orange County LAFCO (<https://www.youtube.com/user/OrangeCountyLAFCO>)

FACEBOOK:

- ▶ Has both a person page and an organization page
- ▶ Person page is private, so not visible
- ▶ Hasn't actively posted on organization page since 2013

TWITTER:

- ▶ Last post in November 2019
- ▶ Posts announcements
- ▶ Invites public to share opinion on municipal services
- ▶ Shares images of meetings and award winners
- ▶ Likes posts and retweets from Santa Margarita Water District and other Orange County agencies
- ▶ Likes posts from surrounding cities
- ▶ Posts about members being sworn in
- ▶ Posts award winners from CALAFCO
- ▶ Shares when meetings will take place

YOUTUBE

- ▶ Last video was 2016
- ▶ Primarily focuses on 10 second answers to frequently asked questions with no editing
- ▶ Most views: Time Lapse of annexations in Orange County, 190 views

OC LAFCO's Twitter account was active last year and looks like one of the most engaging California LAFCOs on Twitter. Almost all other LAFCOs in California do not have a Twitter account or an active Facebook presence.

There is great potential to boost the organization's presence on social media. OC LAFCO only has 76 Twitter followers; the most likes received on a post is 4 and the most retweets is 2.

COMPARISON OF OTHER LAFCOS SOCIAL MEDIA

Plumas LAFCO has an extensive Facebook page.

https://www.facebook.com/PlumasLAFCO/?epa=SEARCH_BOX

- ▶ Posts upcoming meetings and locations
- ▶ Meeting Agendas
- ▶ Press Releases
- ▶ Job/Commission openings
- ▶ Public notices
- ▶ Agency updates (change in leadership, retirement, new construction)

Napa County also has a solid Facebook page. <https://www.facebook.com/pages/category/Government-Organization/Local-Agency-Formation-Commission-of-Napa-County-278462535509354/>

- ▶ Posts upcoming meetings and locations
- ▶ Posts congratulations to newly elected and existing LAFCO members

Fresno and Imperial County LAFCOs also have Facebook pages, but they only list their address and hours of operation and do not have any posts or following. There is not a large presence of LAFCOs on social media.

RECOMMENDATIONS

OC LAFCO should engage with residents and stakeholders and encourage them to follow the outcomes of LAFCO meetings and proposals. This can help stakeholders familiarize themselves with the growth, development, and inter-jurisdictional issues facing their county.

- ▶ Link Facebook and Twitter account so one post is distributed to multiple platforms.
- ▶ Let followers know what LAFCOs are, what they do, and how it works.
- ▶ Educate stakeholders about LAFCO terminology and how it pertains to them and their daily lives (using OC examples and updates).
- ▶ Create monthly post calendars, including information on the various collaborations with other LAFCOs, cities or agencies and other happenings in Orange County.
- ▶ Create a fun and engaging video on the benefits of OC LAFCO.
- ▶ Post upcoming meetings and events on social media and create an event page/post for each event. When you create an event, encourage stakeholders to share their interest and "check-in" at the event.
- ▶ Post meeting information and agendas on social media to remind people to attend meetings.
- ▶ Involve the community through retweeting and reposting relevant to Orange County and community information.
- ▶ Post about job/commission openings.
- ▶ Engage with local businesses and organizations on social media.
- ▶ Answer FAQs in a series of video social media posts.
- ▶ Invite people to visit the website for more information on what LAFCO is and where documents can be accessed.
- ▶ Post press releases.
- ▶ Create a Nextdoor account.
- ▶ Create a Social Media Guide for OC LAFCO, so posts are consistent.
- ▶ Hold a social media training session.
- ▶ Educate staff on what to share, what to like, and what to post.
- ▶ Create a list of topics that OC LAFCO can post about.

SAMPLE IDEA FOR CONTENT

In March 2020, CALAFCO will hold a staff workshop, co-hosted by OC LAFCO and Imperial LAFCO. This should be posted on social media platforms, reminding stakeholders about the importance of statewide collaboration.

CONCLUSION

OC LAFCO's social media, particularly Twitter, is far ahead of many other California LAFCOs but there is room and opportunity for growth with some staff training and guidelines. The organization should be on all relevant social media channels and link social media accounts, reducing the need to create additional content. Creating and posting events would be a great place to start.



Communications Assessment

Presented by CV Strategies

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