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# Communication Strategies for Planners

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Florida American Planning Association Conference  
September, 2010

# Session Objectives

- **Learn Communication Plan Basics**
- **Understand the Importance of Communication Planning**
- **Differentiate Between Internal and External Communication Plans**
- **Know How to Formulate and Test Key Messages**



# Session Format

- **Case Studies: APA Communications Plan, The Planning Commission and Henderson Development Services Center**
- **Group Exercise: Distilling Your Message**

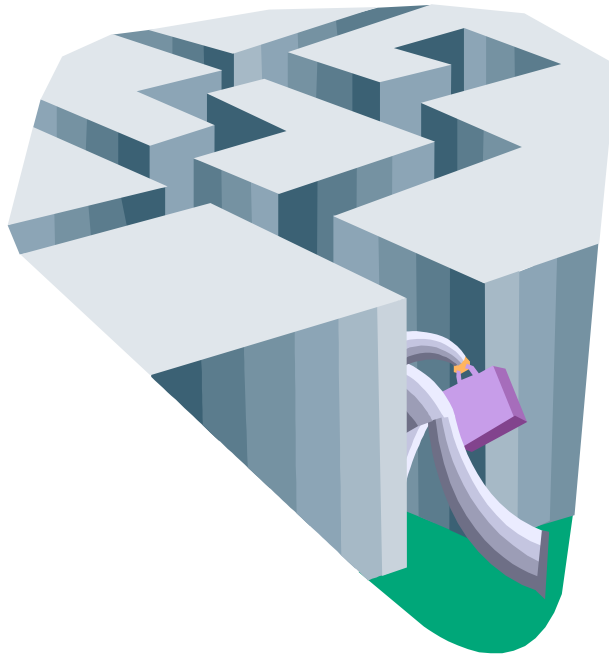


# Communication Planning 101

Case Study:  
Henderson, NV  
Development Services Center



# In the Beginning...



**Chaos**

**False Start**

**Lack of Credibility**

**Complaints**

**Unpredictability**

**Political Pressure**



# Big, Hairy, Audacious Goal

- Super Service Program
- \$4.1 Million Gamble



# Communication Planning 101

- **Why Do It?**
  - **Develop Proactive Activity**
  - **Build Support and Credibility**
  - **Provide Equal Access to Information**
  - **Increase Transparency**
  - **Improve Accountability**
  - **Reinforce Long Term, Strategic Thinking**



# Communication Planning 101

- **What is it?**
  - **Written Document**
  - **Goals**
  - **Objectives**
  - **Strategies**
  - **Target Audiences**
  - **Work Program**
    - **Activities**
    - **Timing**
    - **Responsibilities**
  - **Measurements of Success**



# Communication Planning 101

- **How to do it?**
  - **Develop Baseline, Including Environmental Scan**
  - **Identify Internal and External Stakeholders**
  - **Interview Stakeholders**
  - **Formulate Key Messages**
    - **Henderson Example: Customer Centered, Predictable Process and We're Willing to Bet On It**



# Communication Planning 101

- **How to do it?**
  - **Write that Communications Plan**
  - **Appoint and Involve Internal and External Stakeholder Groups**
  - **Test Key Messages**



# Communication Planning 101

- **Identify Appropriate Media**
  - Traditional Print Media
  - Electronic Communiqués
  - Social Media
  - Website
  - Presentations
- **Develop Templates**
  - Reports, PowerPoint Presentations, Press Releases, Meeting Agendas
- **Formulate Internal and External Marketing**



# Communication Planning 101

- Implement, Implement, Implement
- Measure, Measure, Measure
- Report, Report, Report



# A Few Numbers About Social Media

- In July of 2010, Users Spent 1.2 BILLION Hours on Facebook
- There are 65 Million Tweets Per Day
- Apple Has Sold 3.2 Million Ipad

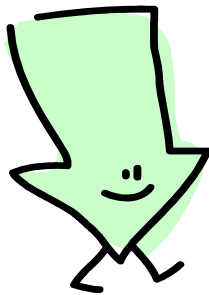
Source: Forbes Magazine 9/6/10



# A Few Words About Social Media

## Traditional Media

- One Way Conversation
- Tells the Story
- Authoritative



## Social Media

- Two Way Conversation
- Participatory Dialogue
- Create Content



# A Really Good Example

- Raleigh, North Carolina You Tube Portal
- Sustainable Raleigh: 1,036 views
- How to...
  - Install Screened Porches and Decks: 7,836 views
  - Finish an Enclosed Space: 1,975 views
  - Install a Swimming Pool: 1,561 views
- <http://raleighnc.gov>
- <http://YouTube> cityofraleigh's channel



# Contact Information

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