



INDIAN WELLS CITY COUNCIL

September 5, 2024

To: City Council
From: City Manager Department
Prepared by: Peter Castro, Assistant City Manager
Subject: **Finance Committee Actions for Communication's Plan**

RECOMMENDED ACTIONS:

Council **RECIEVES** and **FILES** the Finance Committee Recommendations for Content and Funding of Communication Plan enhancements; and

FINDS the action exempt from California Environmental Quality Act (CEQA) review under Guidelines section 15061(b)(3).

BACKGROUND:

At the July 18, 2024, City Council meeting, the Council received the updated Communications Assessment Plan from the City's communication consultant Tripepi Smith. The plan reviewed recommendations from the 2018 Communication Assessment and highlighted steps the City has taken to address all of the recommendations from 2018. The updated assessment provided recommendations for future enhancements to include:

- Policy for updating pages and content
- Design refreshes
- Resident Portal
- Evergreen articles for homepage
- Share more video content and organic content on social media
- Work on YouTube Channel with updated video highlights
- Increase click on emails with button back to website
- Apply Digital Governance to GenAI
- Collaboration efforts

The Council unanimously recommended the Finance Committee discuss the plan specifically regarding Indian Wells TV (IWTV), YouTube, and other resident facing communication. The request was that the Committee develop recommendations for content and funding needed to enhance said content. At the August 14, 2024 Finance meeting, the committee recommends two broadcasting segments for use on IWTV and YouTube, postcard mailings to residents that are not part of the City's email notification

list, encouraging them to signing up for city communications and emergency contact information, and additional promotion of Kestrel's launch. IWTv is now accessible on the City's website and streams live on the City's YouTube channel. This should produce more viewership as it is easier to access. The City will also be producing the first Golf Resort Annual Report in October.

IWTv programing has improves with videos on how to follow the City on social media, using Nixle, how to search for public documents, waste recycling (SB 1383), How-tos on online permit assistance, a promo on Kestrel, and Indian Wells State of the City videos. Additionally, the latest City Council meetings are broadcast daily at 9am and 7pm, with the latest Housing Authority meeting broadcast at 1pm. There is also information at the bottom of the screen with City announcements regarding public safety, construction, relevant ordinances, and more. The videos are also all available on the City's YouTube channel for individual replay.

FISCAL IMPACT:

Funds are available in the current City budget to fund these projects, and no supplemental appropriation is needed.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):

This action has been reviewed per the authority and criteria contained in the California Environmental Quality Act (CEQA), the State and local CEQA Guidelines, and the City's environmental regulations. The City, acting as the Lead Agency, determined that this resolution is not subject to CEQA pursuant to Sections 15060(c)(2), 15060(c)(3), and 15061(b)(3) of the State CEQA Guidelines, because it will not result in a direct or reasonably foreseeable indirect physical change to the environment as there is no possibility that the action would result in a significant environmental impact, and because it does not constitute a "project" as defined in Section 15378 of the State CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3.