

Communications Support



PACKAGES

The purpose of this framework is to provide clear, scalable communications support based on the size, impact, and audience of a project or event.

CITYWIDE CAMPAIGN (HIGH IMPACT)

Best for: Major city initiatives, signature events, policy rollouts, or programs affecting residents citywide

- City Calendar listing*
- Multi-platform social media campaign (pre, during, post - photos/reels)
- Press release
- News Story/Newsletter feature
- Dedicated webpage or landing page*
- LPR digital signs
- 101 digital signs
- Flyer
- Email campaign
- Talking points

Strategy Approach

- Full communications plan + timeline
- Cross-platform storytelling
- Coordinated launch + follow-ups

PRIORITY CAMPAIGN / STANDARD EVENT (MEDIUM IMPACT)

Best for: Important programs, department initiatives, or events with broad but not citywide reach

- City Calendar listing*
- Social media promotion (2-4 posts)
- Newsletter event
- Flyer
- LPR digital signs

Strategy Approach

- Targeted communications plan
- Focus on awareness + participation

DISTRICT/TARGETED OUTREACH

Best for: Projects or events impacting a specific neighborhood, corridor, or audience

- Social media (Nextdoor)
- Website or project page
- Flyers/Mailers
- Translated materials*

Strategy Approach

- Hyper-targeted plan
- Emphasis on clarity + direct impact

**Some items listed will be the inquiring department's responsibility*



Complete your Communications Request Form at www.ssfca.gov/CommsSupport
Questions? Contact angenette.lau@ssfca.gov