

Generated with the help of Gemini- For EPS Ad Hoc Communications Committee to review.

Prompt: “You are an Equity and Public Safety commissioner. You want to advise on some tactical applications to ensure the attached communication support packages are being inclusive and equitable. Using the attached [city of Long Beach toolkit](#) as a source for reference and inspiration, generate inclusive/equitable 3 tactics per package to share with the communications manager.”

Ruby: I think these equity enhancements are a great start.

Combined High/Medium Impact Campaign Tactics

- **Narrative & Visuals:** Audit visuals for full diversity representation and portray underrepresented individuals in positive, stereotype-challenging roles.
- **Accessibility:** Use plain language (6th-8th grade level) and provide visuals or audio/video alternatives to ensure cognitive accessibility.
- **Testing:** Co-develop and pre-test core messages with diverse audience segments to confirm shared priorities and cultural relevance.
- **Distribution:** Mitigate the digital divide by supplementing digital campaigns with physical materials in high-traffic community locations.
- **Scheduling:** Perform an equity check on event timing to avoid conflicts with shift-work, family care, and major cultural/religious holidays.
- **Language Access:** Integrate upfront budget allocation for translation/interpretation, deploying key materials in primary non-English languages.

1. Citywide Campaign (High Impact)

This tier is reserved for major city initiatives, signature events, or policy rollouts affecting residents citywide, utilizing tools like cross-platform storytelling, multi-platform social media, press releases, landing pages, digital signage, and talking points.

Tactic 1: Narrative Representation & Stereotype-Challenging Imagery in Storytelling.

Audit all visual assets in cross-platform storytelling and social media campaigns to ensure full diversity representation. Intentionally portray individuals from underrepresented backgrounds in positive roles that challenge stereotypes, ensuring dignity and agency in public safety narratives.

Tactic 2: Universal Design and Readability Standards across Digital/Print Touchpoints.

Establish cognitive accessibility baselines for citywide materials using plain language at a 6th to 8th-grade reading level. Supplement text with visuals, icons, or audio/video alternatives to accommodate varying literacy levels and sensory impairments.

Tactic 3: Co-Development & Pre-Launch Message Testing with Impacted Communities.

Engage diverse audience segments to co-develop and test core messages before deployment. This ensures topics are shared priorities and helps identify cultural nuances or inappropriate terminology.

- **Tactic 1: Narrative Representation & Stereotype-Challenging Imagery in Storytelling.** When executing the "cross-platform storytelling" and multi-platform social media campaigns, all visual assets must be audited to ensure they represent the full diversity of our community members. We must intentionally portray individuals from historically underrepresented or marginalized backgrounds in positive, active roles that challenge harmful stereotypes. In public safety campaigns, carefully review who is depicted as active versus passive, who is at the center of the narrative, and ensure community members are portrayed with agency and dignity.
- **Tactic 2: Universal Design and Readability Standards across Digital/Print Touchpoints.** For citywide materials like flyers, dedicated webpages, press releases, and email campaigns, establish a strict baseline for cognitive accessibility. All public-facing copy should use plain language written at a 6th to 8th-grade reading level to ensure it is easily understood by the full diversity of our audience. Supplement these text-heavy channels with supportive visuals, icons, or recorded audio/video alternatives to accommodate residents with varying literacy levels or sensory impairments.
- **Tactic 3: Co-Development & Pre-Launch Message Testing with Impacted Communities.** Before deploying citywide talking points or executing a coordinated launch, engage a diverse segment of the intended audience—particularly representatives from varied racial, ethnic, and socioeconomic backgrounds—to help co-develop and test core messages. This pre-launch testing ensures the community agrees the topic is a shared priority, helps identify underlying cultural nuances, and flags any terminology that might be culturally specific, highly stigmatized, or inappropriate.

2. Priority Campaign / Standard Event (Medium Impact)

This tier is designed for department initiatives or events with broad but not citywide reach, relying primarily on digital signs, city calendar listings, flyer distribution, and 2–4 targeted social media posts.

- **Tactic 1: Multimodal Physical Distribution to Mitigate the Digital Divide.** Because this package heavily features digital channels like social media and email newsletters, the targeted communications plan must actively prevent the exclusion of residents lacking regular internet access. Supplement digital assets by placing physical flyers and print materials on bulletin boards in trusted, high-traffic community spaces where residents naturally gather. These physical touchpoints should include local libraries, senior centers, barber shops, hair salons, and neighborhood markets.
- **Tactic 2: Inclusive Scheduling & Cultural Calendar Auditing.** When coordinating event logistics for the City Calendar listing, perform an equity check on the timing of the event or deadlines. The scheduling must explicitly account for conflicting priorities placed on people's time, such as shift-work schedules, family care commitments, and religious or cultural holidays. Ensure that standard engagement windows or event dates deliberately avoid major cultural and faith-based holidays to provide an equal opportunity for participation.
- **Tactic 3: Upfront Budget Allocation for Localized Language Access.** Do not treat translation as an afterthought or leave it solely as an uncoordinated responsibility of the inquiring department. Every priority campaign must integrate appropriate funding for

written translation and oral interpretation services directly into its initial project plan. The 2–4 social media posts, newsletter blurbs, and flyers should be deployed in the primary non-English languages spoken across the city to cultivate a genuine culture of belonging.

3. District / Targeted Outreach

This tier focuses strictly on projects or events impacting a specific neighborhood, corridor, or audience, utilizing a hyper-targeted plan, Nextdoor promotion, localized flyers/mailers, and website project pages.

- **Tactic 1: Hyper-Localized, Language-First Campaigning.** While this tier explicitly notes "translated materials", outreach must go beyond basic document translation. Utilize local census tract data to identify the exact language profiles of the specific neighborhood or corridor being impacted. For neighborhoods with dense immigrant or non-English-speaking populations, implement a "language-first" outreach workflow where mailers, project pages, and Nextdoor posts are deployed simultaneously and with equal prominence in the preferred languages of those residents.
- **Tactic 2: Collaboration with Culturally Competent Trusted Messengers.** When conducting outreach for localized neighborhood projects, identify and partner with local community-based organizations, neighborhood leaders, or local business owners to serve as co-messengers. Utilizing experienced, culturally competent community organizations helps navigate historical institutional skepticism between the city and specific neighborhoods, dramatically increases outreach engagement, and ensures that materials resonate with residents' lived experiences.
- **Tactic 3: Closing the Feedback Loop and Reporting Back Equity Outcomes.** For localized campaigns that solicit neighborhood feedback via project pages, mailers, or surveys, build an explicit "report back" phase into the hyper-targeted plan. Once community insights are gathered and decisions are made, use the same hyper-localized channels (Nextdoor, direct mailers, updated project pages) to communicate back to the neighbors exactly how their participation and input shaped the final project safety policies or service adjustments. This practice maintains transparency, builds long-term accountability, and honors the community's time and expertise.

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.ssfc.ca.gov/CommsSupport
Questions? Contact angenette.lau@ssfc.ca.gov