

City of Rochelle Communication Plan

January 2015



The purpose of the City of Rochelle Communication Plan is to identify goals and the means to reach those goals by effectively conveying messages to citizens and customers.

Mission Statement:

The City of Rochelle is committed to providing fiscally responsible, high quality, responsive services to our community.

Vision Statement:

Rochelle is a growing, progressive Midwestern community where high speed information technology, superior transportation systems and excellent City services provide our citizens and businesses with every opportunity for success.

Branding Elements

Logo

The City of Rochelle, Rochelle Municipal Utilities, City Industrial Rail and Rochelle Municipal Airport each utilize a logo for branding purposes. Logos should be used in high-resolution for print purposes. Use logos by any external organization should be approved by the Marketing & Public Relations Manager. Requests for high-resolution logos should be directed to the Marketing & Public Relations Manager.

Stationery

City of Rochelle and Rochelle Municipal Utilities Staff should utilize stationery provided containing the City of Rochelle or RMU logo, full address, phone, fax and web address. Stationery includes letterhead, envelopes, business cards, press release format, and fax cover sheet. Each of these items is available on the Exchange drive in the folder labeled “Stationery”.

News Channels

Community Connections Newsletter

The Community Connections Newsletter is a bi-monthly newsletter, now in its seventh edition. The newsletter includes information on the latest happenings in Rochelle and important reminders on City services and recycling programs. The newsletter is available to residents via e-mail, our website and postal mail.

Press Release Policy

All press releases are sent to the Marketing & Public Relations Manager for distribution through appropriate channels. Typical distribution channels include the Rochelle NewsLeader, WRHL, the City of Rochelle website, Facebook and Twitter pages. The Marketing & PR Manager may also distribute materials to area officials (hospital, schools, and industries) depending on the message. All press releases will be distributed on City of Rochelle or Rochelle Municipal Utilities Press Release Letterhead with the appropriate department head listed at the top of the page as a contact. Press releases should be no more than one page in length and include a clear and concise message. Press releases will be disseminated as follows: Mayor, Council, Board/Commission if applicable, Staff, and Media.

Print Advertising

From time to time the City of Rochelle will participate in Print Advertising campaigns organized by the Rochelle NewsLeader. Annual campaigns in which the City will participate include:

- Veteran's Day
- Memorial Day
- Independence Day
- Christmas Greeting
- Railroad Days
- Lincoln Highway Heritage Festival
- Year in Review
- Know the Law
- Community Unity
- Police Week

City of Rochelle Internet Marketing Channels:

City of Rochelle websites and social media accounts are monitored by the Marketing & PR Manager. Staff from various departments contribute to content posting. Content is then approved by a website administrator. The purpose of content approval is to proofread for spelling, grammar and accuracy. Web content should be updated as changes are made to policy, ordinances, staff and services. Calendar materials should be updated in a timely manner as well. The City of Rochelle's Webmaster (Marketing & PR Manager) updates graphics and banners seasonally and collaborates with the web design firm on functional changes and software upgrades. Several staff members serve as website administrators to assist with website updates including the Assistant to the City Manager, Community Development Administrative Assistant, and RMU Communications Superintendent.

www.cityofrochelle.net

www.rmu.net

www.enjoyrochelle.com

www.rochelletechpark.com

www.rochellerailroadpark.org

www.flyrpj.com

Community Event Marketing Opportunities

The City of Rochelle and RMU's presence is appreciated at Community Events. The City and RMU should prepare a message to convey at the following community events:

- Lincoln Highway Heritage Festival
- Creston Booster Days
- Chamber Play Day
- Senior Expo

Promotions at these events could include other community events/Tourism, RMU incentives, Fiber Optic Services, Recycling, and Street Department services.

Social Media

Social media is utilized as a means to two-way communication with our audience. Messages are conveyed in a quick and convenient manner for readers. Readers are invited to submit comments or concerns through Social Media and those submissions will be met with a timely response.

While the Social Media forums are open for public commentary, comments will be removed due to vulgar language, personal attacks or content outside of the subject of the post. Posts in advertisement of businesses or products will also be removed. The Marketing & PR Manager serves as an administrator of every City & RMU social media account, while day-to-day updates are made by department staff.

[facebook.com/cityofrochelle](https://www.facebook.com/cityofrochelle)

[facebook.com/rochellemunicipalutilities](https://www.facebook.com/rochellemunicipalutilities)

<https://www.facebook.com/pages/Rochelle-Fire-Department/120797991272386>

[facebook.com/RochelleAirport](https://www.facebook.com/RochelleAirport)

[facebook.com/RochelleIllinoisPolice](https://www.facebook.com/RochelleIllinoisPolice)

twitter.com/cityofrochelle

twitter.com/Rochelleutility

[pinterest.com/cityofrochelle](https://www.pinterest.com/cityofrochelle)

[youtube.com/user/RochelleIllinois](https://www.youtube.com/user/RochelleIllinois)

Railfan Park Facebook Page & Group

Internet Marketing Channel Goals

Internet Marketing Channel	Current Readership	Goal Readership
cityofrochelle.net	3,800	4,180
rmu.net	1,599	1,758
enjoyrochelle.com	55	1,000
rochelletechpark.com	79	150
rochellerailfanpark.com	--	1,000
facebook.com/cityofrochelle	1,555	1,710
facebook.com/rochellemunicipalutilities	89	150
facebook.com/rochellefiredepartment	955	1050
facebook.com/rochelleillinoispolice	1,829	2011
twitter.com/cityofrochelle	262	288
twitter.com/rochelleutility	10	25
pinterest.com/cityofrochelle	6	25

Marketing Initiatives by Department

Economic Development

Overall objective:

The overall marketing objective of the City of Rochelle Economic Development department is to effectively tell the Rochelle story.

- Encourage media attention for any project involving grant funding
- Encourage new developments to host media events
- Increase awareness of City Industrial Railroad
- Create stories from our perspective
- Increase awareness of Workforce Development Program

Specific Goals:

- Plan & execute media event for every project involving grant funding
- Share two stories per year about the City Industrial Railroad on our website and distribute to area media outlets
- Share two stories per year about enhancements made to area industries on our website and distribute to area media outlets

Police Department

Overall objective:

The Rochelle Police Department's marketing objective is to increase community engagement and create a positive public image.

- Share K-9 program with community and organizations
- Encourage safe disposal of waste medications
- Build relationships between citizens and officers
- Promote bike officer unit
- Share community alert information

Specific goals:

- Host two waste medicine take-back events per year
- Participate in Police Week activities at Cherryvale Mall each year
- Provide K-9 Demonstrations at community events to include Lincoln Highway Heritage Festival and school events
- Encourage "Get to Know You" articles in Rochelle NewsLeader
- Demonstrate police bicycles at community events such as Outdoor Markets and at schools
- Regular posting on Police Department Facebook Account with Crime Stoppers and public awareness posts

Engineering Department

Overall objective:

The City of Rochelle Engineering Department's marketing objective is to provide timely and accurate public notice of upcoming projects and road closures and to keep the community posted as projects progress. The department will also share information on grant funding received for projects.

- Inform residents of upcoming projects
- Inform business community of upcoming projects & closures
- Share progress of each project as it progresses
- Seal Coat Information
- Sidewalk program information

Specific goals:

- Share time-lapse video of project progress
- Utilize local print, radio and social media for project awareness
- Notify business & industrial community of upcoming closures to affect them via e-mail group
- Increase awareness of seal coat project with press releases & maps posted on our website & social media daily or weekly during project.
- Increase awareness of sidewalk project with press releases & maps posted on our website & social media daily or weekly during project.

Tourism

Overall objective:

The City of Rochelle's Tourism group strives to plan and execute community events for both residents and visitors to Rochelle to enjoy. Community events build comradery with residents and positively promote Rochelle to others nearby. Tourism will play an important role in our branding campaign.

- Plan & execute community events
- Increase attendance at community events each year
- Market events to local & area residents
- Evaluate success of each event
- Survey residents to determine desire for events
- Keep an updated website & social media presence for Tourism
- Maintain a website & social media presence for Railfan Park

Specific goals:

- Add a fall family-friendly event to our annual event calendar
- Promote the ice rink to residents via local media & social media
- Utilize TV, Radio, Print & Web advertising (Rockford, Dixon, DeKalb, Mendota, Blackhawk Waterways, other tourism publication) in addition to local advertising (WRHL & NewsLeader)
- Continue to add seasonal photography & events to Tourism website
- Collaborate with TDG Communications to develop Railfan Park website
- Participate in conversations in the Railfan Park Facebook Group
- Explore pay-per-click advertising options
- Explore Facebook post promotion options
- Create e-mail marketing list
- Add 100 users to Nixle text alert system

Community Development

Overall objective:

The Community Development Department shares information with citizens pertaining to property maintenance, building, planning and zoning.

- Communicate seasonal ordinances, ie. Tall grass, garage sale signage, snow removal
- Share permit information with departments
- Keep up-to-date business registration list for utilization across organization

Specific Goals:

- Create awareness of building permit requirements & process with press releases, Newsletter and Social media posting
- Investigate Options for online permit application
- Create awareness of seasonal ordinance requirements with press releases, Newsletter and Social media posting
- Share permit applicants with RMU Customer Service & Marketing for Utility & Fiber Optic Services
- Share business registration list as necessary for event sponsorship & participation

Street Department

Overall objective:

The overall marketing objective of the City of Rochelle Street & Cemetery department is to share pertinent information regarding City services with residents.

Regularly inform community on the following services:

- Parkway trees maintenance, removal & replacement
- Mosquito Abatement Program
- Leaf Vacuuming
- Pothole filling & pavement repairs
- Snow & ice control
- Monthly brush collection
- Adopt-A-Road Program
- Free mulch
- Firewood
- Cemetery Décor Removal
- Flooding Issues
- Traffic Signal Issues

Specific Goals:

- Increase awareness of Adopt-A-Road Program through targeted marketing to area businesses
- Effectively inform community of snow ordinance in timely manner during snow events via Social Media, web and local media
- Communicate any projects in which resident parking or property is affected

Fire Department

Overall objective:

The Fire Department shares fire-safety information with residents throughout the year including Fire Prevention Week, Keep the Wreath Red, and encouraging keeping your closest hydrant clean of snow. As Firefighters complete additional training and obtain certifications a press release should be distributed. Special events the Fire Department participates in should be promoted including Outdoor Markets, school field trips, the 4th of July Fireworks, parade details, etc. The Marketing Manager will assist in promoting fundraising opportunities such as pork chop drive-through events and the Annual Firemen's Ball.

Specific Goals:

- Photograph Fire Prevention Week field trips for social media & website
- Photograph training opportunities
- Issue Press release & social media posts with safety tips for Fire Prevention Week & Keep the Wreath Red Week
- Issue press release & social media posts to remind residents of importance of hydrant shoveling

Airport

Overall objective:

The Rochelle Municipal Airport, through Economic Development, will continue to promote the success and growth of the airport including promotion of runway length, services available and other airport businesses.

Specific Goals:

- Continue to post fuel prices & airport information on various aviation websites
- Update Airport website frequently
- Post photos & information on Airport social media once per week
- Promote any receipt of grant monies with a special event
- Communicate runway size to local industries

City Clerk's Office

Overall objective:

Share pertinent community information such as solicitor awareness, voter registration and how to obtain vital records or City-related documents.

- Increase awareness of voter registration deadlines & requirements
- Notify residents of vacancies on Boards & Commissions
- Utilize proclamations as marketing tool
- Create public awareness of solicitor permit rules

Specific Goals:

- Increase sharing of proclamations on social media
- Send early notification of voter registration deadlines to area media & post on website and social media
- Create quarterly informational press releases pertaining to services offered by the Clerk's office such as vital records, etc.
- Distribute press releases as needed to advertise vacancies on Boards & Commissions

Finance Department

Overall objective:

The City of Rochelle Finance Department has the responsibility of informing local taxpayers of information pertaining to the City of Rochelle's financial picture, particularly:

- City of Rochelle & RMU Audit
- City of Rochelle & RMU Budget
- City of Rochelle Tax Levy

Specific Goals:

- Promote completion of audit with media release in October
- Promote budget workshop attendance opportunities with media releases
- Share levy information with residents in December
- Add credit rating to Finance section of website
- Promote accreditation, once received, through area media and web
- Post current & historical budget and audits on City website

Human Resources

Overall objective:

The City of Rochelle Human Resource Department proactively shares information with employees regarding benefits and wellness.

- Promote positive work environment through C.O.R.E. Action Group Activities
- Share benefit changes & updates in a timely manner
- Promote open enrollment meetings & associated deadlines to staff
- Communicate all changes to health insurance & employee benefit terms to staff
- Promote wellness among staff

Specific Goals:

- Host employee benefit fair
- Continue employment posting through various resources
- Share flu-shot information with employees



RMU Administration

Overall objective:

Rochelle Municipal Utilities recognizes the importance of community engagement through advertising and public relations efforts.

RMU will participate in advertisements to maintain legacy and support the community while still taking a conservative approach to spending. Each of these advertising should be directly tied to creating awareness of an RMU promotion or project. RMU Administration staff should conduct a cost/benefit analysis of each new promotion. RMU Administration staff participates in educational opportunities in schools, service club presentations, radio interviews, etc.

RMU legacy promotion includes the following sponsorship opportunities:

- Chamber of Commerce Membership
- Downtown Rochelle Association Membership
- RTHS Renaissance Program Sponsorship
- Creston Booster Club Fireworks
- Homepages Ad
- GREDCO Advertising Partnerships
- From the Heart
- Movie in the Park

Advertising Opportunities

- GREDCO Advertising Partnerships

Rochelle Business & Technology Park Marketing

- Monthly post on rochelletechpark.com blog
- Direct marketing to prospect list annually

*Promotional activities are subject to change.

Customer Service

Overall objective:

Customer Service related marketing should be utilized to create awareness of services and promotions available to RMU Customers. These include online billpay; payment plans including pre-pay, equalized payment and deferred payment; Summer Saver Program; appliance rebate incentives; appliance tune-up incentives; commercial lighting & VFD incentives. RMU Customer Service staff should keep customers informed of outages and incidents within the utility departments.

Customer Service staff would like to implement sharing of information regarding the following:

- Earth Day
- Arbor Day
- World Environment Day
- Senior Citizen's Day
- Hispanic Heritage Month
- Customer Service Week
- Public Power Week
- Downtown Turkey Giveaway \$109 (NewsLeader)

Specific Goals:

- Increase users of online billpay by 3% to 20% of total bills
- Increase Nixle users from 204SMS and 182 e-mail to 225SMS and 200 e-mail
- Increase participation in Summer Saver Program
- Increase participation in Incentive programs
- Increase utilization of all RMU social media accounts
- Issue press releases on IVR system once in place
- Increase connections with Hispanic population by investigating alternative opportunities, ie. Cinco de Mayo, Catholic Church, Hand in Hand, Food Pantry.
- Give Senior Center presentation on online billpay & incentive programs

Media Advertising

RMU is committed to running 40 commercials per month at \$9each on WRHL. RMU also typically runs advertisements during Hub Football games (9 games with 1-2 ads each) for \$40/game and during Hub Basketball games (25 games with 1-2 ads each) for \$40/game.

RMU should utilize advertisements in the Rochelle News-Leader to promote specific activities such as Summer Saver, major construction projects, online billpay and incentive programs.

Water/Water Reclamation

Overall objective:

The RMU Water/Water Reclamation Division may share information with customers from time to time regarding water quality and operations in our facilities. This division also publicizes service interruptions including water main breaks, boil orders, etc. and water-related days of recognition including: World Water Day and National Drinking Water Week.

Specific Goals:

- Quickly notify customers in the event of a service interruption via door hangers, website, social media & local media
- Inform community of water quality testing results via local media and web
- Invite citizens to attend a Tour/Open house of facilities

Landfill

The City of Rochelle's Landfill operation brings the responsibility of promoting programs offered through Northern Illinois disposal including curbside recycling, landscape waste recycling, appliance and electronics recycling.

Specific Goals:

- Notify customers and City departments of any change in service immediately
- Create weekly social media post regarding recycling services
- Utilize local media, Newsletter & social media to promote recycling services

Communications

Overall objective:

Promote internet and phone services to commercial customers in the community.

Regularly contact prospective customers for communications services.

- Increase Fiber-Optic Internet Customers by 3 per year
- Increase VOIP Phone Customers by 3 per year
- Increase Wireless Internet Customers by 3 per year

Specific Goals:

- Conduct monthly mailing to list of 82 prospects
- Follow up on mailing with phone call to each prospect
- Create flier for Chamber of Commerce M2M Newsletter
- Utilize RMU Customer Service Advertising spots on WRHL & NewsLeader for Fiber Service Marketing
- Utilize RMU booth at Chamber Play Day to market Fiber Services to businesses

Electric Operations

Overall objective:

The Electric Operations Division should communicate with customers in the event of a service interruption using established outage notification procedures. Customers should be notified in advance of any project that brings crews onto private property.

- 5Kv Project
- Interactive Voice Response System
- Planned & Unplanned Outage Notification

Specific Goals:

- Increase awareness of 5kv project through website & media updates including maps each week
- Utilize social media for up-to-the minute updates on project status
- Notify residents of Interactive Voice Response system capabilities via press release
- Quickly notify Council, Staff and customers of outages via text, Social Media & Radio using established outage notification procedures