

Clark County, Nevada
DEPARTMENT OF COMPREHENSIVE PLANNING

COMMUNICATIONS PLAN 2000

Plan Elements

Public Outreach Strategy

Publications Strategy

Technology Strategy

Media Relations Strategy

COMMUNICATIONS PLAN 2000

PLAN ELEMENTS

The following goal, and the objectives which support it, are derived from the department's strategic plan. Expected measurable results, with estimated time frames, are included. Strategies for each major area within this Communications Plan are listed separately. These strategies are supported by County and department policies and guidelines for communications, outreach and technology.

GOAL

To measurably facilitate and increase the two-way flow of information between department staff and customers using the most appropriate, cost-effective methods.

OBJECTIVES

Reduce printing costs by 20% by June 2000.

Train 50% of appropriate staff in media and presentation skills by June 2000.

Increase opportunities for public outreach by 25% by September 2000.

Increase by 50% the number of publications available on the department's home page by August 2000.

Complete imaging of 50% of department records by November 2000.

STRATEGIES

Strategies reflect the “how to” for achieving our targeted goals and objectives, and will include at least one strategy for each of our major areas: outreach, publications, technology, and media relations.

PERFORMANCE MEASURES

Performance Measures are reflected in our department strategic plan, and are the criteria by which we will measure the success of each strategy, and progress toward achievement of the goal and objectives.

ACTION PLAN

The Action Plan for the Administrative and Technical Support Division is attached for reference. The Action Plan will be updated each year to reflect current targets.

PROGRAMS

The department offers a wide variety of communication methods to its customers. We do this through the implementation of diverse programs, using the latest in technology innovation available to us, and the most creative in visual aides possible. Programs and tools range from customer training and program orientations to a state-of-the-art Website and GIS capability. Measurable success has already been demonstrated, and this plan is intended to build on that success to further benefit our customers.

PUBLIC OUTREACH STRATEGY

This section includes strategies for public outreach efforts for each of the department’s major areas of focus.

Survey customers to determine outreach needs, and ideal method of communication.

Create a team (The Reachers) to develop exhibit designs and coordinate graphics for each division and special projects.

Continue customer training using mapping and land use application training workshop sessions.

Meet with all Town Advisory Boards and Citizen Advisory Councils to determine the best way to bring them information about department activities.

Utilize Public Hearing Notice post cards to alert citizens of opportunities to have their opinions heard saving \$22,000 annually and saving half the time of one staff member.

Conduct public workshops at several stages in the land use planning process.

Develop a series of Power Point presentations on different topics to use when a speaker is requested.

Develop a trained, experienced Department Speakers' Bureau who have expertise in each of the department's key programs.

PUBLICATIONS STRATEGY

This section describes the departments major publications, including strategies for effective methods of distribution and circulation numbers.

Offer customers all publications in a variety of appropriate formats (e.g. both hard copy and home page.)

Ensure up-to-date publications are available at public events.

Publish and distribute 3,000 Comprehensive Planning News newsletters semi-annually, by direct mail (1,500) and as handouts at special events and front counters.

Publish and distribute Major Projects Review Journal as needed for handouts.

Publish and distribute 1,000 copies of the Multiple Species Field Guide.

_____ Publish and distribute 30,000 copies of the Desert News annually.

Publish and sell Land Use Guides.

Publish and distribute 1,000 Zone Phone brochures.

Publish and distribute a minimum of 8 other brochures and pamphlets as needed.

TECHNOLOGY STRATEGY

This section describes strategies for effective technology communication and outreach methods, including Zone Phone, Home Page, Intranet, Open Door and Open Web.

Maintain and update the Comprehensive Planning Department Home Page which averages 17,000 hits per month.

Collaborate on maintaining and upgrading the Open Door (External) and Open Web (Internal information systems).

Maintain and update the CLARK K.E.N.T Intranet homepage.

Maintain and update the Zone Phone information system.

Continue department document imaging program.

MEDIA RELATIONS STRATEGY

This section describes strategies for proactive media relations efforts, as well as guidelines for media contact, based on county and department policy.

Maintain daily contact with assigned reporters.

Respond to all media inquiries with two hours.

Provide media training to department staff as needed.

Document all media contacts to department Public Information Officer, Director and county Director of Public Communications.

Post and retain all major news articles and video generated by staff interviews.

Include trade publications in news release distribution.

Maintain current department management file photos and biographies.