COMMUNICATIONS **STRATEGIC**

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INTRODUCTION

the Marana Communications Strategic Plan sets a course of action to be taken by employees of the communications division of the town manager's office to address community and organizational needs relating to public information, brand management, and special events. This plan is a flexible tool to guide and promote innovative and creative solutions.

MARANA AZ

TOWN OF MARANA VISION

Marana is a trailblazing community that raises the bar for the best quality of life

TOWN OF MARANA MISSION

Five-star service for a thriving community

COMMUNICATIONS DIVISIONS

PUBLIC INFORMATION
Provide transparent, timely, and responsible distribution of information to a diverse audience of Marana residents, businesses, and visitors.

BRAND MANAGEMENT
Maintain and grow the perceived values of the Town of Marana as a quality community through positive brand associations, imagery, and awareness that exemplify Marana's professionalism, creativity, and innovation.

PILLARS
COMMUNITY IDENTITY & BRANDING
PUBLIC OUTREACH & ACCOUNTABILITY
RESOURCES & DEVELOPMENT
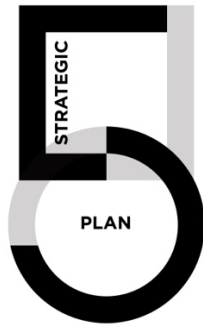
STRATEGIC PLAN 5

Strategic Plan 5 lays the foundation for the 2023 Communications Strategic Plan. Action items with the "Strategic Plan 5" icon will be tracked on the [Strategic Plan Five Public Dashboard.](#)

TOWN OF MARANA COMMUNICATIONS DIVISION HISTORY

YEAR	POPULATION	COMMUNICATIONS
2008	33,300	• Town of Marana created the Public Information Officer position.
2011	35,500	• Town of Marana hired a Graphic Designer to work with the Public Information Officer.
2016	43,400	• Town of Marana created the Communications Manager position to oversee the Communications Division, which included one Graphic Designer and one Special Events Coordinator. • Town of Marana created a Communications Specialist position to join the Communications team.
2019	49,100	• Town of Marana created a second Graphic Designer position. • Town of Marana added a Special Events Programmer position to the Communications Division.
2021	54,900	• Town of Marana restored special events-related positions with the Parks & Recreation Department.
2022	56,000	• "Graphic Designer" position titles were changed to "Visual Communications Designer" to better reflect the changing conditions to include motion graphics and digital marketing. • Town of Marana hired a third Visual Communications Designer.

INDEX OF TOWN OF MARANA OUTREACH ASSETS

WEBSITES

- MaranaAZ.gov
- DiscoverMarana.org

TRADITIONAL MEDIA CONTACTS

- NEWSPAPERS
  - Arizona Daily Star
  - Tucson Local Media – Marana News
  - Daily Territorial

- TELEVISION
  - KGUN
  - KOLD
  - KVOA

- RADIO
  - KIIM FM
  - Lotus Communications
  - KVOI
  - KHUD
  - K-HIT

PODCAST
- Real Talk with the Town of Marana

SOCIAL MEDIA

FACEBOOK
- Town of Marana
- Discover Marana
- Marana Film Office
- Marana Parks and Recreation
- Marana Police Department
- Marana Police Explorers

TWITTER
- Town of Marana
- Marana Parks and Recreation
- Marana Police Department

INSTAGRAM
- Discover Marana
- Marana Parks and Recreation
- Marana Police Department
- Marana Water
- Town of Marana

NEXT DOOR
- Town of Marana

YOUTUBE
- Town of Marana
- Discover Marana
- Marana Economic Development & Tourism

FLICKR
- Town of Marana

LINKEDIN
- Town of Marana
- Marana Department of Economic Development

TRADITIONAL OUTREACH

PRINT
- Posters
- Flyers
- Postcards
- Pamphlets
- Water bill inserts
- Community letters/notices
- Vouchers
- Booklets
- Door hangers

SIGNAGE
- Banners
- A-frames and I-frames (temporary signage)
- Permanent signage

BRANDING & COMMUNITY IDENTITY

LIFESTYLE BRAND
- Apparel
- Bags
- Home goods
- Water bottles
- Stickers
- Keychains
- Coasters

COMMUNITY IDENTITY
- Street pole banners
- Monuments

PILLAR 1: COMMUNITY IDENTITY & BRANDING

BUILD A MARANA-WIDE LIFESTYLE BRAND THAT REFLECTS MARANA'S UNIQUE CHARACTER AND IDENTITY.

- Receive feedback from stakeholders, including Town leadership, council, and staff on brand direction.

LAUNCH A MARANA LIFESTYLE PILOT PROGRAM THAT WILL BE AVAILABLE AS GIVEAWAYS AND/OR PURCHASED MARANA SWAG.

- Research other community lifestyle brands to determine best practices for incorporating different art styles and items that appeal to different audiences.
- Develop designs suitable for the Marana Lifestyle Pilot Program.
- Identify locations for promotion, including Town front service counters, the future Marana Community Center, and through community partnerships including the Marana Chamber of Commerce.
- Consider online merchandise vendors for point-of-sale and distribution.
- Promote the Marana Lifestyle Pilot Program at major Town events and festivals.

SPOTLIGHT MARANA'S RICH AGRICULTURAL AND WESTERN HERITAGE.

- Create a history and heritage-focused webpage that highlights Marana's history.
- Incorporate agricultural and western heritage in major capital projects, including the Marana Community Center.

EXPLORE INNOVATIVE WAYS TO EDUCATE RESIDENTS ON MARANA'S MAJOR ATTRACTIONS, EVENTS, AND SERVICES.

- Record audio promos to be played during the "Real Talk with the Town of Marana" podcast.

SIGNAGE
- Standardize signage for all Town facilities.
- Standardize banner and statue designs located throughout the community.

PILLAR 2: PUBLIC OUTREACH & ACCOUNTABILITY

STRENGTHEN COMMUNITY EDUCATION AND AWARENESS RELATED TO SOCIAL MEDIA AND DIGITAL OUTREACH.

• Establish an internal committee of social media managers responsible for producing content as a means to increase engagement with the community and to streamline/identify cross-promotion opportunities.

GROW THE TOWN'S COMMUNICATION REACH USING DIGITAL PLATFORMS AND MEDIA CAMPAIGNS TO PROVIDE ACCURATE AND TIMELY INFORMATION ABOUT ORGANIZATIONAL SERVICES, PROGRAMS, AND ACHIEVEMENTS.

• Monitor quantity of subscribers to the Marana Newsroom.
• Monitor quantity of visits to MaranaAZ.gov.
• Monitor quantity of videos produced for the Marana News and social media, including Facebook, Instagram, Twitter, and YouTube.

LAUNCH NEW TOWN-WIDE WEBSITE THAT WILL BETTER SERVE LOCAL GOVERNMENT NEEDS AND IMPROVE RESIDENT OUTREACH.

• Monitor website performance, including broken links, typos, and ADA-accessibility.

PARTNER WITH DISCOVER MARANA, MARANA CHAMBER OF COMMERCE, AND OTHER ENTITIES TO INCREASE OUTREACH AND PURSUE NEW CREATIVE STRATEGIES.

INCORPORATE IN-PERSON PROGRAMS AND COMMUNITY MEETINGS IN DEPARTMENT OUTREACH STRATEGIES WHEN APPLICABLE.

EVALUATE NON-DIGITAL AND COST-EFFECTIVE FORMS OF OUTREACH BASED ON DEPARTMENT NEED.

INCREASE TRANSPARENCY, ACCOUNTABILITY, AND RESPONSIVENESS THROUGH PROACTIVE MEDIA RELATIONS.

• Media train department leaders.
• Establish emergency communications strategy.
• Work with Safety Management staff on Joint Operation Center/EOC logistics and establish a training schedule.

WORK WITH LOCAL AND REGIONAL PARTNERS ON A TRAINING PROGRAM FOR CRISIS COMMUNICATION.

PILLAR 3: RESOURCES & DEVELOPMENT

ANTICIPATE TEAM GROWTH AS THE TOWN OF MARANA COMMUNITY AND ORGANIZATION CONTINUES TO GROW.

• Explore staffing needs related to hiring a communications specialist that solely focuses on social media strategy.
• Monitor quantity of Brand Management and Public Relations requests by Town departments to manage project work flow needs.

ANTICIPATE DEPARTMENT DESIGN AND OUTREACH NEEDS.

• Meet with departments quarterly to review community input outcomes.
• Administer a bi-annual satisfaction survey to Town departments to evaluate performance and identify opportunities.
• Evaluate budget costs associated with new outreach methods, including print, signage, and ad buys.

TRAINING
• Train Town of Marana staff on Communications work flow, branding, and media relations.
• Pursue training opportunities for Communications staff in the areas of design, public relations, social media, and local government.