

Telling Stockton's Story

OPTIC Communications Plan FY 2025-26

Strategic Communications & Public Engagement

City Council Meeting
November 18, 2025
Agenda Item 16.3





Building the Plan: Comprehensive Engagement

13

Departments

Met with every
department director
over four weeks

6

Weeks

Intensive engagement
period October-November
2025

10K+

Request Hours

Total hours of
documented
communications requests

4.8K

OPTIC Capacity

Available team hours requiring
strategic prioritization

Through this comprehensive discovery process, we documented objectives, goals, and deliverables across all city departments. This created a clear prioritization framework for City Manager selection and strategic resource allocation.

OPTIC Communications: Legal Boundaries Under California Law

The Fair Political Practices Commission (FPPC) establishes clear guidelines for what city communications teams can and cannot do. Understanding these boundaries protects the City and ensures ethical, legally compliant communications.

✓ What OPTIC Can Do

Telling the City's Story

- Cover city-sponsored events where elected officials are present
- Provide equal coverage to all elected officials at city events
- Produce content about city services, programs, and operations
- Document city accomplishments and department achievements

Civic Engagement Promotion

- Encourage residents to attend or watch City Council meetings
- Promote volunteering on boards and commissions
- Support multi-department public safety initiatives
- Share factual information about city operations

✗ What OPTIC Cannot Do

Prohibited Political Activities

- Follow individual council members as personal PR team
- Create content that potentially benefits one council member over others
- Produce campaign materials or campaign-related communications
- Use public resources to advocate for or against ballot measures
- Create communications showing favoritism to any elected official

Key Principle: "The government may not 'take sides' in election contests or bestow an unfair advantage on one of several competing factions." FPPC violations can result in fines up to \$5,000 per violation and legal action against the City.

Strategic Focus: Three Buckets

Our communications strategy is organized into three interconnected focus areas, each designed to serve distinct but complementary goals for the City of Stockton.

Recruitment

Building Stockton's Workforce & Community Participation

- Fire paramedic recruitment videos
- HR departmental recruitment across Fire, Public Works, MUD, CSD
- Citywide "Join the Stockton Team" campaign
- CSD Lifeguard recruitment
- CSD Youth programs promotion (YESS program, summer camps)

Community Engagement

Connecting with Residents Through Social Media & Public Awareness

- 3-5 social media posts per week (208 annual minimum)
- Ask Stockton campaign launch and expansion
- MUD infrastructure protection supporting vandalism reduction
- Civic engagement promotion for council meetings and boards

Operations & Infrastructure

City Services, Public Safety & Critical Communications

- 24/7 media response and press releases (48-60 annually)
- Emergency communications coordination
- New City Hall progress videos
- Permit center explainer content and wayfinding design and production

Phased Rollout: Key Campaign Launch Dates

Dec 2025 - Feb 2026

- Ask Stockton campaign launch (November 18)
- Fire Department recruitment campaign begins
- Recruitment template library delivered to HR
- New City Hall video series begins
- Summer program promotion

Jun - Aug 2026

- Selected Departmental recruitment videos complete
- Boards & Commissions videos
- Cross-Department Social media training program launch

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Mar - May 2026

- Lifeguard recruitment campaign (for May onboarding)
- Social media training program development
- Citywide recruitment video completion
- New City Hall opening support

Sep - Nov 2026

- Civic engagement campaign expansion
- FY 2026-27 planning begins
- Annual performance assessment

This phased approach ensures consistent delivery across concurrent work streams while maintaining quality and strategic focus throughout the fiscal year.

Ask Stockton: Empowering Residents to Report & Resolve

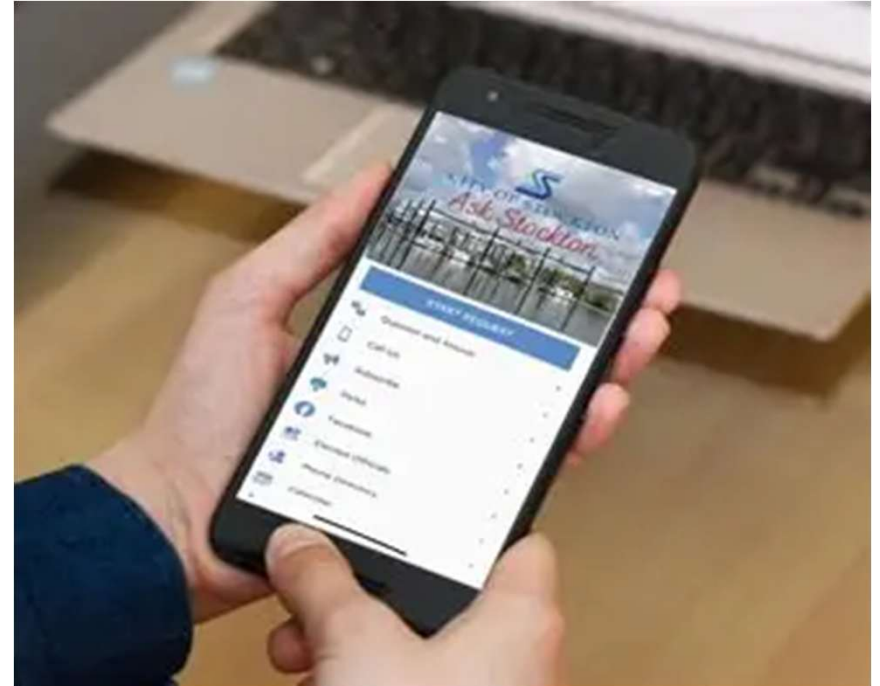
Ask Stockton will be a comprehensive campaign designed to streamline non-emergency reporting and connect residents directly to city services. The initiative reduces city call volume while increasing community engagement with city operations.

Campaign Components

- Three 30-second social media tutorial commercials (launching November)
- One 3-Minute GovTV commercial (launching November)
- Social media awareness campaign across all platforms
- Tutorial video series walking through system features (website)

Expansion Options

Pricing quotes in progress for billboards, bus wraps, and radio spots to maximize reach across Stockton.



OPTIC Performance Commitments FY 2025-26

Clear, measurable production targets that drive our communications strategy forward. These five core metrics represent deliverables designed to strengthen public engagement, support recruitment efforts, and keep residents informed throughout this transformative year.



Ask Stockton Platform

5 video and print campaigns elements launched within 60 days

18 informational social media videos produced annually to boost resident adoption and platform literacy



Social Media Presence

3-5 posts weekly maintaining consistent community engagement

208 annual posts minimum across all city distribution channels



Recruitment Campaign

5 compelling videos showcasing city careers and culture

Template library delivered by June 2026 for ongoing hiring needs



New City Hall Project

8 progress videos documenting the journey from Historic City Hall to the New City Hall

Complete environmental signage and information kiosk videos for permit center and public traffic wayfinding



Civic Engagement

8 commissioner testimonials amplifying community voices

Monthly content packages supporting ongoing civic participation

Telling Stockton's Story

Starting Now...

PLACEHOLDER: VIDEO