

PLAN FOR SUCCESS

CAMPAIGN GUIDE



LEARN

Introducing the campaign purpose and point of view.

Starting a business is hard enough without the trials of navigating our permitting and planning process. To a novice, it can be tough to discover it costs more and takes longer than they ever expected. And as stories of negative experiences circulate, more and more people are discouraged from working with the City.

We need to start a new conversation with businesspeople in Santa Rosa. We can provide tools and information to help people achieve success. While it's ultimately their responsibility to successfully navigate the process, we can help.

THE CAMPAIGN

Plan for Success is a campaign featuring a new website experience, new tools, and a communications platform designed to provide the insight to successfully navigate the planning and permitting process. Combining education and self-navigation tools developed through the expertise of our staff, we are setting out to empower all applicants.

PLAN FOR SUCCESS

FROM LEARN TO LAUNCH

CREATIVE DIRECTION

The Plan for Success campaign is built around a bold statement, rich colors, landmark photography, and a striking aesthetic, all intended to inspire current and future business owners to imagine what's possible here in Santa Rosa.

ART DIRECTION

While adhering to City brand standards, the campaign introduces a strikingly fresh look and feel. Along with new campaign-specific fonts and visual elements, the campaign features well-known Santa Rosa landmarks, reimaged through the lens of color-treated photography that support the bold tone of the campaign.



TONE

The creative tone and approach of the campaign is all about bringing clarity and confidence to a process that's been bogged down by confusion and negative assumptions. In making the bold and confident declaration you can Plan for Success, we are confident that people will be successful — and we're confident in our ability to help them make it happen.

From the One-Sheets to the website, the character of the campaign communications should show:

We are educational, but not condescending.

We are transparent, but not negative.

We are inspiring, but not promising.

When creating each element of this campaign, asking the following questions can help us uphold our standards:

Are we open and honest about the challenges and obstacles people face?

Are we encouraging and rewarding organization and preparation?

Are we providing clear information that people can act on?

Are we making it better?



LEARN

PLAN

ACT

LAUNCH

CAMPAIGN STRUCTURE

Building a business entails the same basic elements as working with the City. Where applicable, the campaign includes a four-part structure that helps people identify where they are in the planning process:

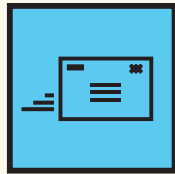
Learn (e.g. researching Santa Rosa)

Plan (e.g. collecting the necessary forms)

Act (e.g. filling applications or making revisions)

Launch (e.g. moving beyond their required work with our department)

These terms will appear in many of the campaign elements, and can be used at our discretion in future pieces when helpful.



ACT

A summary of the key campaign elements we're building.

BUSINESS WEBSITE

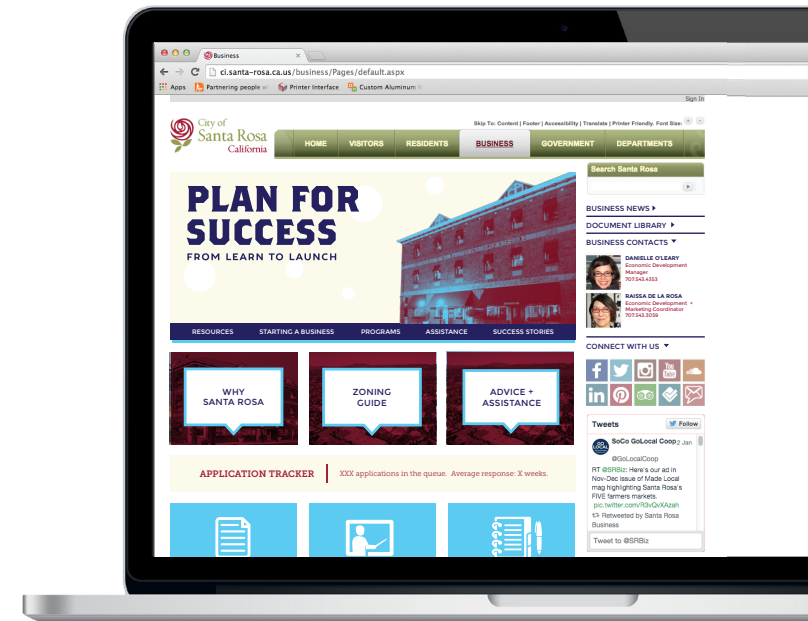
Featuring an evolution of our web content, we're providing a refreshed look and feel while also creating clear new pathways to the tools for each audience. We are introducing new content and reorganizing current content, ensuring people have multiple entry points to the content they're seeking, based on how they self-navigate the site.

To ensure each page follows the look, feel, and tone of the campaign, we're using the design comps, design assets, and style guides to create home page, section hub pages, and secondary/tertiary content pages.

The style guide includes:

- Font instructions for each content type

- Structural guidance for each page type



ONE-SHEETS

A templated approach to building tailored instruction and process overviews for both broad-based information and specific points in the planning process. The one-sheets can accommodate:

- Introduction to the department and the team
- Map-based overviews of processes and planning scenarios
- Meetings and Seminar Introductions
- How-To Information

By combining educational content and using templated elements like relevant checklists and contact information, the one-sheets can be edited to serve a variety of purposes while staying true to the campaign look and theme.

- Design assets (e.g. lines, boxes, icons)
- Content block options
- 1- to 4-page templates

SOCIAL SUPPORT

With a light touch in social media — e.g. using the campaign artwork as profile images and headers — we are setting the tone for the broader conversations we're having. Social media can also be used to discuss the latest One-Sheets and web content, as well as providing people and/or role profiles.

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SURVEYS

We will measure public perception about business with the City ahead of the campaign's launch, establishing a clear baseline. Using a web-based survey, we'll take qualitative measurements of applicant interactions with the City.

Six months after initial surveys, we will issue follow-up surveys to previous participants to gauge any changes in their perception. At the same time, we'll send initial surveys to those who haven't yet participated, to measure against the established baseline.

Pre-Launch:

■ Survey 1 — Group 1 (Current/Past Applicants)

6-months:

■ Survey 2 — Group 1

■ Survey 1 — Group 2 (New Applicants)

1-year:

■ Survey 2 — Group 2

■ Survey 1 — Group 3



LAUNCH

A glimpse into how we'll get started.

INTERNAL INTRODUCTION

As the campaign elements near completion, we'll use the email template and the prepared introductory email message to help our team understand where we're headed and ensure we're all on the same page as the campaign begins to come to life. It's an important time in the campaign, and we want to make sure our team is aware of all we're doing and that we have the buy-in we need from our team to ensure the campaign is a success.

Timing:

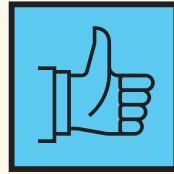
■ Weeks before launch

PUBLIC INTRODUCTION

Because the campaign is centered around shifting public perception, the public introduction needs to be subtle: introducing the new website design and the new tools we're providing, as well as noting how the tools are meant to help people better navigate the planning process. We'll need to frame it as part of our ongoing efforts to help improve our applicants' experience.

Timing:

- Website Launch
- Press Release (if necessary)
- Social Posts Introducing New Site and Tools



THANK YOU

