



CONNECTING WITH YOUR COMMUNITY

Through Human-Centered Communication

LEAGUE OF CALIFORNIA CITIES
ANNUAL CONFERENCE & EXPO

SEPTEMBER 22, 2023



hi



SCOTT CHADWICK
CITY MANAGER

Proud Boilermaker
U.S. Army vet
Husband, dad, Padres fan



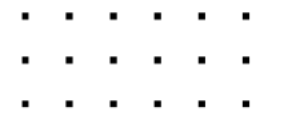
KRISTINA RAY
**COMMUNICATION &
ENGAGEMENT DIRECTOR**

Word nerd
World traveler
Got too many pets during COVID



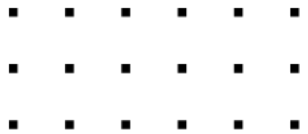
TOM MALLORY
STAFF EDITOR

Recovering news editor
History geek
Beach guy



WHAT IS HUMAN?

Friendly and open
Natural language
Empathetic
Emotions
Relationship driven
People-focused

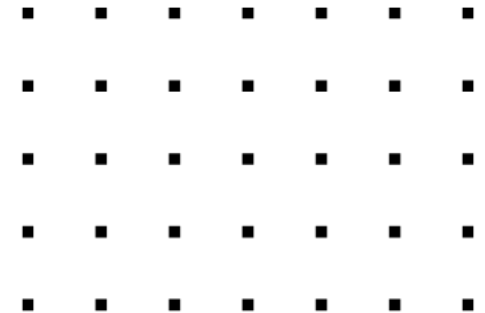




TODAY'S TOPICS



What's going on?
The challenge for govt
Case studies
5 takeaways to get you started



SENDER

RECEIVER

Encoding

Channel

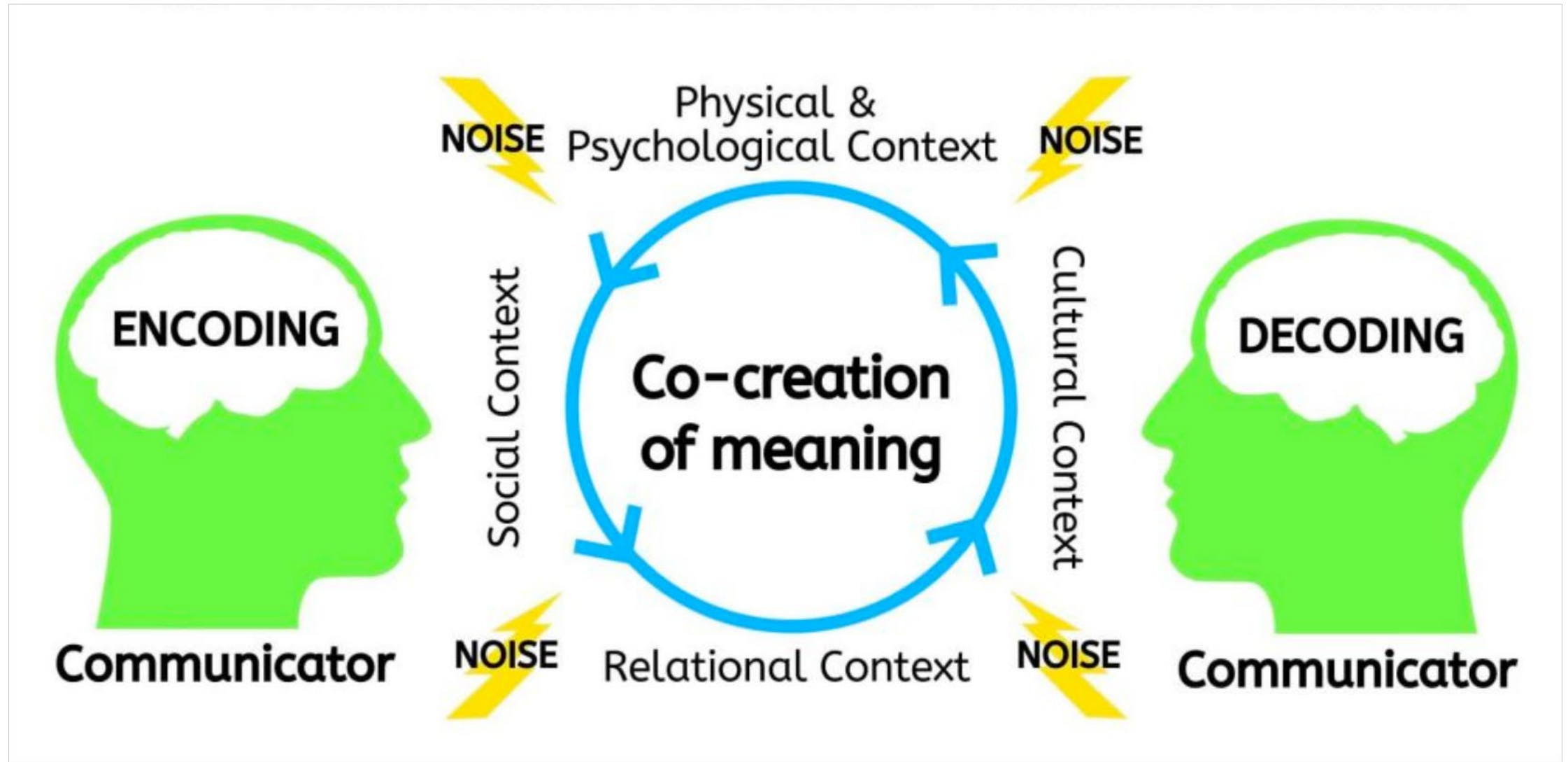
MESSAGE

FEEDBACK

Decoding

Noise

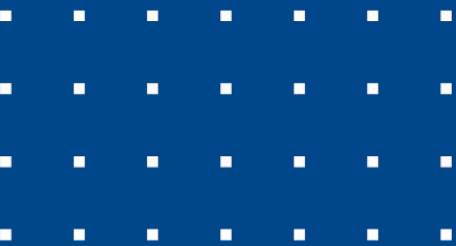


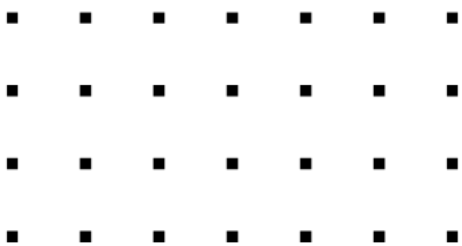


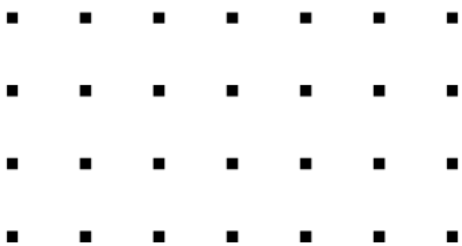


“The single biggest problem with communication is the illusion that it has taken place.”

WHAT'S GOING ON TODAY?





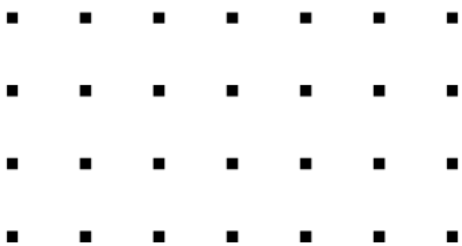
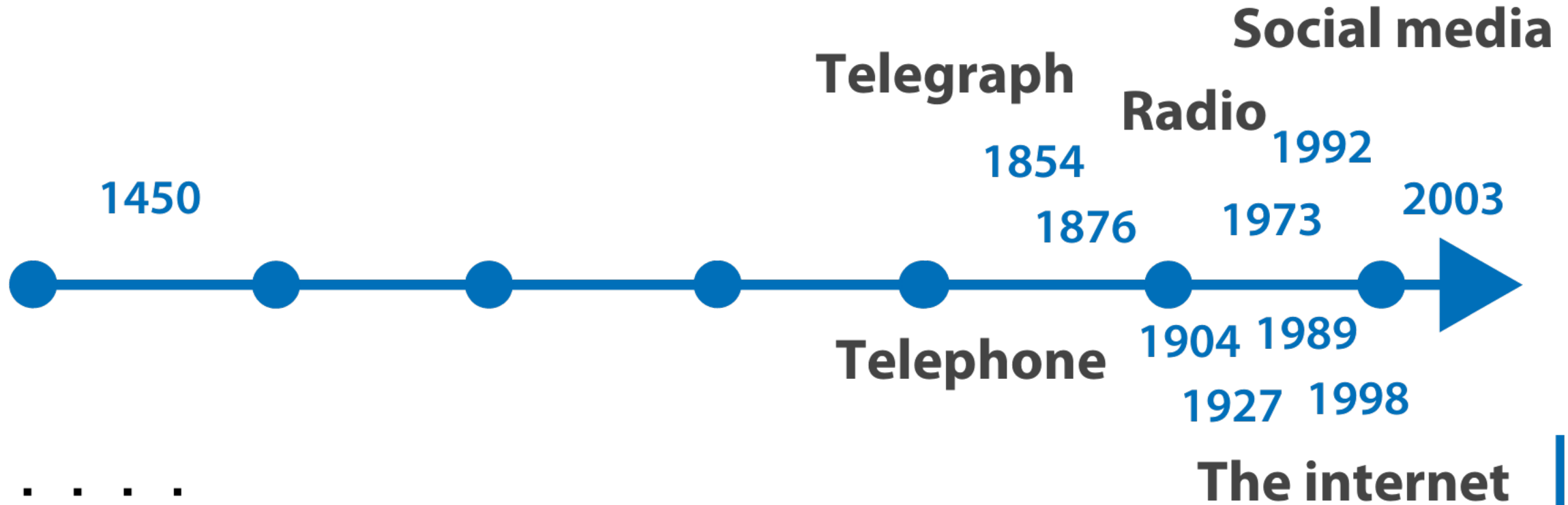








COMMUNICATION TECHNOLOGY



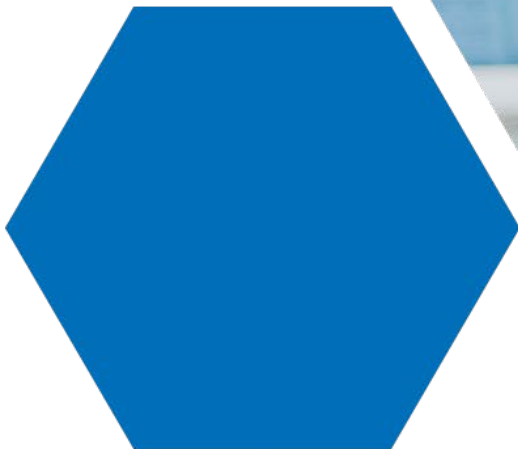
COMMUNICATION TECHNOLOGY

- **Printing press**
- **Telegraph**
- **Telephone**
- **Radio**
- **TV**
- **Cell phone**

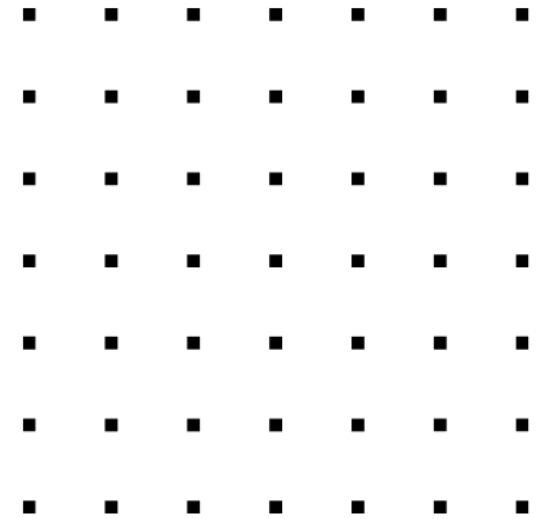
- **The internet**
- **Texting**
- **Google**
- **Social media**



2007



2020





Harvard Business Review

Death by Information Overload

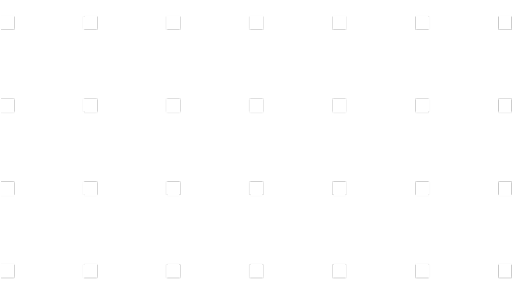
by Paul Hemp

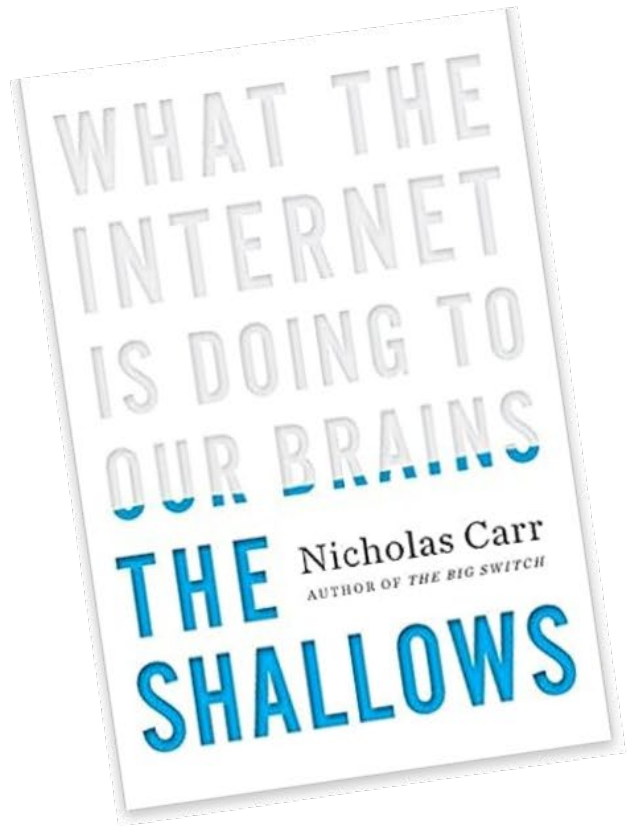
From the Magazine (September 2009)

Summary. Reprint: R0909J The value of information in the knowledge economy is indisputable, but so is its capacity to overwhelm consumers of it. HBR contributing editor Hemp reports on practical ways for individuals and organizations to avoid getting too much of a good... [more](#)

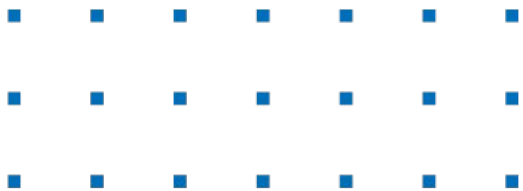
Can everyone just stop whining about information overload? I mean, in the knowledge economy, information is our most valuable commodity.

And these days it's available in almost infinite abundance, delivered automatically to our electronic devices or accessible with a few mouse clicks. So buck up, already!





"We are becoming ever more adept at scanning and skimming, but what we are losing is our capacity for concentration, contemplation and reflection."





Be a goldfish.







AND ONE MORE THING

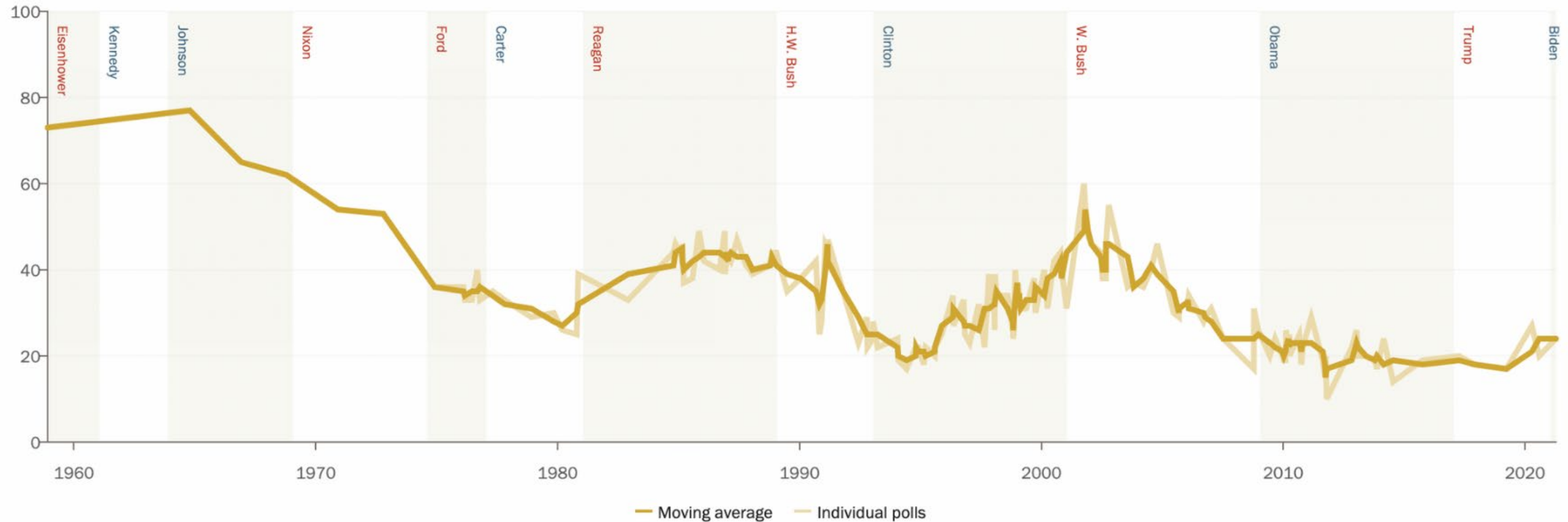


Public Trust in Government: 1958-2022

Public [trust in government remains low](#), as it has for much of the 21st century. Only two-in-ten Americans say they trust the government in Washington to do what is right “just about always” (2%) or “most of the time” (19%). Trust in the government has declined somewhat since last year, when 24% said they could trust the government at least most of the time.

Public trust in government near historic lows

% who say they trust the government to do what is right just about always/most of the time



THE CHALLENGE

1

NEW TECHNOLOGY

2

INFORMATION OVERLOAD

3

SHORT ATTENTION SPAN

4

LACK OF TRUST

• • • • •
• • • • •



HUMAN CENTERED

1

MORE RELATABLE

2

PEOPLE WILL PAY ATTENTION

3

BUILD RELATIONSHIPS

4

EARN TRUST

• • • • •
• • • • •





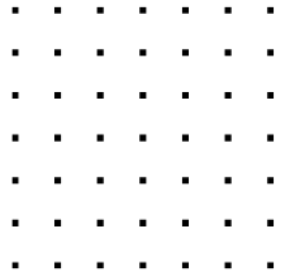
WHAT'S HARD FOR GOVERNMENT?





TRADITIONAL GOVERNMENT

- Speak in jargon
- Complex topics
- Lots of focus on process
- Risk averse
- Information unclear/buried
- Precise
- Authoritative/legal tone



human-centered communication

MAKING THE CHANGE

1

SET THE EXPECTATION

2

FIND YOUR VOICE & TONE

3

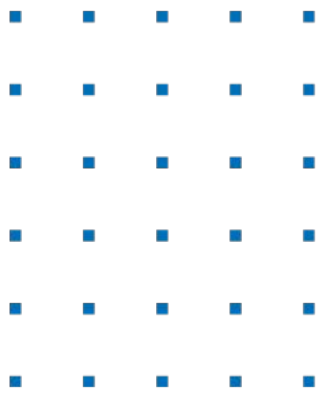
PROVIDE TOOLS, TRAINING

4

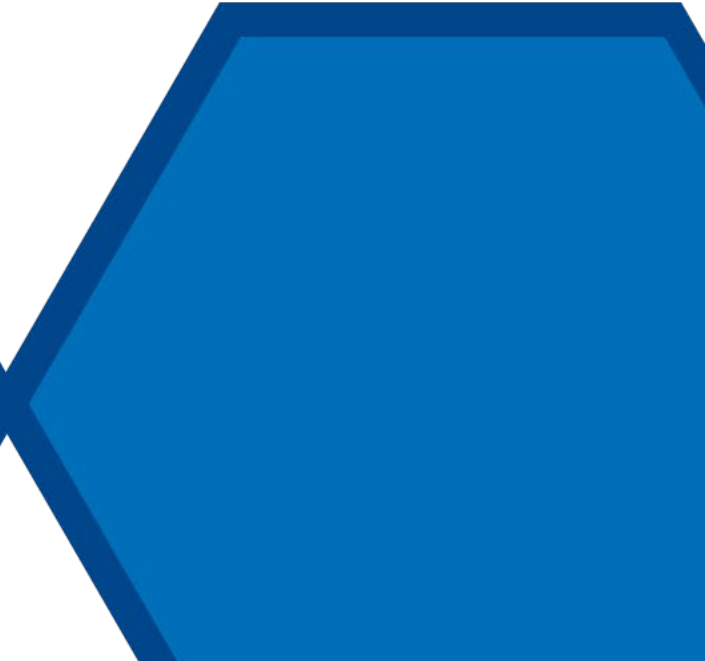
START SMALL

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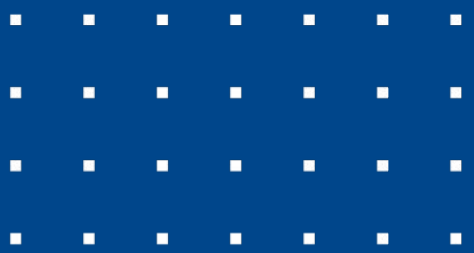


Get City Council members on board





CASE STUDY 1





STAFF REPORTS

Poorly written
Unclear
Time consuming
Ineffective



Tell a story
Easy to follow
Saves time overall
Transparent

human-centered communication



CASE STUDY 2



44% open rate

67% open rate



THIS WEEK IN CARLSBAD

Here's our round up of stories in the City of Carlsbad this week, including:

- Expanded in person services
- Housing plan next steps
- Safe, shop local tips
- Earth Month events
- Summer camp sign ups
- Topics for next week's City Council meeting
- New Carlsbad Reads Together events
- North County transportation survey
- Operation seagull rescue

In person services expanding



SCOTT CHADWICK
CITY MANAGER

Update

News from the City of Carlsbad | Aug. 17, 2023

Forward to a friend

This week we are taking some time to reflect upon the "state of the city," while seeking your input on topics important to the community:

- What makes a park feel like Carlsbad?
- Rain + back to school means more focus on traffic safety
- Back to school safe biking tips
- More safety features added to beach area crossings
- Fall classes, sports leagues and more
- Celebrating Carlsbad's older residents
- Weigh in on regional transportation study
- Get involved: upcoming meetings
- A big thank you to all of you for being regular readers!

Bites, snacks and meals



What makes a park feel like Carlsbad?

Last week, we heard from hundreds of Carlsbad residents at two city workshops (one in person, one virtual) about what they'd like to see included in the future [Robertson Ranch Park](#). The new park is part of the City Council's [5-Year Strategic Plan](#), focused on maintaining Carlsbad's excellent quality of life and unique community character.

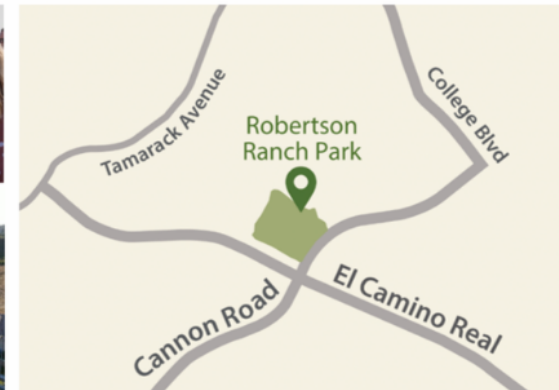
Based on what we heard, we've created two new ways to keep the discussion going:

- [Online survey](#): We've developed an online survey based on what we've heard so far. You can tell us what you think about the features and amenities you'd like to see included.
- [Ideas wall](#): One theme to emerge from the two workshops was a desire to make this new park uniquely Carlsbad. Share your ideas on how to incorporate features into the design that will reflect Carlsbad's character.

Visit the [project webpage](#) through Sept. 7 to weigh in.

The park's planning team will use your input to create a few initial design concepts, which will be shared with the public for feedback later this year.

[Sign up for emails](#) to stay in the loop and receive updates about future ways to give input.



People- focused

Celebrating Carlsbad's older residents

While some of Carlsbad's youngest residents are heading back to school, I want to also take a moment to recognize the older adults who make Carlsbad such a wonderful place to live, work and play.



Monday, Aug. 21, is National Senior Citizens Day, which celebrates older adults and their many contributions to our country and community. We're proud to offer a wide variety of [activities and services](#) designed for the many active seniors that call Carlsbad home.

So what?





CASE STUDY 3



QUARTERLY REPORT Reducing Homelessness



JAN. 1 - MARCH 31, 2022

During the third quarter of FY 2021-22, the City of Carlsbad achieved several important milestones towards its goal of reducing homelessness, which are detailed in this report.

City Council Goal

Reduce the homeless unsheltered population, among those who want help, by 50% within five years. Provide quarterly reports for five years or until this goal is met, whichever comes first.

SUMMARY



Transitioned to permanent housing

12

39

Shelter placements

309

Unduplicated contacts

Success stories

Each quarter, staff will include one or more success stories of real people who were connected to community services as a result of the city's homeless response efforts. These are their stories, which they have given the city permission to share. Their names have been changed to protect their confidentiality.

Meet Joseph

Male, age: 60

Years homeless: 3

Permanently housed: February 2022

Joseph had a life-changing medical incident that left him unable to walk and without most of the mobility in his legs and arms. His career was in construction, and he found himself no longer able to work in his field. He was fortunate to receive an Emergency Housing Voucher from a neighboring housing authority but continued to face barriers in locating an apartment. He was staying in Carlsbad at the time and got connected with the HOT social workers and the Housing Navigator. Together with the help of Community Resource Center, they transferred his voucher to Carlsbad and helped him locate a unit in town. He is now safely home and has in-home care to assist with his daily needs. He is doing physical therapy and hopes to one day regain the ability to walk.

What worked

- **Homeless Outreach Team** worked with Joseph, helped provide hygiene items and collaborated with the **Housing Navigator** to problem solve helping him locate housing.
- The **Housing Navigator** helped him move his Emergency Housing Voucher to the Carlsbad Housing Authority from a neighboring jurisdiction. She helped Joseph reduce barriers to being accepted at an apartment and found him apartments to apply for.
- Through the city's Rapid Re-housing contract with the **Community Resource Center**, Joseph got help with his security deposit and case management to move inside and stabilize.
- Joseph is now housed and is adjusting to his new life.



5 WAYS TO START

1. Create a writing style guide
2. Develop your audience personas
3. Choose your character(s)
4. Find your stories
5. Know where that fine line is







THE PAYOFF

