



2025 COMMUNICATIONS STRATEGIC PLAN



Communications and Public Affairs Mission:

The Communications and Public Affairs mission is to be the OFFICIAL SOURCE of information by accurately communicating news and information to Cave Creek residents, elected officials, customers, employees, and news media via internal and external communication sources.

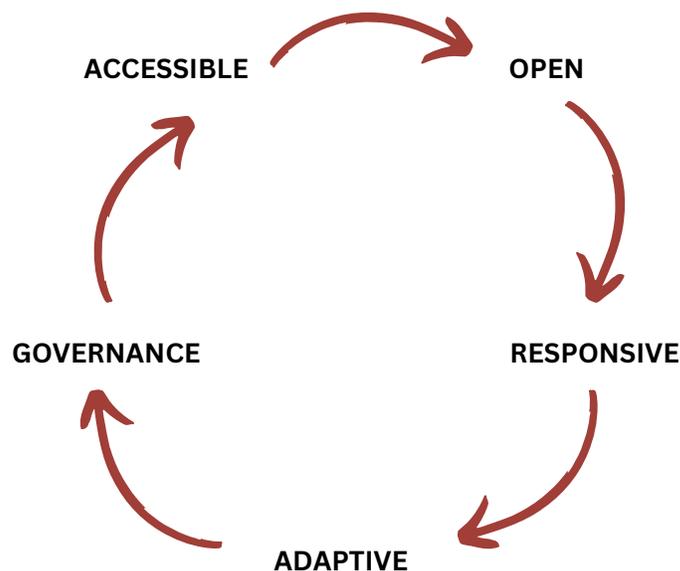
The Communications and Public Affairs office has four key goals:

- To establish the Town of Cave Creek as the primary source for Town news, emergency communications, and event information.
- To inform Town elected officials and Town leadership of any Town projects, incidents, and potential and current media coverage.
- To inform and engage residents and stakeholders about Town responsibilities, services, activities, and results.
- To help inform and engage Town employees about the policies, procedures, and information they need to succeed in their jobs and represent the Town in public interactions.

Communications Strategy

The Town of Cave Creek communications will consist of a continuum of information that is connected and consistent:

- Open - Provide government transparency for all audiences
- Responsive - Put individuals first; respond quickly to change
- Adaptive - Embrace change and look for ways to innovate
- Has transparent Governance - Set clear goals and written ways to provide information
- Accessible - Make information easy to find



Communication and Marketing goals are achieved through the following activities:

- Raise public awareness of the decisions made by the Town Council and Town Manager using multiple communication channels.
- Crisis communications planning and action as needed.
- Provide Town information via the web, social media, printed newsletters, and the news media.
- Respond promptly to media and public records requests.
- Utilize video, digital, and multimedia content to enhance communication.
- Design and produce printed and digital content that engages and informs the reader.
- Create custom communication plans to address Town client needs.
- As needed, speech writing and coaching for elected officials and critical town staff.



CAVE CREEK PROSPERITY

CAVE CREEK FIRE STATION #1

Cave Creek Fire Station Dedication Ceremony and Opening

At N. Cave Creek Road, the new fire station. The new station is designed to house a new 1,500-gallon fire engine, a 3,000-gallon water tank, a trail ATV, and a fire truck.



Cave Creek owns while the Daisy firefighters. A major project for Cave Creek is to provide protection a Town limits. Automatic fire protection. Since December fire protection is a priority for the town. Look for the town to be on the

TOWN JOINS BARTLETT DAM EFFICIENCY

x1700 in



Search

Goal: Deliver Effective CRISIS COMMUNICATIONS residents will depend on in an emergency

Strategy: Be an essential resource for residents, businesses, and media partners for up-to-date information during emergencies in or near the Town of Cave Creek. Emergencies include wildfires, floods, public safety, and road closures.

Action Steps:

- Be proactive with communications and anticipate residents' needs to ensure emergency preparedness during the wildfire and/or monsoon seasons, for example. Share information and resources from regional agencies to help residents be prepared in an emergency.
- Produce up-to-the-minute communications in the event of an emergency. Provide accurate and current information and resource information as it becomes available.
 - Work closely with agency PIOs to disseminate and share critical information.
 - Develop a communications network among Town departments and business/social organizations to distribute critical information to clients/customers/residents.
- Develop strong media relations, which will provide current and accurate information about emergency situations in Cave Creek.
 - Press releases and direct communications with reporters will provide accurate information to the media.
 - Establish a media safe zone for interviews with Town officials and live updates for the media.
- Develop emergency communication resources to provide residents and media with up-to-the-minute information during an emergency.
 - Social Media—Facebook and X (Twitter) will be utilized to share current situational information, updated as needed. Each post will have a time stamp to ensure the information is the latest.
 - CodeRed—Subscribed residents will be updated with the latest information about events and activities. An ongoing registration campaign will raise participation.
 - Website – www.cavecreekaz.gov will update information on an ongoing event each hour, if available.
- Promote Town emergency communication resources to community residents through CodeRed and social media (Facebook, Instagram, Twitter, and Website).

Goal: Produce highly visual and informative SOCIAL MEDIA posts that engage the community

Strategy: Use social media to communicate town information, promote events, and provide emergency communications to the public and employees.

Facebook, Twitter, Instagram, LinkedIn, and YouTube

Action Steps:

- Share external information from government and community partners via the Town's social media sites (Facebook, Twitter, Instagram, LinkedIn, and YouTube), following best practices and the Town of Cave Creek Social Media Policy and tailoring our message to targeted audiences.
- Utilize video, digital, and multimedia content to support and enhance communication.
- Manage content contributed by departments.
- Update the Social Media policy as needed.
- Develop video and audio content for distribution on Social Media.
- Develop social media advertising when appropriate and requested to promote Town events and activities.
- Develop promotional opportunities on Facebook through advertising "boost" avenues to increase likes and shares when appropriate.
- Monitor and archive interactions on all Town social media sites through ArchiveSocial.

Goal: Build and maintain strong MEDIA RELATIONS

Strategy: Be responsive, timely, and accurate for media inquiries, proactively promote Town information as media stories, and seek media coverage for special events and programs.

Action Steps:

- Always respond to media inquiries within less than one hour. Develop and distribute media releases to the media list, including CITYSunTimes, Sonoran News, Foothills Focus, and news outlets in the Phoenix Metro and national media outlets, as necessary.
- Direct communication in person, on the phone, or via email with reporters to deliver information, discuss stories, and schedule interviews.
- Meet with Town departments to develop and plan media strategies.
- Conduct media training for department directors and staff to prepare for interviews as necessary.

Goal: Build a strong Online Digital Management System

Strategy: Use the Town's external website and internal Intranet to communicate Town information to the public and employees effectively.

Action Steps:

- Update the design of the Town of Cave Creek website so that it is easy to navigate and users can quickly find what they are looking for.
 - Increase overall visitors.
 - Add and use visuals that promote the town brand.
- Maintain and refresh content.
 - Use analytics and work with departments to remove any content that is no longer relevant or is outdated.
 - Update visuals throughout the site.
- Support departments in creating content that meets accessibility standards so that all visitors to cavecreekaz.gov can access the content they need.

Goal: Enhance Community Relations to build active resident engagement

Strategy: Encourage proactive community engagement with Town leadership and departments. Community engagement campaigns will increase awareness, transparency, and active citizen participation. Community engagement activities will be focused on Town initiatives and delivered based on community interest.

Action Steps:

- Produce engaging and informative quarterly community newsletter – Cave Creek Prospector
- Develop a strategic community relations plan to guide current and future efforts.
- Be a trusted Town resource for community questions and guide Town residents to the best resource to help answer their specific concerns.
- Hold community meetings and meet with key stakeholders related to Town initiatives.
- Speak to groups and organizations proactively and regularly about Town services.
- Help plan and execute special event planning and facilitation as needed.
- Participate in Valley Focus public affairs radio interviews and redistribute on social media and the Town's website.
- Create posters, fliers, and mailers as necessary.

Goal: Create Engaging EMPLOYEE COMMUNICATIONS

Strategy: Town employees are an essential marketing and communications tool that enhances the Town's messaging strategies. A robust Employee Communications program will provide meaningful, timely, and accurate information to all employees using a variety of communication channels.

Action Steps:

- Produce All Staff emails when needed to communicate urgent information to employees.
- Produce and email monthly newsletters to employees to highlight events and feature stories.
- Design posters, bulletin boards, mailed letters, and other products as needed.
- Help human resources communicate important news and educational information.
- Post relevant internal information to the Town Intranet
 - Calendars, HR information, Events



Goal: Deliver effective CRISIS COMMUNICATIONS residents will depend on in the event of an emergency

- Zero complaints about emergency communications
- Each designated emergency event posted on Social Media, Webpage, CodeRed (if activated) and Media (if warranted)

Goal: Produce highly visual and informative SOCIAL MEDIA posts that engage the community

- Increase engagement, shares and reach 2% yearly

Goal: Build and maintain strong MEDIA RELATIONS

- Measure and track through online media tracking service (TVeyes)
- Increase number of press releases and articles written
- Increase advertising value of placed media
- Increase number of external sites and online placements

Goal: Build a strong Online Digital Management System

- New Website design
- Increase Users and Unique Visitors

Goal: Produce Proactive and Responsive PUBLIC INFORMATION and COMMUNITY RELATIONS

- Publish a quarterly publication delivered to Cave Creek households within five (5) days of targeted distribution date
- 2-hour response to resident inquiries Monday through Thursday, 24-hour response on weekends
- Attend all major community events as a Town representative (if available)
- Represent Town at community meetings, i.e., Chamber of Commerce, Town Halls, civic groups (if available)

Goal: Create engaging EMPLOYEE COMMUNICATIONS

- Develop and produce monthly employee newsletter distributed at the end of month