



## TOP WAYS WE ARE PUTTING THE STRATEGIC PLAN INTO ACTION

# COMMUNICATIONS DEPARTMENT

### OVERVIEW

The City of Port St. Lucie's Communication Department is dedicated to aligning with the City's Strategic Plan, establishing a brand, increasing awareness of the City's message, programs and events through a variety of mechanisms including media, social media and the website, as well as engaging with the community. The Department has three collaborative teams: Engagement and Marketing, Strategic Communications and Video and Digital Media.

**FY 26/27**

## ENGAGED & CONNECTED CITY

- **Youth Council & Government Week:** Continue to find new ways to engage with young residents and teens about their city. Continue to cultivate our growing Youth Council.
  - The City was awarded a grant through the National Youth Leadership Council's Youth as Solutions program, a nationwide initiative that empowers young people to lead, amplify their voices, and drive positive change in their communities.
  - As part of this grant, Youth Council members will embark on a service-learning project centered on environmental stewardship. Over the coming months, they will collaborate with mentors from the National Youth Leadership Council and the Naturally PSL team lead to design and implement a community-focused initiative.
- **Mobile City Hall:** Complete research and prototyping and bring forward recommendations to Council with work plan for implementing a new Mobile City Hall, which would bring services directly to neighborhoods. If approved, begin program implementation.
- **Love Your Block:** Following success of Year 1, implement Year 2 of the grant-funding program in Whispering Pines and bring forward recommendations for sustaining the program post-grant.
- **City U & PSL Ambassadors:** Continue to grow the number of City U graduates and launch a new platform for them to continue to engage with the city as official ambassadors.
- **Annual Engagement campaigns:** Citizen Summit, PSLinLights, Spooky PSL, International Fest Arts & Ideas Experience, Stay Informed, Free Little Libraries expanded new resident outreach.
- **Engagement Management:** Monthly meetings with engagement staff from all departments, citywide engagement calendar for citywide engagement data and metrics.
- **Digital Engagement Hub:** Launch Go Vocal to allow digital engagement for targeted programs. Begin with a digital hub for the Whispering Pines neighborhood and other Love Your Block neighborhoods in the future.
- **Launch City Hall Field Trip Days:** Set days in the year to invite schools to city hall to learn about government.

## HIGH QUALITY INFRASTRUCTURE & FACILITIES

- **PSLinProgress:** Continue to implement to inform about our capital improvement plan, especially road projects. Includes: Landing page with easy-to-understand Story Map explaining the projects; signage with QR codes; advertising to promote the landing page.
  - Focus on project signs with QR codes and educating about the map at events.
- Continue to work with the CRA on branding projects for Walton & One and The Port District.

## STRATEGIC GROWTH FOR A RESILIENT FUTURE

- **Naturally PSL:** Collaborate with the Strategic Initiatives & Innovation Teams and the High Performing Public Places Team to promote and implement the Naturally PSL brand and campaign including the second annual Naturally PSL Environmental Stewardship Awards and developing a Communications Plan for the Naturally PSL Community Trust. Plan specific media events for land acquisitions.

# CULTURE, NATURE & RECREATION

- BMX facility at Tradition Regional Park: Create social media accounts, marketing plan and standalone website for the upcoming BMX/All-Wheel facility.

According to the National Community Survey™ residents rated the overall image and reputation of Port St. Lucie as excellent or good:



## HIGH-PERFORMING GOVERNMENT ORGANIZATION

- Citywide Voice: With the new brand taking root, it is time to start developing a collective voice for the city. Use research from the branding to develop language guides, common phrases to use, tone, personality.
- Expand the Digital Sign program. Implement the next digital sign in accordance with the master sign map.
- Half-Cent Sales Tax: Educate on potential renewal referendum.
- Solid Waste: Educate on referendum regarding once a week collection or twice a week collection.
- Property tax reform education.

**2025 National Community Survey™: Residents rated how much of a source of information about Port St. Lucie, if at all, each of the following services have been for their household.**



City Manager's Biweekly Report

