

CITY OF SIGNAL HILL

# COMMUNICATIONS PLAN 2025-2027





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## City Overview

The City of Signal Hill is a vibrant and historically significant community, known for the discovery of oil in 1921. Commonly referred to as an “oil town,” Signal Hill has grown into a diverse city that honors its rich history while embracing a bright future. Covering 2.2 square miles, the City is perched on a prominent hill in Los Angeles County and is completely surrounded by the City of Long Beach. Incorporated in April 1924, Signal Hill is home to approximately 11,563 residents, with a median age of 40 (Census Reporter).

The City is strategically located at the midpoint between Los Angeles County and Orange County, adjacent to the Ports of Long Beach and Los Angeles. Bordered by three major freeways, the City is highly accessible from nearly any direction, making it a prime location for business and commerce. Signal Hill features a vibrant commercial corridor that includes major retailers, successful auto dealerships, and a variety of thriving small businesses. The City is a centerpoint located near Los Angeles International Airport (LAX), Long Beach Airport, John Wayne Airport, I-405 and I-605, about 30 minutes from downtown Los Angeles, and only 3 miles from the beach.

Home to eleven parks and several notable monuments, the City also offers some of the region’s best hiking opportunities, with a multi-mile trail system featuring varied terrain that is open year-round and welcoming to hikers of all skill levels. A standout destination is Hilltop Park, known for its breathtaking panoramic views of the Pacific Ocean from San Pedro to Newport Beach, as well as Catalina Island, the Santa Monica Mountains, downtown Los Angeles, and Long Beach. The park is also located close to the Unity Monument, a tribute to the victims of September 11, framed by the backdrop of the San Gabriel Mountains and surrounding valleys.

Signal Hill offers the charm of a small-town neighborhood with a quiet, welcoming atmosphere. With scenic views, tree-lined streets, well-maintained parks, and a strong sense of community pride, the City is a great place to live, work, and play. Signal Hill is also deeply committed to fostering inclusivity, equity, and belonging for all.

Census Reporter. “Signal Hill, CA – Profile”. Accessed [November 4, 2025]  
<https://censusreporter.org/profiles/16000US0671876-signal-hill-ca/>





## Mission Statement

The City of Signal Hill is committed to delivering clear, concise, proactive, and transparent communication to residents, businesses, stakeholders, and visitors.

## Background

The City of Signal Hill seeks to establish a strong framework for effective communication and information exchange with our diverse community, including residents, property owners, businesses, City staff, schools, childcare facilities, visitors, news media, nonprofit organizations, neighboring communities, and regional and state agencies. Our aim is to foster transparent, timely, and engaging communication that strengthens community ties and supports collaborative partnerships.

## Goals and Objectives

By grounding our Communications Plan in what residents shared in the Citywide Communication Survey, we ensure that our approach is not just strategic but also reflective of community priorities. This plan is a living document, continually shaped by the voices of the people who live, work, and play in Signal Hill.

### 1 Inclusivity & Accessibility

Resident feedback showed that language and accessibility barriers can limit participation. To address this, we are committed to delivering equitable communication that reaches all members of our community.

**Strategy Deliverables:** Inclusive communications through multiple formats including print, online, social media, and in-person, ensuring accessibility, translations, and clear language.

**Measurement:** Track translation usage, accessibility requests, and engagement rates across platforms to ensure communications reach diverse audiences.

### 2 Transparency & Responsiveness

Community members want open dialogue with the City and a sense that their voices are heard. We will continue to refine communications based on resident input.

**Strategy Deliverables:** In-person town hall meetings and community-wide surveys.

**Measurement:** Monitor participation levels, survey responses, and feedback trends to evaluate responsiveness and identify areas for improvement.

### 3 Omni-Channel Engagement

Residents emphasized the importance of multiple ways to access City information. We aim to provide flexible, multi-platform communication that meets the needs of all community members.

**Strategy Deliverables:** Regularly update the City website with fresh, accessible content, explore and adopt new communication technologies, and maintain active social media channels.

**Measurement:** Track website analytics, social media engagement, and technology adoption to ensure content is reaching and connecting with the community effectively.

# Branding and Marketing

## City Seal (1930):

The City's first seal was created in the 1930s, and pictured the hilltop, with a mansion, a tree, a water tower and oil derricks of various sizes.



## City Seal (1960):

In the 1960s, the City updated the original seal. This seal symbolized progress, transportation, and globalization.



## City Seal (1970):

In the 1970s, the City Seal was updated with a design that shows commercial progress and future movement.



## City Seal (1980):

In the 1980s, the City Seal was updated. This seal would be the longest standing seal to date. Around the top half of the margin of the Seal were 31 stars with the words "City of Signal Hill" directly underneath. The Seal shows a Native American woman watching a signal fire, with a cornucopia directly under depicting two oil derricks and two birds flying. There are five zinnias of orange, coral, yellow, lavender, and maroon along the bottom quarter. The City's incorporation year of 1924 is in the bottom center of the Seal.



## Current City Seal (2024):

In 2024, to commemorate the City's upcoming centennial year, the City updated the seal to reflect a more modern, fresh look while maintaining key historical elements. Around the top half of the margin of the Seal is the city's name, with the lower half of the margin surrounded by the words, "A Beacon of Progress." The middle inner circle section of the Seal contains a flame, with orange and red zinnia flowers immediately behind the flame surrounding it on the lower portion of the inner circle. On the right side of the flame there is a gray oil derrick, and two black and white eagle feathers paying tribute to the region's Native American tribes on the left of the flame. The Pacific Ocean and Catalina Island are represented in the background. The City's year of incorporation, 1924, is located at the top of the seal below the city's name.



## Centennial City Seal (2024 only):

This commemorative seal was created to celebrate Signal Hill's 100th anniversary, and was used for centennial-related events, campaigns, and materials.





## City Logo:

The official logo of the City of Signal Hill that is displayed on official City documents, stationery, and monument signs.



## 95th Anniversary City Logo (2019):



## Centennial City Logo (2024):

The Centennial City Logo was created to commemorate the City of Signal Hill's 100th anniversary. The design features the number "100" to symbolize a century of community, progress, and pride. It highlights Signal Hill's historic milestones while reflecting the City's forward-looking vision. The logo was used throughout the Centennial year on City communications, events, and marketing materials to celebrate this significant milestone in the City's history.



## Leadership Academy:

The logo represents the Signal Hill Leadership Academy (SHLA), giving residents an inside look at local government through interactive sessions led by City staff and officials. Participants learned how the City works, how to get involved, and how to connect with their community.



## Signal Hill Public Library:

A logo representing the Library as a place of learning and community, highlighting the programs and services it offers.



## Youth Programs (Youth Sports):

Used to identify programs and sports opportunities for youth.



## Youth Programs (Camps):

These logos represent the camp programs and services offered to youth.



## Shop Local:

A promotional logo supporting local businesses and encouraging residents to shop within Signal Hill.



## Police Badge:

An official symbol representing the Signal Hill Police Department, used exclusively for identification and official purposes.



## Police Patch:

A uniform emblem identifying members of the Signal Hill Police Department, symbolizing service and community protection.



## We are Signal Hill:

A community identity and engagement logo used for City campaigns and outreach that highlight civic pride and unity.





## City Communications Assets

The City of Signal Hill uses a variety of communication tools to connect with our diverse, multi-generational community. With a median age of 40 and an adult population spanning ages 18–90+, our approach combines traditional methods with digital outreach to ensure timely and effective information-sharing. Over time, our communication strategy has evolved by listening to community feedback and analyzing how residents access information, allowing us to refine our channels and better meet the needs of our community.

### Digital & Social Media (Existing Communication Assets)

#### City Website

Our City website offers a wealth of resources and in-depth information from every department. It is continuously updated with important news and announcements.

#### Electronic Billboards

Electronic billboards display real-time information to the public, including upcoming events and important resources. These billboards help keep residents and visitors informed while traveling through the City.

#### Email: City Staff

A direct way for residents to ask questions and receive timely responses from City staff about programs, resources, services, and community events.

#### E-Notify Texts

Signal Hill's alert system sends email notifications about emergencies, road closures, and important City updates. Residents can sign up on the City's website to stay informed.

#### E-Newsletter

Produced monthly and delivered by email, the City's E-Newsletter shares events, Library activities, Public Works improvements, Business Spotlights, Human Resources employment opportunities, City initiatives, and other important news.

#### Local TV Cable Channel

The City of Signal Hill broadcasts on local cable TV, Charter Spectrum Channel 3 and Frontier FIOS Channel 28. Programming runs 24 hours a day and includes City Council meetings, community messages, news updates, and City event highlights.



## Phone Call: City Staff

Residents can call City departments directly to ask questions, request services, or get information about programs, events, and City services.

## Press Releases

Press releases are used to share official news and important updates with the community and media. These announcements provide timely information about City services, events, public safety, and other key topics.

## Media Wall

The Media Wall is a digital display located in the Parks and Recreation Library Services Department and the Signal Hill Public Library. It highlights City news, upcoming events, public service announcements, and community updates, providing an engaging way to keep visitors and residents informed while at these municipal facilities.

## Nixle Alerts and Messages

### Real time emergency alerts

Nixle is an opt-in alert and warning system that connects the City of Signal Hill with the community before, during, and after critical events. It enables real-time, two-way communication, allowing City staff to send targeted voice, SMS,

email, or social media messages in English and Spanish. Because users must opt in to receive Nixle alerts, the City may also use Wireless Emergency Alerts (WEA) or Reverse 9-1-1 calls to notify residents of incidents requiring immediate action, such as evacuations or active shooter situations.

## School News

Messages from the Mayor to the Long Beach Unified School District highlighting City events, programs, and updates relevant to students.

## Signal Hill Now App

Residents can use the Signal Hill Now app to pay bills, apply for permits, rent City facilities, obtain a business license, register for programs, and explore Community Services events. The app also allows you to reserve spaces, pay fees, request services, report issues such as graffiti or dumped items directly to Public Works, and manage your water services, all from your phone.

## Social Media Platforms

Active presence on Instagram (2,412 followers), Facebook (1,879), X/Twitter (164), LinkedIn (441), and YouTube (250), with steady growth in audience size and engagement.



# Community Input

Earlier this year, the City conducted a Citywide Communication Survey, which highlighted a clear community desire for more accessible, timely, and inclusive communication. Residents emphasized the need for multiple ways to stay informed from social media to printed materials and opportunities to share their perspectives with the City. This feedback directly shaped the goals of our Communications Plan, ensuring it reflects the priorities and needs of our community.

To remain responsive and relevant, the following principles will guide the implementation of this Communications Plan:

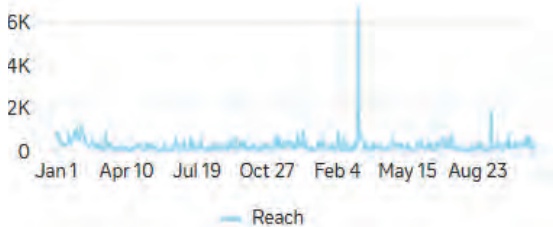


## Insights & Analytics (January 1, 2024 – November 14, 2025)

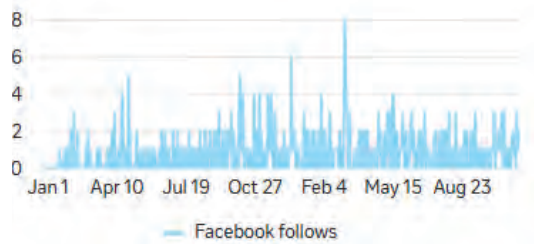
### Facebook

We've seen strong growth across our Facebook metrics. Our total reach increased by 70.6k, and content interactions reached 5.9k. We also gained 480 new followers over the past year and 17.6k profile visits.

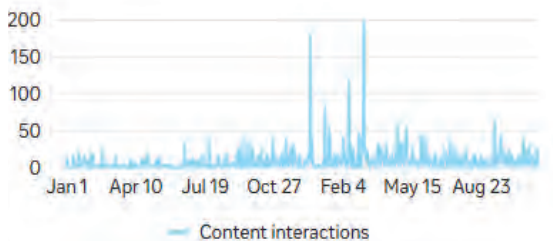
**Reach: 70.6K** ↑ 117.1%



**Follows: 480** ↑ 162.3%



**Content Interactions: 5.9K** ↑ 2.3K%



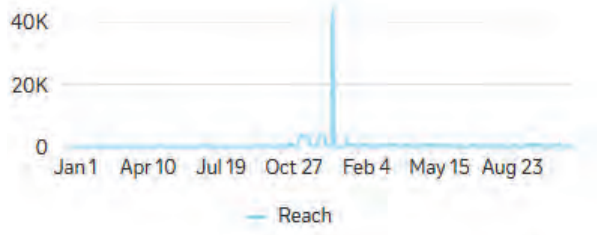
**Visits: 17.6K** ↑ 1.5K%



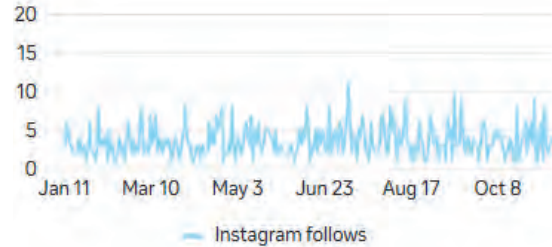
# Instagram

We've seen strong growth across our Instagram metrics. Total reach increased by 150.2k, with 5.7k content interactions. We also gained 998 new followers over the past year and 15.8k profile visits.

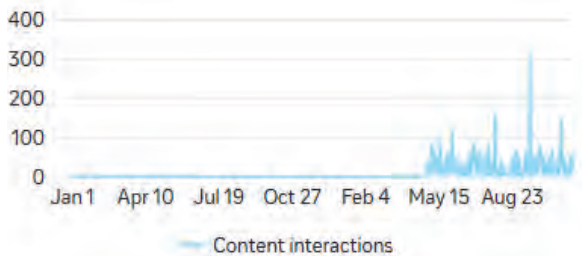
## Reach: 150.2K ↑ 15.1K%



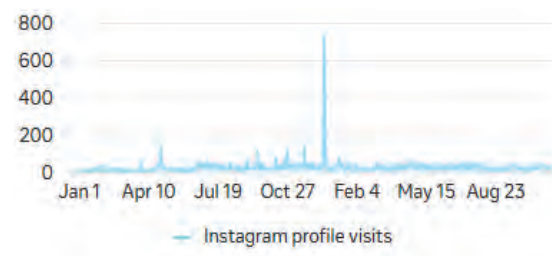
## Follows: 998



## Content Interactions: 5.7K ↑ 100%



## Visits: 15.8K ↑ 2.4K%



## Engagement and Campaign Highlights

- Mayor's Minute videos
- City programs and events
- Public Works crews in action
- Employment opportunities
- City Council meeting recaps
- Community recognitions and observance days highlighting City departments
- Capital Improvement Project updates
- Emergency preparedness tips
- Other City news and information

### Summer on the Hill Brochure

"Summer on the Hill" is the City's seasonal program guide featuring a variety of free, family-friendly community events throughout the summer months. It serves as the official roadmap for all major summer offerings, celebrating community, entertainment, safety, and local engagement.



## Digital & Social Media (New Communication Assets)

### City Views Flipbook

A magazine converted into digital format. City Views delivers news, information, programs, and events. This magazine highlights everything that makes our City truly unique.

### Spotlight on Small Business

Selected businesses are featured in a video recorded on-site, which is later shown at a City Council meeting and shared through the City's social media platforms and newsletters.

### We Are Signal Hill Campaign

To celebrate the people who make Signal Hill a special place, this campaign will feature short videos highlighting residents, City employees, and local business owners. Each video will spotlight a familiar face in the community sharing what Signal Hill means to them. This initiative will foster community pride, strengthen connections, and personalize City communications by putting a spotlight on the individuals who contribute to Signal Hill's unique character.

## In-Person Media (Existing Communication Assets)

### City Council Meetings

City Council Meetings offer residents the opportunity to attend and engage in formal dialogue with elected officials on City matters. This remains the most structured form of communication between the City and the community.

### City Events

Citywide events attract a diverse audience of both Signal Hill residents and visitors. From Spring Fest, Movies in the Park, Concerts in the Park, National Night Out, and more, these gatherings provide valuable face-to-face opportunities for City staff and elected officials to connect with the community in an informal setting.

### City Views Magazine

Published three times a year and mailed to every Signal Hill address, City Views magazine delivers news and information about upcoming City programs and events.



### Community Announcements

Announcements are shared during City Council Meetings to highlight upcoming events, programs, and important community information.

### Committee Meetings

Committee meetings are public gatherings where members of a City committee, such as the Sustainable City Committee or Diversity Coalition Committee, discuss issues, review proposals, and make recommendations on specific City initiatives. These meetings allow residents to observe and engage in the City's decision-making process.



### City Banners

Displayed at City facilities and along Cherry Avenue to promote upcoming events and programs.

## Commissioner Meeting

Commissioner meetings are attended by appointed commissioners who serve on one of the City's three commissions: Planning Commission, Parks & Recreation Commission, or Civil Service Commission. Commissioners are selected through an application and interview process and may only serve on one commission. These meetings provide formal oversight and guidance on matters within each commission's jurisdiction.

## Mail: City Staff

Residents can send written correspondence to City departments to ask questions, submit requests, or receive information about programs, services, and community events.

## Print Media

For visitors to City Hall, the Police Department, and the the Parks, Recreation, and Library Services Department, printed materials such as flyers, handouts, are readily available throughout our public facilities to share important news and updates.

# Citywide Survey Results

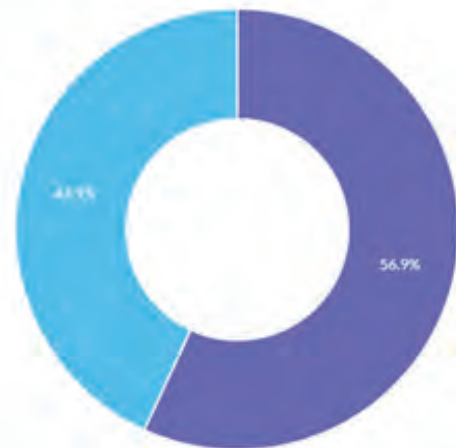
To develop an effective communications strategy, the City relies on meaningful community input and data. Community members were invited to share their preferred ways of receiving City news and information through both digital and traditional surveys. The digital survey was promoted through social media, the City website, A-frame posters at the Signal Hill Public Library and City Hall, the E-Newsletter, and email. For those who preferred a traditional option, paper copies were available at City Hall, Signal Hill Public Library, and City events, including Concerts in the Park and National Night Out. The survey received a total of 58 responses.



## Survey Results

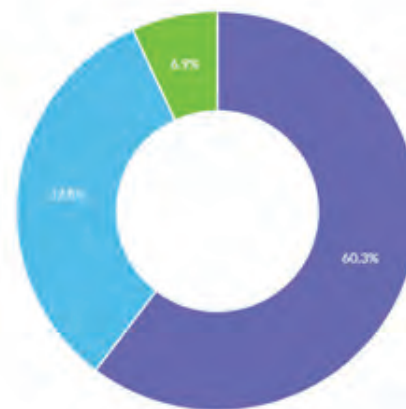
### Do you live in the City of Signal Hill?

Choice	Total
Yes	33
No	25

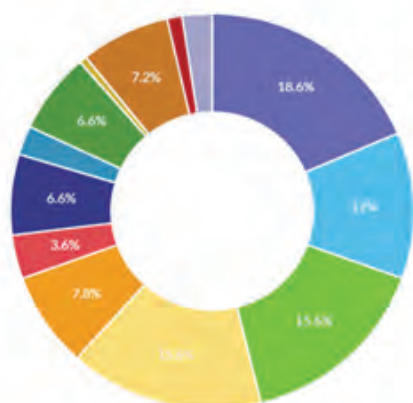


## How satisfied are you with the City's efforts to share important news, resources, events, and updates?

Choice	Total
Very satisfied	35
Neutral	19
Very dissatisfied	4



## How do you usually receive information from the City? (Select all that apply.)



Choice	Total
Social Media	31
E-newsletter	20
City Views magazines	26
City Website	26
E-Notify texts or email	13
City Council meetings	6

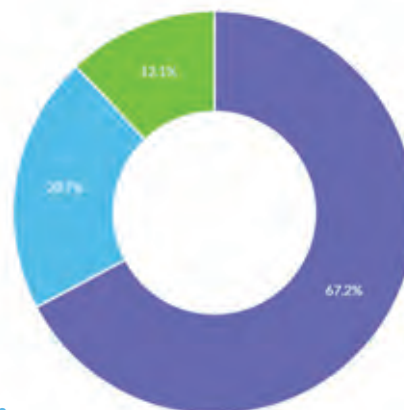
Choice	Total
Community announcements	11
Water Billing insert	4
Senior Scoop	11
Signal Hill Cable TV	1
Summer on the Hill	12

## Are you subscribed to the City's monthly E-newsletter?



Choice	Total
Yes	24
No	27
I'm not sure how to subscribe	7

## Do you read the City Views magazine?

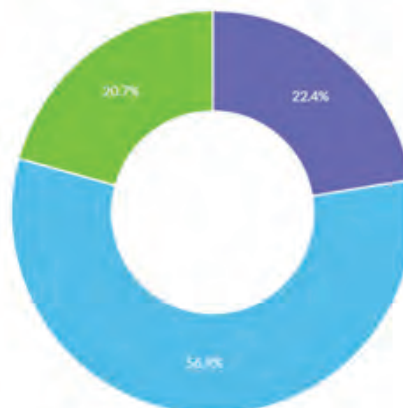


Choice	Total
Yes	24
No	27
I haven't heard of it	7



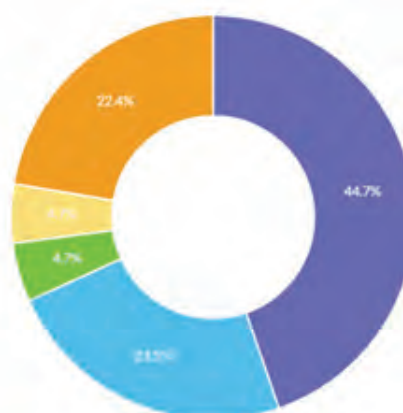
## Do you use the “Signal Hill Now” mobile app to register for programs, request services, or manage your water account?

Choice	Total
Yes	35
No	19
I haven't heard of it	4

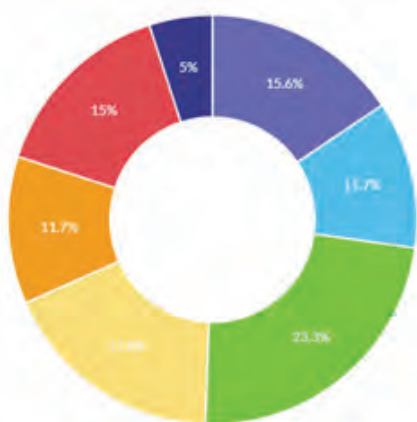


## If you use social media, which platforms do you prefer?

Choice	Total
Instagram	38
Facebook	20
X (Twitter)	4
LinkedIn	4
YouTube	19



## What types of updates would you like to receive more often?



Choice	Total
Capital improvement projects	28
Career opportunities	21
City events	42
City resources	32
Affordable housing	21
Public Safety	27
Other (please specify)	9

# Future Communications Opportunities

To strengthen community engagement and enhance the City's visibility, the Communications Division will focus on targeted initiatives that align with the goals of this Communications Plan. These initiatives are designed to build trust, expand reach, and ensure residents have timely, accurate information.

## A Day in the Life of a City Employee

To showcase the dedication and teamwork of our City employees, we will produce a short video featuring City staff in action throughout their workday. The video will highlight different departments, from public works and library services to police and parks, capturing authentic moments of staff serving the community. This engaging visual will help residents connect with the people behind City services and reinforce community pride. The video will be shared across our social media platforms.

## Be the First and Most Trusted Source for Signal Hill News

Signal Hill is committed to delivering information that residents can rely on, no matter their demographic or preferred communication channel. Whether in person, in print, via email, or on social media, residents will have consistent access to current, reliable updates. As communication tools and technologies evolve, the Communications Division will stay ahead of trends, adopting and implementing new methods Citywide to keep our community informed.

## City Podcast

A communication platform where current and former elected officials, City employees, and other community voices can engage in open conversations on topics of interest. This initiative allows for meaningful dialogue and connection with a broader audience.



## City Calendar & Community Resources Guide

The City Calendar and Community Resource Guide will serve as a comprehensive, user-friendly publication designed to keep residents, businesses, and visitors informed and connected. The guide will provide an overview of city services, departments, programs, and community resources, along with key contact information to help residents easily access the support and services available to them.

In addition, the calendar highlights important city meetings, special events, recreational programs, library activities, and seasonal offerings throughout the year. By combining essential city information with an annual schedule of events and activities, the guide will promote civic engagement, encourage community participation, and support transparency and accessibility in city operations.

The City Calendar and Community Resource Guide will be valuable tools that reflect Signal Hill's commitment to communication, community connection, and quality of life for all who live, work, and visit the city.

## Guiding Documents and Procedures

### Citywide Local Hazard Mitigation Plan (2025)

Created in response to the Disaster Mitigation Act of 2000, which requires state and local governments to prepare plans identifying hazards, potential losses, and mitigation strategies. This plan supports the City of Signal Hill's emergency management and land use planning efforts. It updates the 2018 plan and maintains eligibility for Hazard Mitigation Grant Program (HMGP) funding.

### City Use of Auto Center Freeway Sign (1998)

The City shall have the right to use ten percent (10%) of the operational time of the freeway identification sign to display public service messages at no cost. This 10% allocation corresponds to approximately six frames. City public service messages will be displayed in

rotation with all other messages on the sign and distributed throughout each day during normal operating hours. The allocation of these messages will follow the same schedule as that used for Association and Owner advertising. The City shall have sole discretion over the content of its public service messages, which will be provided to the Association for display.

### Electronic Communication Devices Use Policy (2024)

This policy establishes guidelines and expectations for the use of City-issued cell phones, personal cell phones, and other mobile communication devices ("electronic communication devices" or "ECDs"), as well as reimbursement for personal ECD use for City business. It is intended to ensure proper use, protect sensitive information, and ensure compliance with applicable laws, including the California Public Records Act (CPRA).





## Electronic Signature Policy (2021)

The purpose of this policy is to enable the City of Signal Hill to utilize electronic records and electronic signatures, including digital signatures, to the fullest extent permitted by law, without limiting the City's ability to use them in any manner. All use of electronic records and signatures shall comply with applicable laws and City administrative policies and procedures, as may be amended from time to time by the City Manager. This policy does not override any law that requires a handwritten signature, nor does it restrict the City's right to conduct business or complete transactions on paper or in other non-electronic formats..

## Strategic Plan (2023–2028)

Guided by our vision, the future we aspire to create, our mission, how we plan to achieve it, and our core values that shape how we serve our community. We invite the public to explore the plan and learn more about our goals for the years ahead.

## Social Media Policy (2022)

Establishes guidelines for City use of social media sites. The City has an overriding interest and expectation in protecting the integrity of the information posted on City Social Media Sites and the content that is attributed to the City and its officials and employees. This policy applies to City officials, employees, contractors, volunteers, and any other person or entity participating in social media on behalf of the City as part of their duties.

## Policy Public Information (1998)

The City promotes transparent media relations by encouraging staff involvement while designating a central contact to coordinate inquiries and ensure accurate information is shared.



## Use of City Seal and/or City Logo

### Signal Hill Municipal Code § 1.02.130 (2008)

The City Seal and City Logo are the property of the City of Signal Hill. The City Seal and City Logo are, and have been established and designated to identify official City facilities, events and publications. The impression of the City Seal/City Logo shall be made and used upon official documents executed by the City or its duly authorized officials. It shall be unlawful for any person to make, reproduce, manufacture, display or use the City Seal/City Logo, or its design or any design so closely resembling the same as to be apt to deceive or be reasonably mistaken for in any way the City Seal, for any purpose other than for the official business of the City.

*City of Signal Hill. Adoption of Ordinance No. 2008-11-1392: Adding a New Chapter 1.02 to the Signal Hill Municipal Code Regarding Use of the City Seal and City Logo(s). December 9, 2008.*

Available at:  
[https://cityofsignalhill.granicus.com/MetaViewer.php?clip\\_id=86&meta\\_id=9144&view\\_id=2](https://cityofsignalhill.granicus.com/MetaViewer.php?clip_id=86&meta_id=9144&view_id=2).

## Use of City “Hill” Logo (1999)

The “Hill” logo may be used for promotional items (e.g., shirts, brochures, pens) but should not appear on official City stationery, documents, or vehicles. The official City Seal remains the required emblem for formal City materials

## Use of City Media (2004)

The City provides media resources to announce events and share information that benefits the Signal Hill community. Use is prioritized for governmental agencies or community-focused groups, at no additional cost to the City, ensuring communications primarily serve the public rather than individual organizations.







**City of Signal Hill**  
**2175 Cherry Ave.**  
**Signal Hill, 90755**

**CHECK US OUT ONLINE AT:**  
**[www.cityofsignalhill.org](http://www.cityofsignalhill.org)**

Instagram and Facebook: @cityofsignalhill  
X: @signalhillcity YouTube: cityofsignalhillCA

