

City of Antioch

Brand & Messaging Update
August 14, 2018

Work to-date

- Audit City messaging

- Document City channels, owners, content producers, partners
- Review recent City activity for themes, traction, alignment
- Review recent media coverage for sentiment, response
- Develop initial benchmarks and editorial calendar (in progress)

- Interview City leadership

- Mayor Sean Wright
- Mayor Pro Tem Lamar Thorpe
- Councilmembers Ogorchock, Willson, Tiscareno
- City Manager Ron Bernal
- Chief of Police T. Brooks
- Economic Development Director Kwame Reed
- Economic Development Manager Lizeht Zepeda

- Interview Community leaders

- Interview members of local media
- Interview Antioch citizen influence leaders

- Conduct listening sessions

- Somersville Towne Center (day-long intercept)
- Nick Rodriguez (2)
- Antioch Community Center (2)
- Contra Loma Estates (planned)

- Ride-alongs

- Three ride-alongs with APD on three different shifts/beats
- Ride-along with code enforcement

- Antioch Immersion

- Staff stayed two weeks Airbnbs in Antioch
- Staff office in Antioch
- Staff commuted on Bart to/from Antioch
- Staff commuted by car to/from Antioch
- Staff working in temporary office in Antioch

Topline Learnings

Tale of Two Cities was Prescient & Prognostic

Antioch today is divided by:

- Economics: well-off vs. getting by
- Geography: North vs. South of 4; 94509 vs, 94531
- Recency: “my people are buried up at Rose Hill” vs. “we moved here in 13”
- Perspective: Angry vs. optimistic; skeptical vs. trusting
- Presence: Bedroom-community commuter vs. 24/7 resident

Many residents are deeply frustrated

However, most want to move on

Topline Learnings

Antioch is home; people want to turn the page / move forward

Macroeconomic tide lifting all boats:

- Economic expansion in y10
- Many Bay Area economies overheating
- Many businesses looking for places to expand

Signs of progress

- Police and code enforcement
 - Declining crime
 - Quality of life
- Projects underway across City
- Antioch Bart
- Smith's Landing
- Desalination Plant

the red thread?

opportunity

What's opportunity?

It's a big word, but a simple idea: opportunity means you have a chance here.

It doesn't have to be a cure for cancer. But it could be. That's opportunity.

Opportunity is the essence of the California dream.

It's right here. In Antioch.

Antioch has meant opportunity since before California became a state.

Antioch may be the last place in the Bay Area with opportunity for everybody today.

What's opportunity?

Dr. John Marsh was an early pioneer in Alta California. He was the first Harvard graduate in California, the first to practice medicine here, the first to complete a dictionary of the Sioux languages.

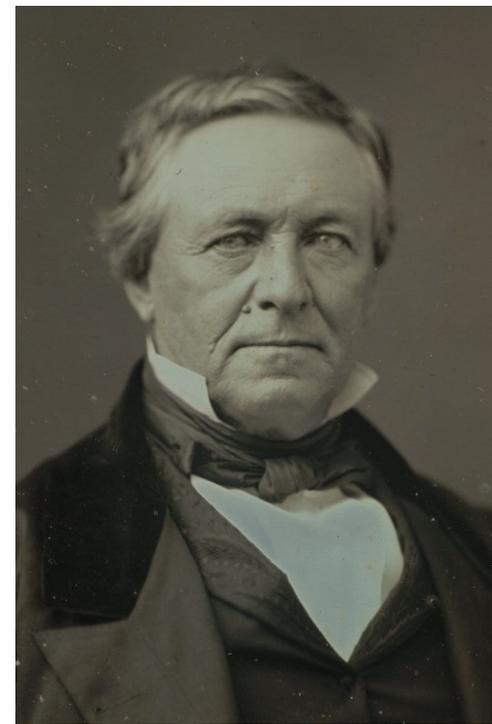
He became one of the wealthiest ranchers in California and was one of the most influential men in establishing California's statehood.

Eventually, he settled here. Marsh creek is named after him. In 1848, he built the first landing on the San Joaquin River.

In December, 1849, Dr. Marsh sold Joseph and William Smith a parcel of land for \$500 in return for their promise to "start a settlement."

The brothers welcomed the a ship of early settlers at what's now the foot of F street in September, 1850.

In July, 1851, W.W. Smith renamed the city Antioch.



What's opportunity?

In 1850, opportunity was farming.

In 1859, opportunity was coal.

In 1863, opportunity was copper.

In 1864, it was lumber.

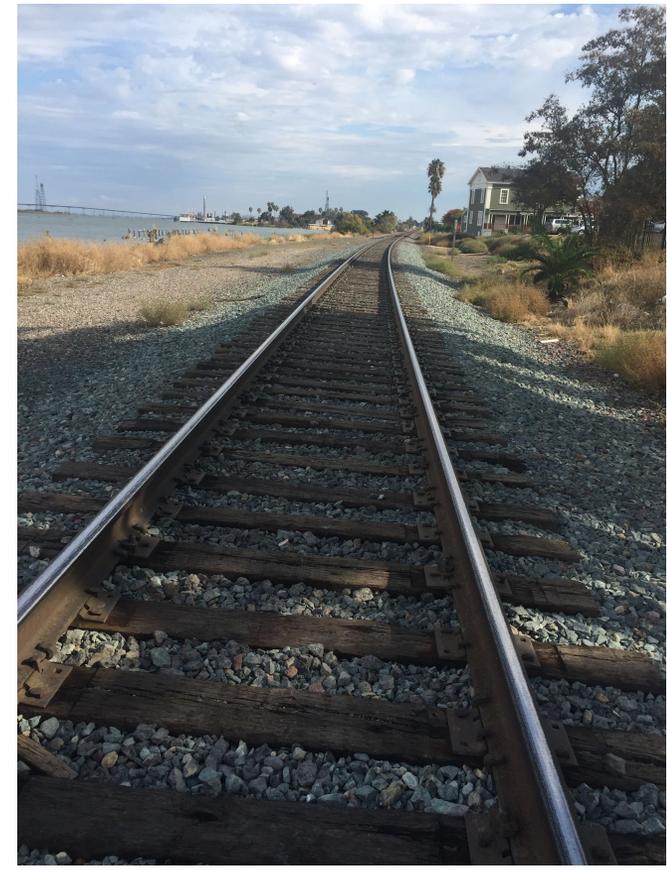
In 1870, it was newspapers.

In 1876, it was railways.



[image credit house govt. subcommittee](#)

photo by [Daniel Schwen](#)



What's opportunity today?

It's the opportunity to plant a vineyard.

To start a greenfield project.

To open a quarry, a bakery, a barber shop.

To restore a Victorian. Or own a new home.

To start a media company. To start a family.

To open a machine shop. To commission a desal plant.



Challenges

“Challenges are just opportunities in work clothes.”

--Henry J. Kaiser



What's in our way?

Bad press about bad things.

A legacy of crumbling infrastructure, bad roads, crime and blight.

Residents more concerned with who to blame than how to help.

Lack of inertia, trust, hope and belief.

A downtown too historic to redevelop but too empty to visit.

A belief that, at heart, Antioch is “just” a bedroom community.

The belief that City management can fix things by themselves if they just try harder.

Opportunity is a chance. It's not a gift.

What to do

Before we can persuade others to come to Antioch, we must persuade Antioch.

We must knit two cities back into one.

That means creating reasons for 94531 to come to 94509.

It also means getting commuters out of their cars and into their communities.

This will require the Council's active support.

It also requires active support and engagement by Antioch's community leaders.

Moving forward: our focus

Product: what exactly are we promoting, and to whom?

Package: what's the experience like? What must we improve to support promotion?

Promotion: where, how and to whom do we say what?

Our focus

Product: what exactly are we promoting?

1. The Antioch Story: “Antioch is opportunity”
2. Antioch to Antioch.
3. Antioch to Greater Bay Area.

Package: what’s the experience like?

What must we improve to support promotion?

1. How we get there.
2. What we do there.
3. How it feels there.

Promotion: where, how and to whom do we say what?

1. Target audience(s) today, tomorrow, next month, next year.
2. Key message and supporting ideas.
3. Location/destination proof points.

What's next?

Product: develop art and copy

1. “Antioch is opportunity”: how does that look, sound, feel? How does it sit with “Gateway” position?
2. Antioch to Antioch: develop campaign assets; work with Staff on calendar; identify community leaders
3. Antioch to Greater Bay Area: develop editorial calendar, oversight; provide fact sheets, talking points

Package: what's the experience like?

What must we improve to support promotion?

1. How we get there: recommend key areas of focus for City remediation.
2. What we do there: recommend “opportunity catalysts” for City to enable.
3. How it feels there: recommend low-cost destination enhancements

Promotion: where, how and to whom do we say what?

1. Target audience(s) today, tomorrow, next month, next year: in development
2. Key message and supporting ideas: in development
3. Location/destination proof points: in development

Q&A

Thank You