

# SBCCOG Assessment

## Fall 2019 - Interviews

*In preparation of the South Bay Cities Council of Governments communications assessment, the following questions have been developed. Stakeholders should review the sections that apply to them in advance of the September 30, 2019 meeting.*

### Questions for Board Members

1. Does your organization coordinate with the COG on communications efforts? If so, how?
2. Do you personally engage with the COG online?
3. How do you stay up to date with the COG's activities and events?
4. What motivated you to join the SBCCOG board?
5. What value do you find in being a board member of the SBCCOG? How do you view your position on the board? How do SBCCOG communications add value to you/your agency?
6. Can you provide an example of how the COG has supported a program that has proved beneficial to your agency?
7. What policy objectives drive you or your agency's interest?
8. Who benefits from your involvement and work with the SBCCOG?

### Staff Interview Questions

1. Who do you see as the distinct audience(s) that you are trying to reach/influence/educate?
2. How do you define communication "success"? Can you provide an example of a win for the COG when it comes to communicating?
3. How did communications play a role in managing controversial/high-interest topics among member agencies?
4. What do you think are the most effective tools the COG currently uses to connect with its audiences?
5. Do you collect metrics, discuss, or analyze tool metrics on a regular basis?
  - a. When was the last time you reviewed the website traffic stats for your website?
  - b. Do you have metrics on which member agencies are most engaged with the COG?
6. How is communication handled for the SBCCOG vs. the Environmental Services Center?
7. What do you think is the weakest thing the COG does/does not do to

- communicate its message?
8. How much budget do you commit to executing communications, including: key messaging/content, advertising, press outreach, coordination with city members, and more?
  9. Who on the team is assigned to own communications for the COG? Who plays a part in executing communications for the COG?
  10. Is there a strong sense of brand or identity to the COG? Do your communications visually appear consistent?
  11. What are your collateral pieces or routine reports that provide information about the COG or COG programs? How are those distributed or shared?
  12. How do your audiences typically communicate with one another? With the COG?
  13. Where/how do most people learn about regional news in the South Bay?
  14. What are the accepted beliefs about the COG (negative and positive) among member cities? Among Board Members? Among the public? Among the media?
  15. Five years from now, how would you measure the success of communication efforts for the COG?
  16. Have you ever talked to the media in your capacity as a COG employee?
    - a. If yes, what was the story?
    - b. If a reporter calls with a question, what do you do?
  17. What is the best story told about this COG?
  18. What stories/topics should the COG share more?
  19. Who has the biggest voices online in the South Bay? Who/what influences public opinion in the South Bay?
  20. Who are competitors of the COG?
  21. Who is the primary contact at each member agency of the COG?
  22. Do you have a roster of all the PIO's/lead communicators from each member agency?
  23. The SBCCOG takes on a more active role in certain areas than other COGs (fiber is a great example). Why is that? How does that impact communications for the COG? How does it impact perceptions of the COG by the previously defined audiences?
  24. What drives member agencies to be less engaged with the COG?
  25. Why did your board members choose their roles in the SBCCOG? Do board members see their positions as prestigious?