Communication Program Update

Town of Herndon, Office of Communication & Economic Engagement

LIVE DIFFERENTLY. | TOWN OF Herndon VIRGINIA

Key External Audience Segments



Residents



Businesses



Visitors

Key External Audience Segments



Residents

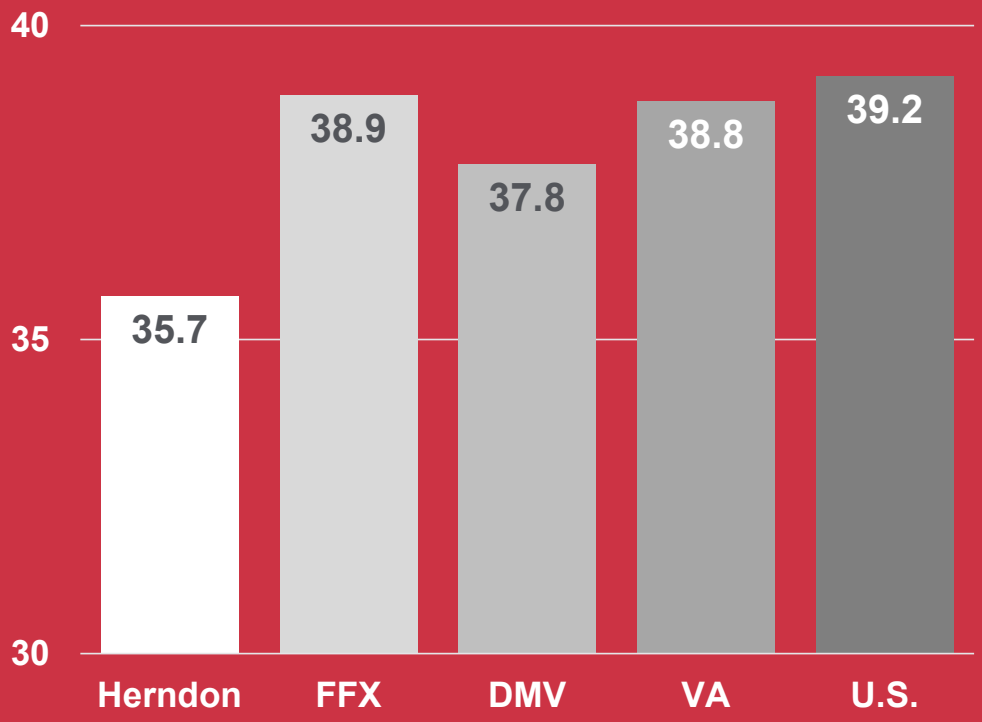


Businesses



Visitors

Median Age

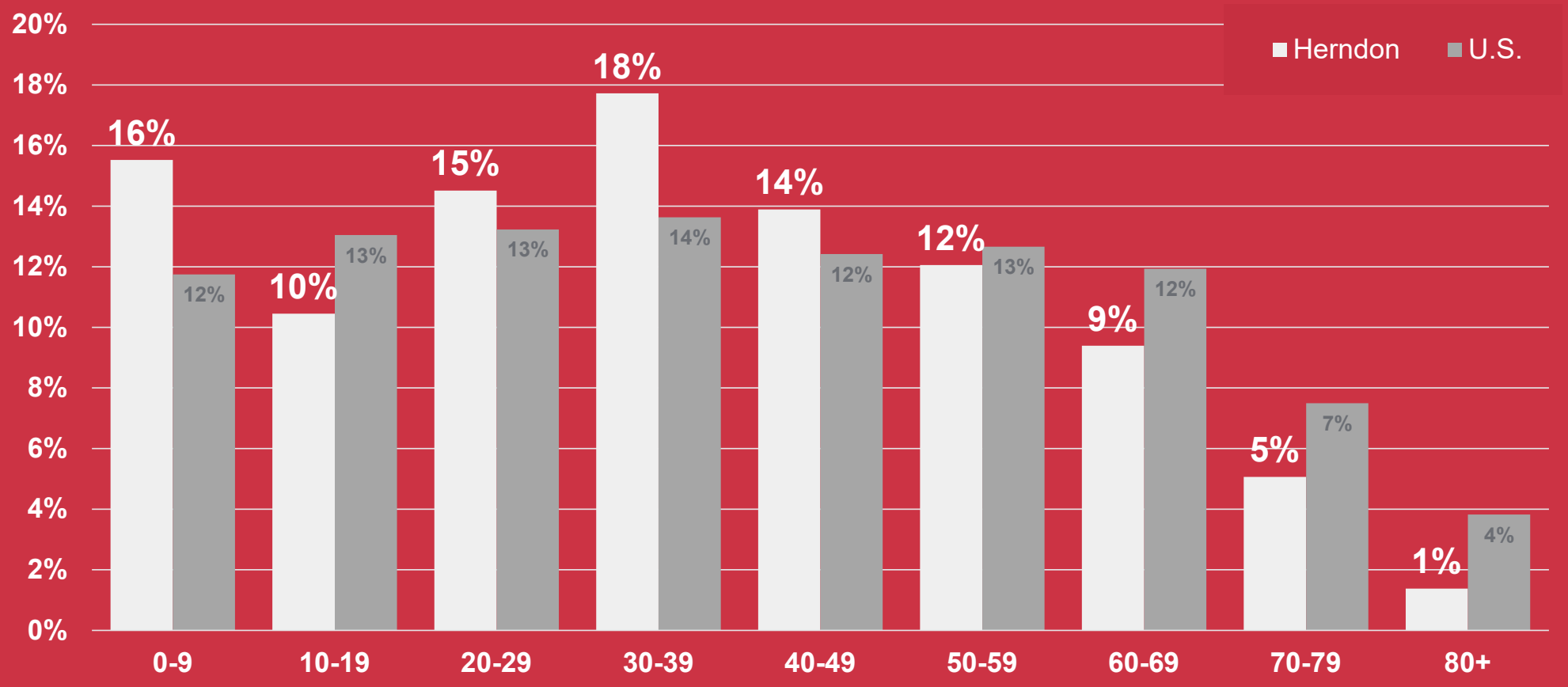


35.7
Median age

Herndon's median age is 6% lower than the DMV's, 8% lower than Commonwealth's and 9% lower than the U.S. as a whole.

SOURCE: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2023

Age Distribution, Herndon vs. U.S. Population



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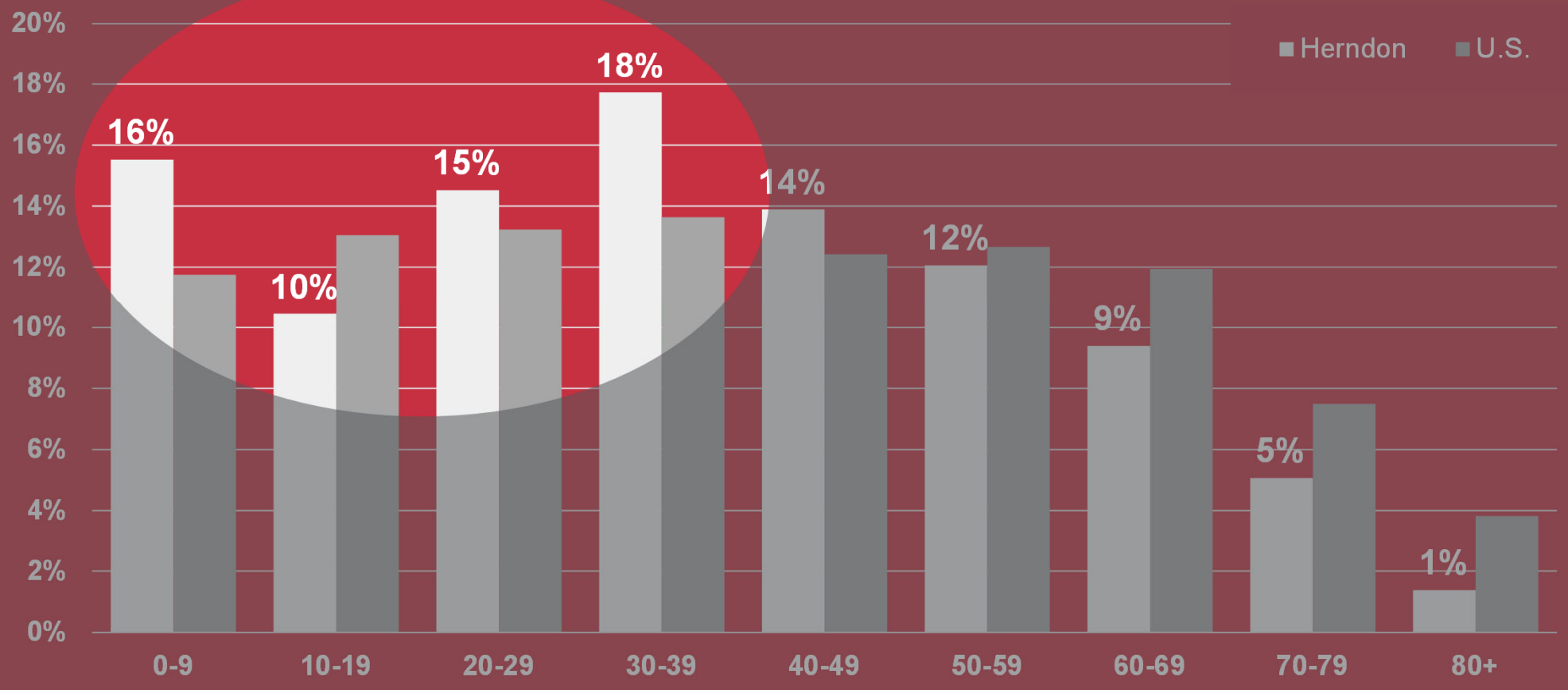

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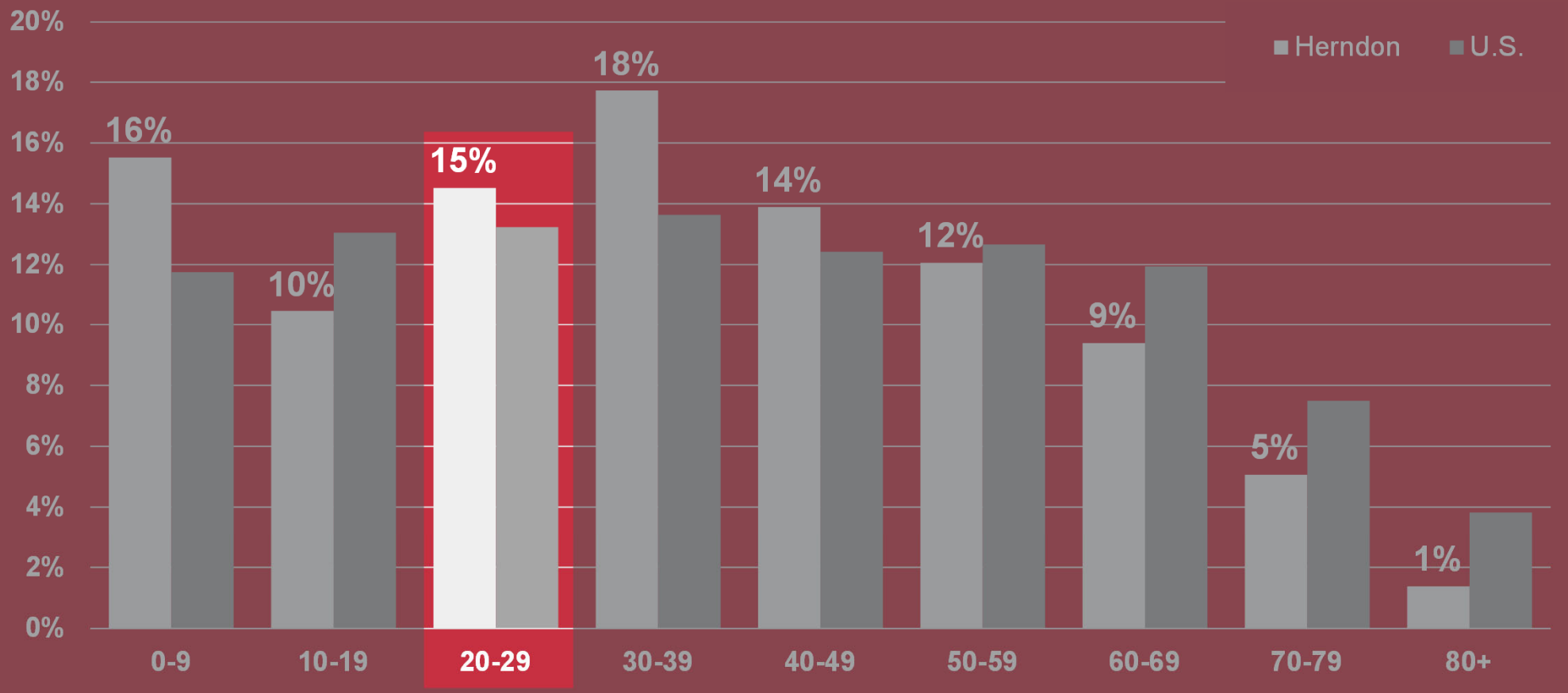
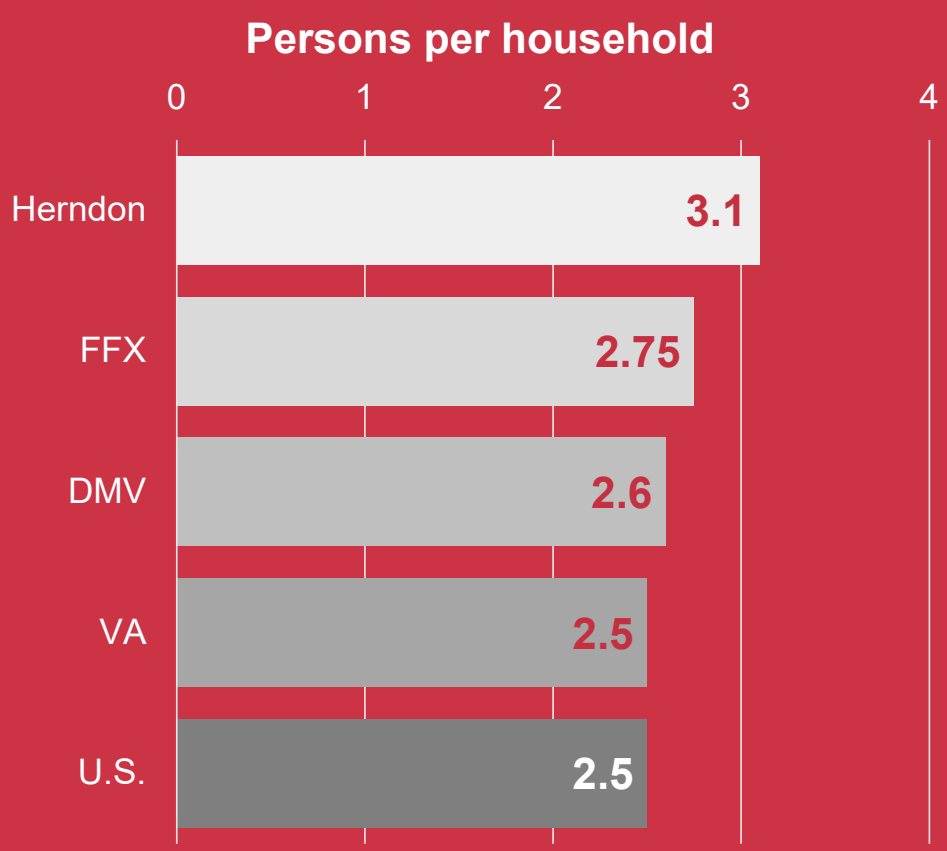
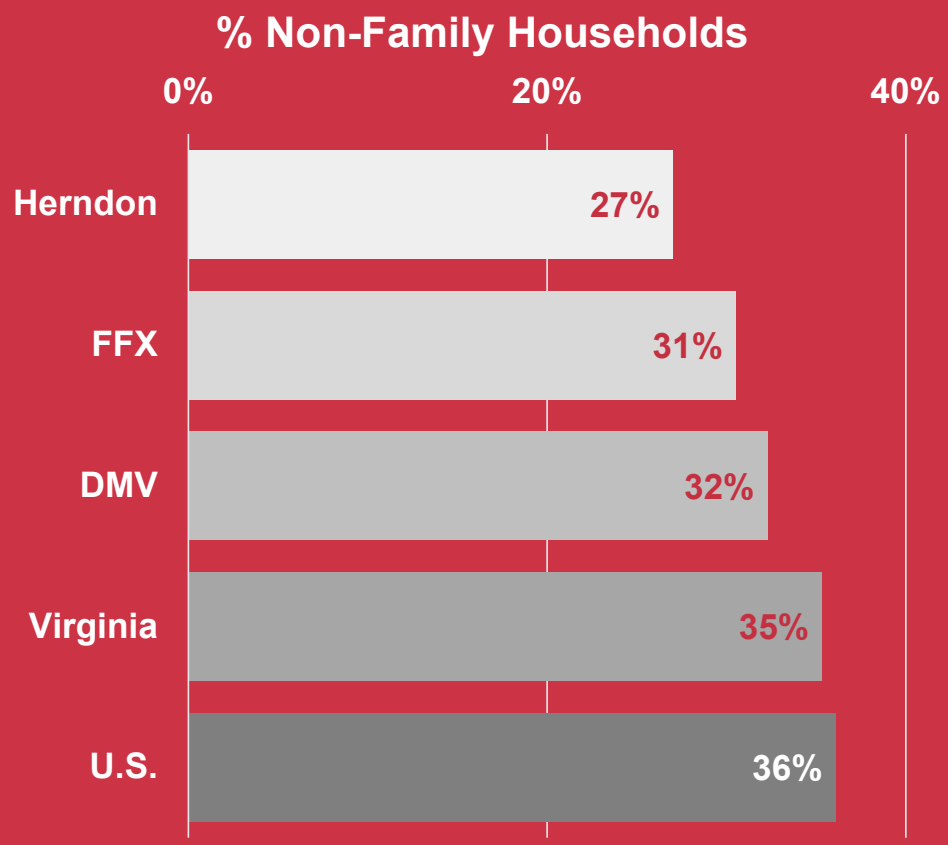
Age Distribution, Herndon vs. U.S. Population



SOURCE: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2023

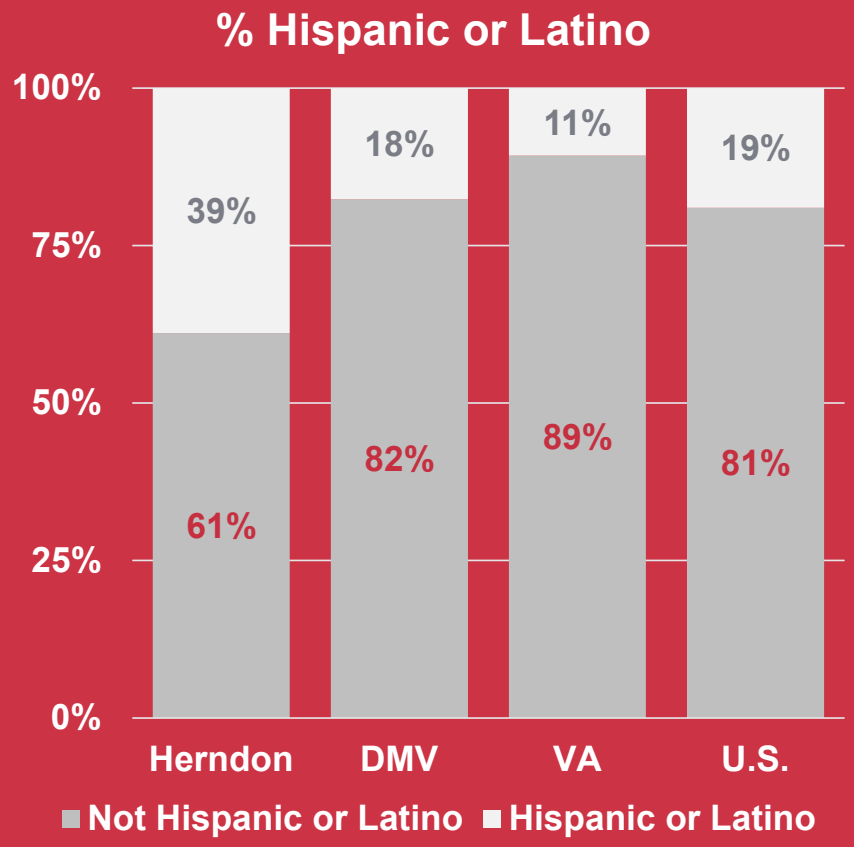
Household Composition

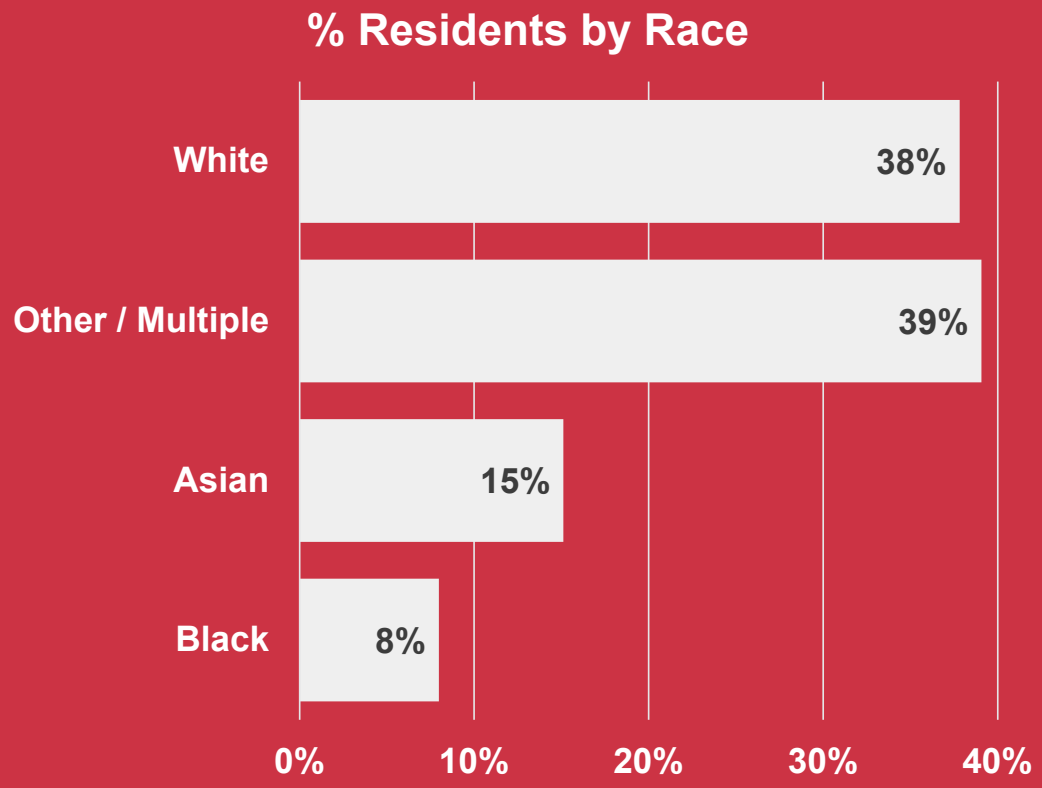




SOURCE: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2023

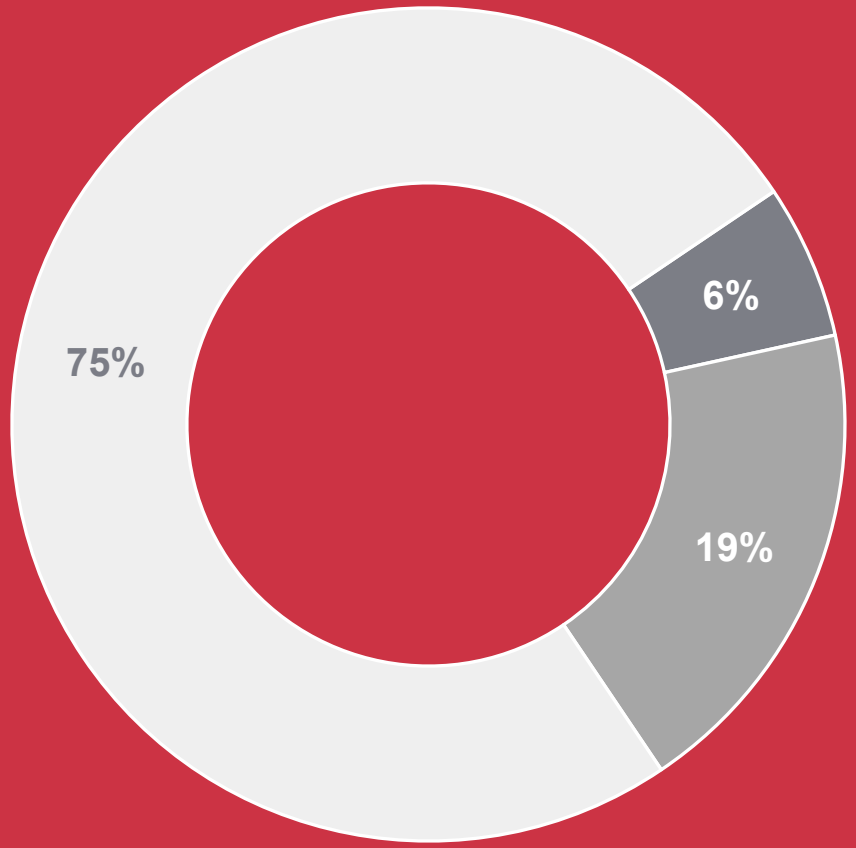
Race & Ethnicity





SOURCE: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2023

Languages Spoken

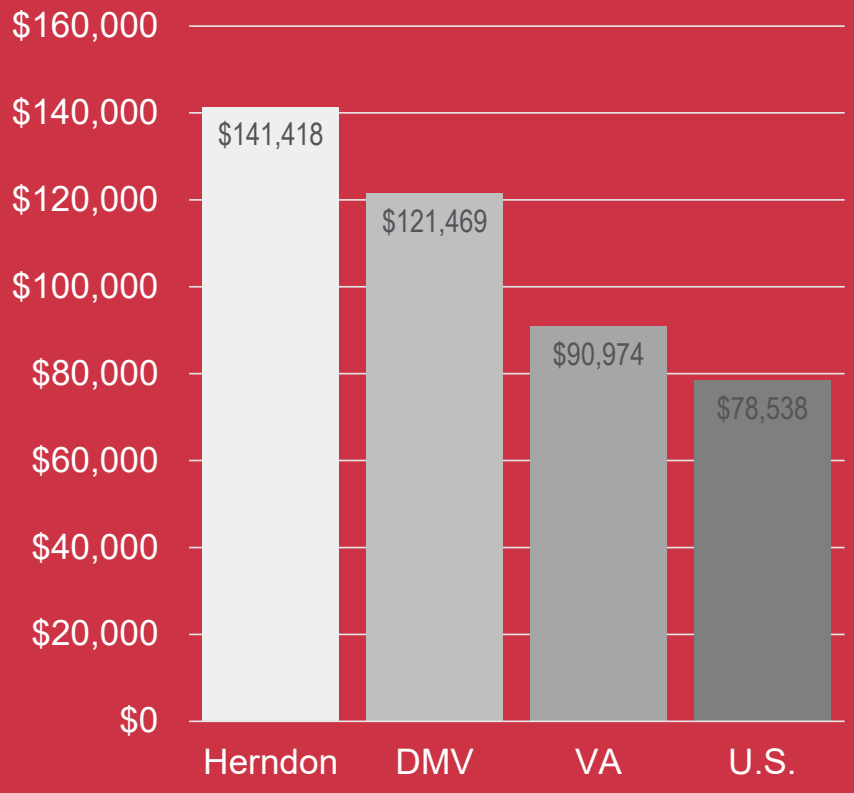


- Not Proficient in English, Speaks Other Language
- Not Proficient in English, Spanish Speaker
- Proficient in English

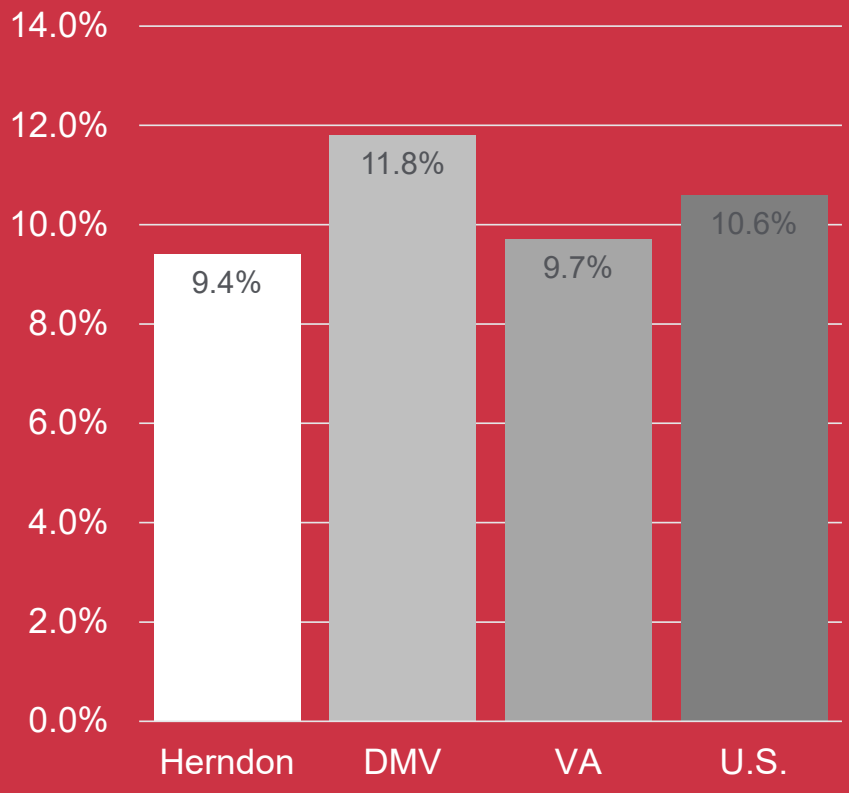
SOURCE: 2023 ACS 5-Year (s101)

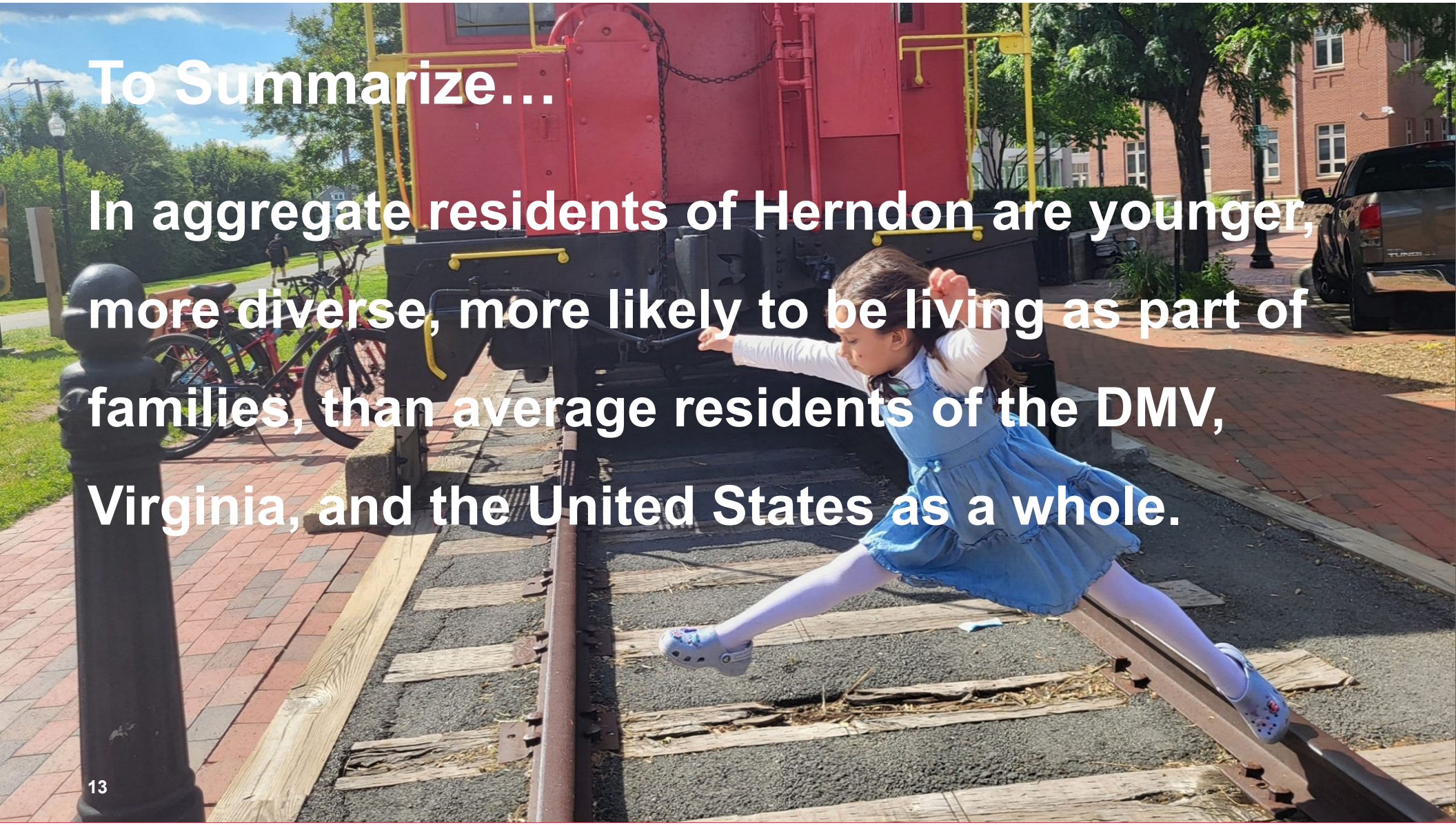
Income

Median Household Income



Poverty Rate





To Summarize…

In aggregate residents of Herndon are younger, more diverse, more likely to be living as part of families, than average residents of the DMV, Virginia, and the United States as a whole.

How Does this Guide our Communications?

What media habits and technology preferences do we need to understand to communicate with residents of Herndon effectively?



General Trends

- A majority under 30 are online “constantly.”
- Smartphone adoption is up 32% over the past decade and exceeds 91% nationwide. Trend is now accelerating among older residents.
- Most Americans express interest in local government news, but only 68% receive it at least “sometimes.”
- Fewer than half of U.S. adults (45%) say it is easy to get the local government information they need.
- 25% of those who sometimes follow local government news are satisfied with its quality.
- 70% Americans rely on friends and family for local government information, while just 32% use local government websites.

SOURCE: Pew Research Center; Neonich.

In the Herndon Context…

- 54% of people at Herndon's media age say they use the internet **almost constantly**.
- Households at Herndon's median HHI are **21% more likely to subscribe to broadband** than the average home.
- People living in areas like Herndon tend to have a 99% smartphone adoption rate.
- Less than 33% of people in Herndon's median age group get news from traditional sources. At least 45% of people in Herndon's median age **group regularly get news from social media**.
- In aggregate based on demographics, residents of Herndon are considerably more likely to be social media users than the average U.S. adult.

Program Assessment & Path Forward

Where We're Going…

- **Maturing as an organization** with regard to our communication functions.
- An integrated **internal service provider** that supports all Town functions.
- A **brand steward** that manages the Town's brand internally and influences its perception externally.

Current MARCOM Program

Focus on public information and press relations functions

1.8 Employees

Print-first allocation of outreach resources

Nascent brand adoption

FY26 MARCOM Program

Focus on public information and press relations functions

1.8 Employees

Print-first allocation of outreach resources

Nascent brand adoption

Beyond a Focus on Public Information

- Available isn't enough.
- Proactive content calendar with native-format content.
- More connected content across platforms (and better measurement).
- More storytelling, infotainment, and celebration of who we are.
- Every touchpoint is an opportunity for brand expression.
- Get real people face-to-face when we can.

FY26 MARCOM Program

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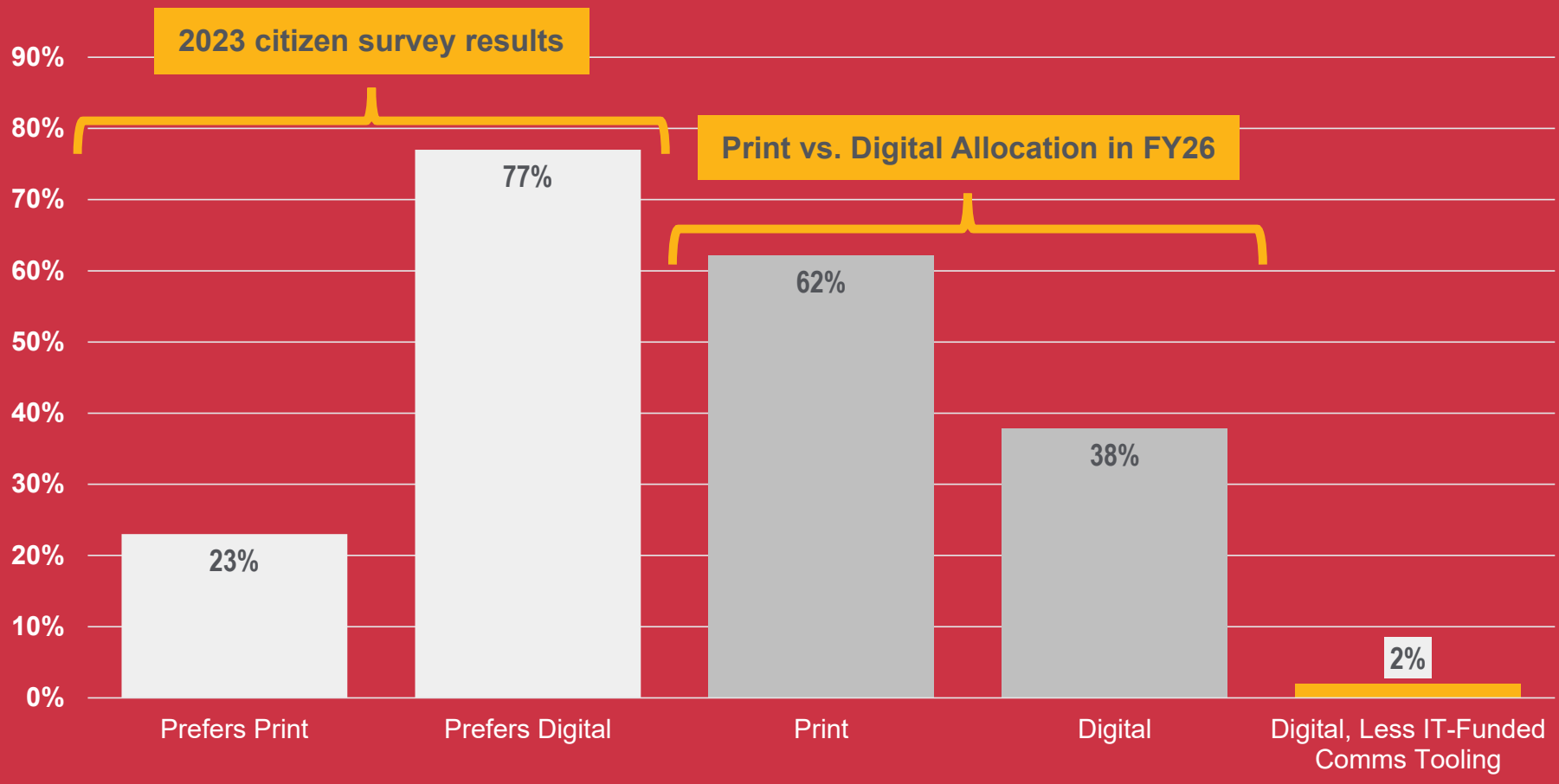
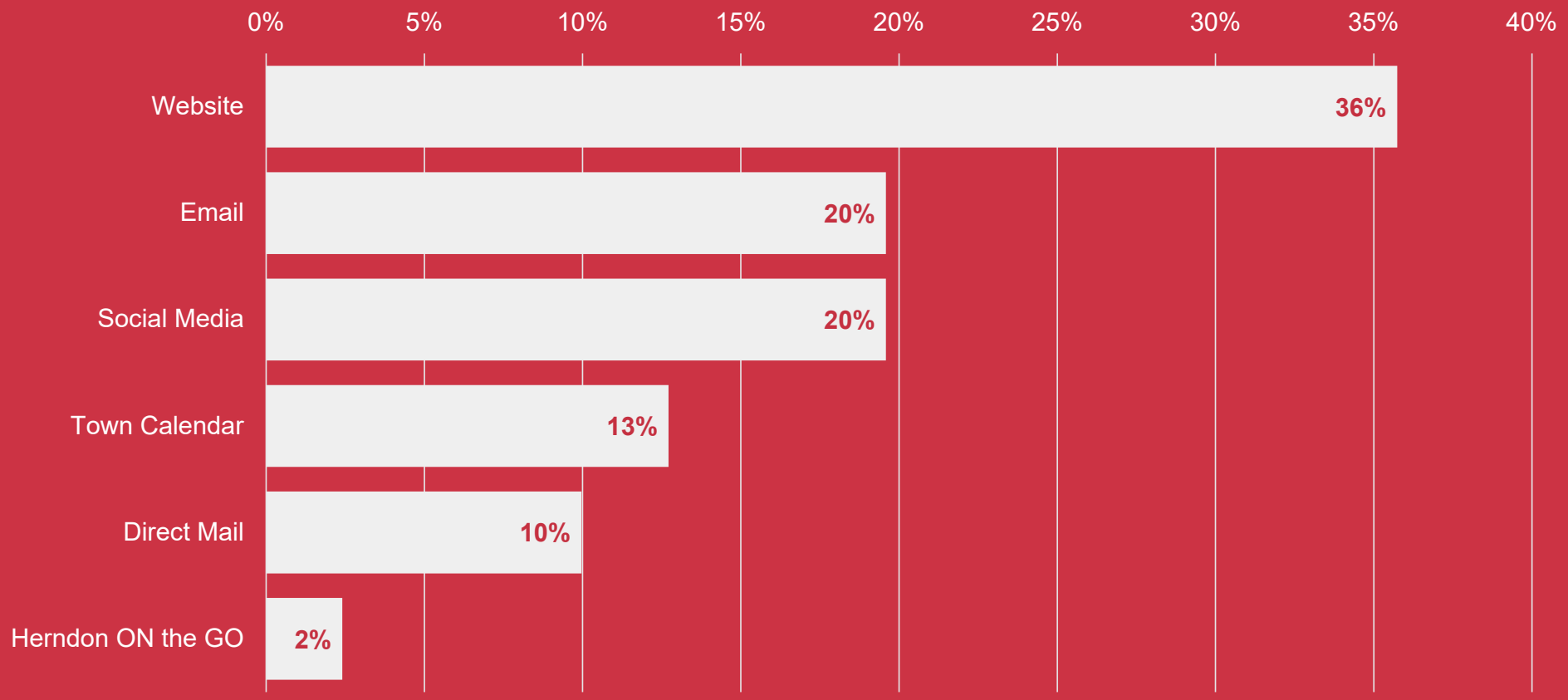
Nascent brand adoption

Preferences vs. Prioritization



Resident Survey - “Best Way to Learn”



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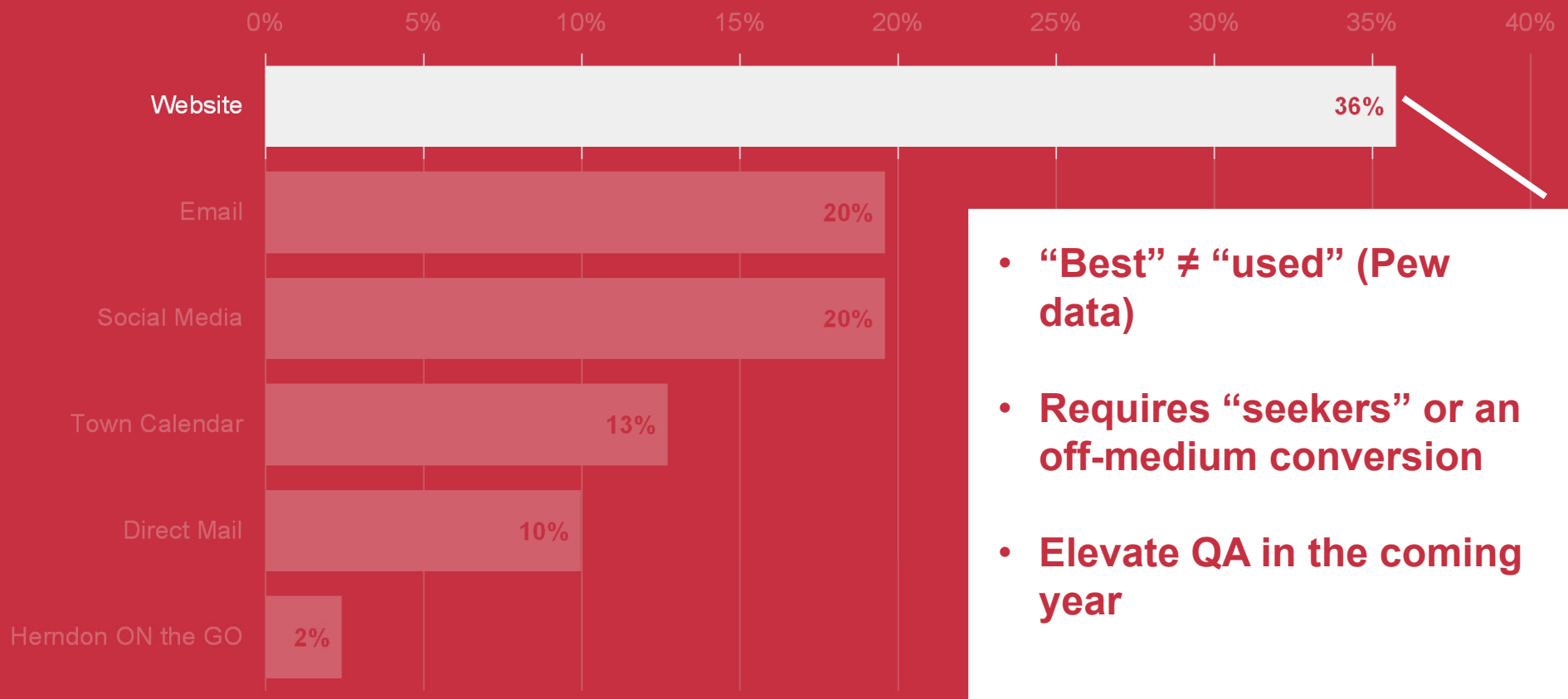
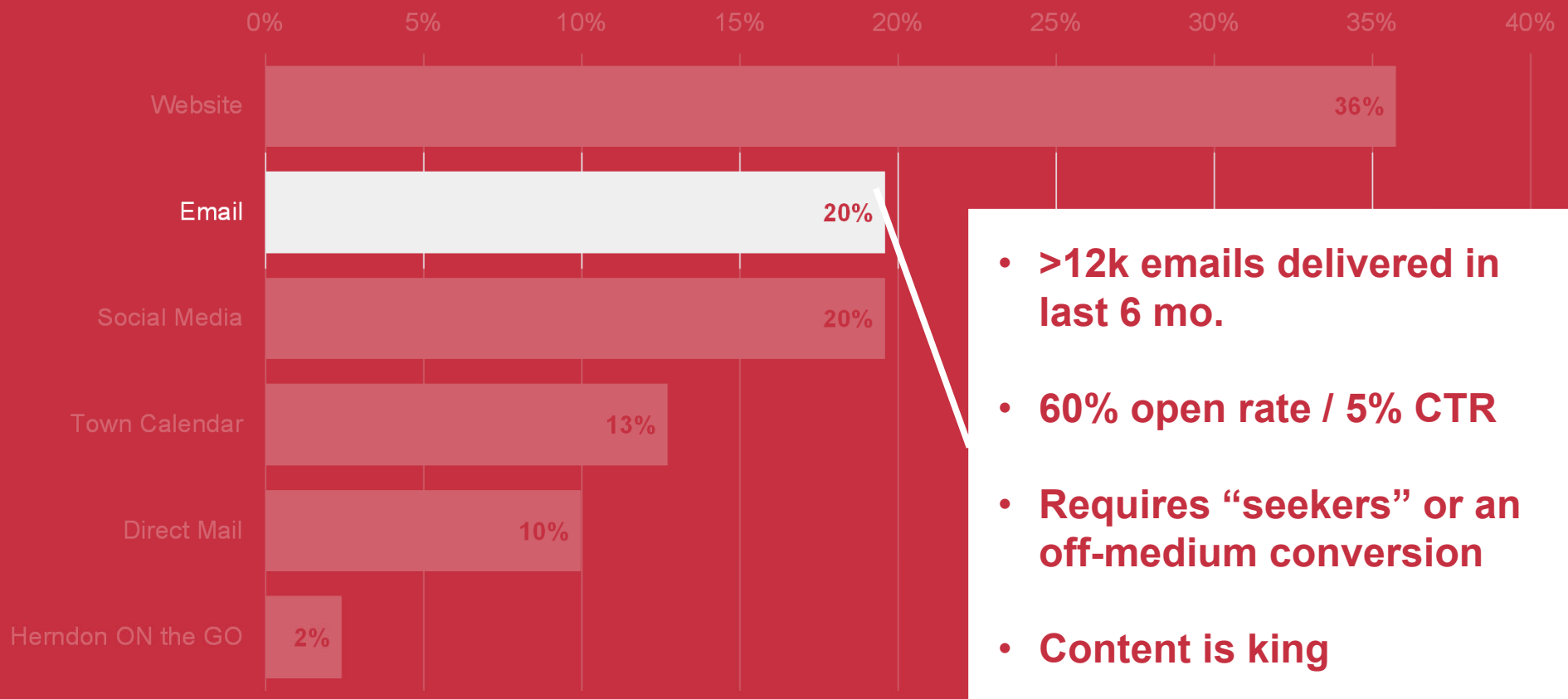


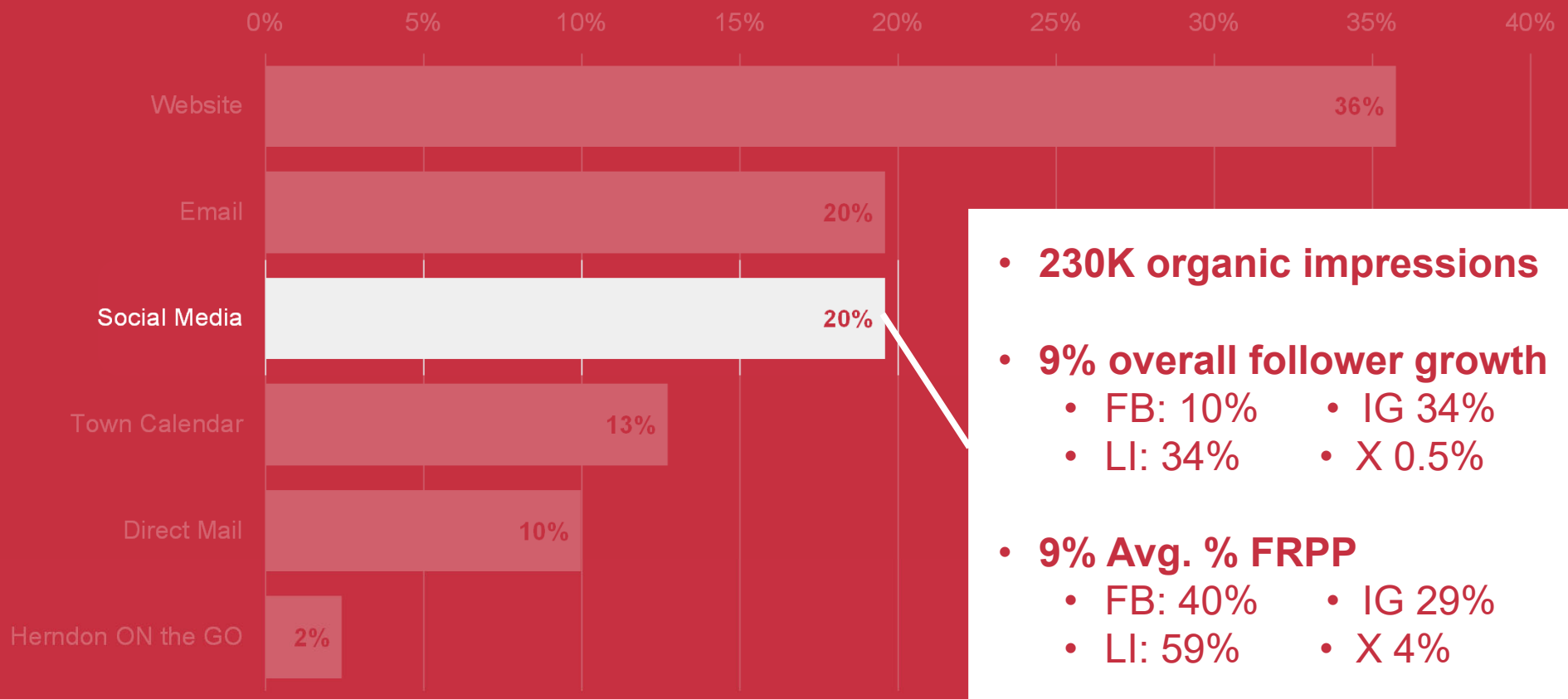
- “Best” ≠ “used” (Pew data)
- Requires “seekers” or an off-medium conversion
- Elevate QA in the coming year

Resident Survey - “Best Way to Learn”



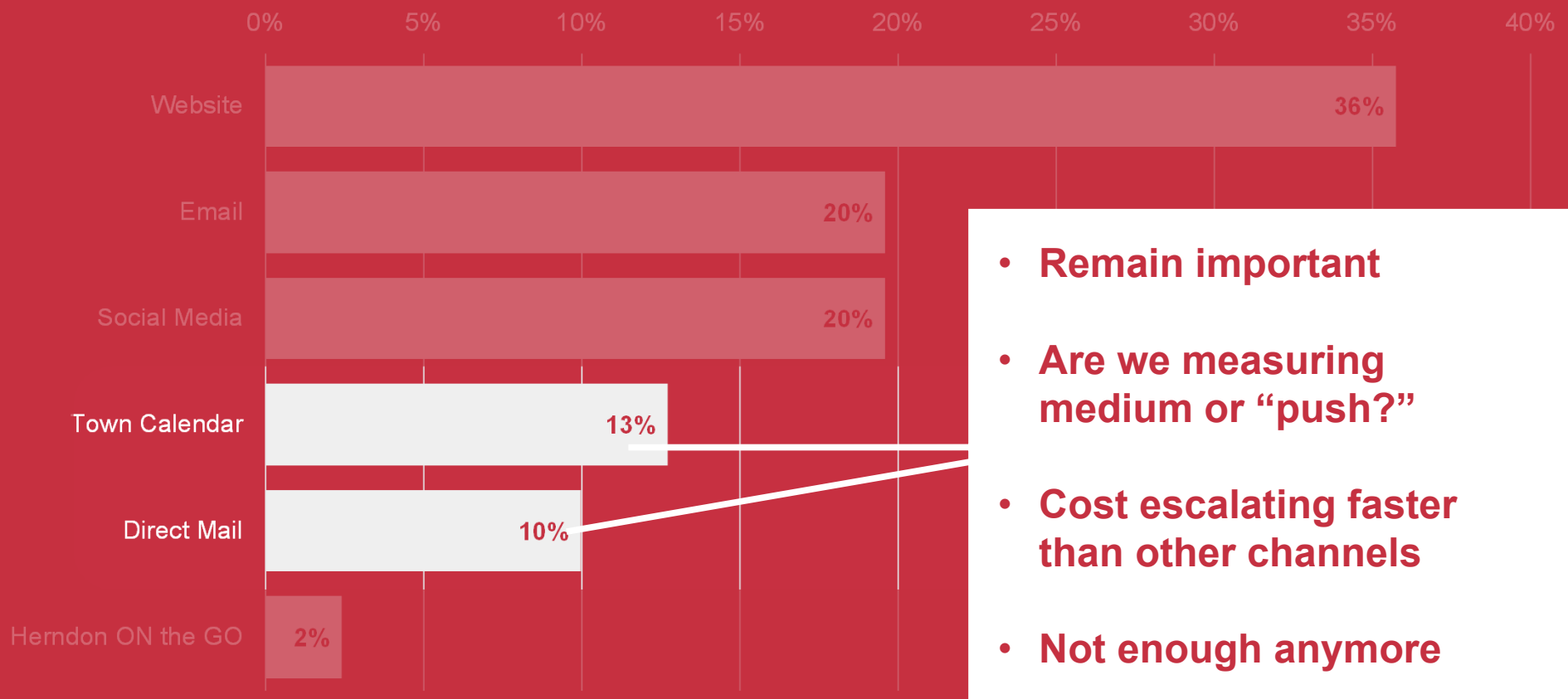
- >12k emails delivered in last 6 mo.
- 60% open rate / 5% CTR
- Requires “seekers” or an off-medium conversion
- Content is king

Resident Survey - “Best Way to Learn”



- **230K organic impressions**
- **9% overall follower growth**
  - FB: 10%
  - IG 34%
  - LI: 34%
  - X 0.5%
- **9% Avg. % FRPP**
  - FB: 40%
  - IG 29%
  - LI: 59%
  - X 4%

Resident Survey - “Best Way to Learn”



- Remain important
- Are we measuring medium or “push?”
- Cost escalating faster than other channels
- Not enough anymore

FY26 MARCOM Program

Focus on public information and press relations functions

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Print-first allocation of outreach resources

Nascent brand adoption

Staffing

- Focus on content AND internal service provision – needs of our audiences AND our internal clients / the organization as a whole.
- Tooling, processes, and coordination can be force multipliers.
- **Marketing Supervisor** – content, workflow, campaign coordination.
- **Multimedia Production Specialist** – dramatically enhance our collateral production capacity, especially video and photo content.

FY26 MARCOM Program

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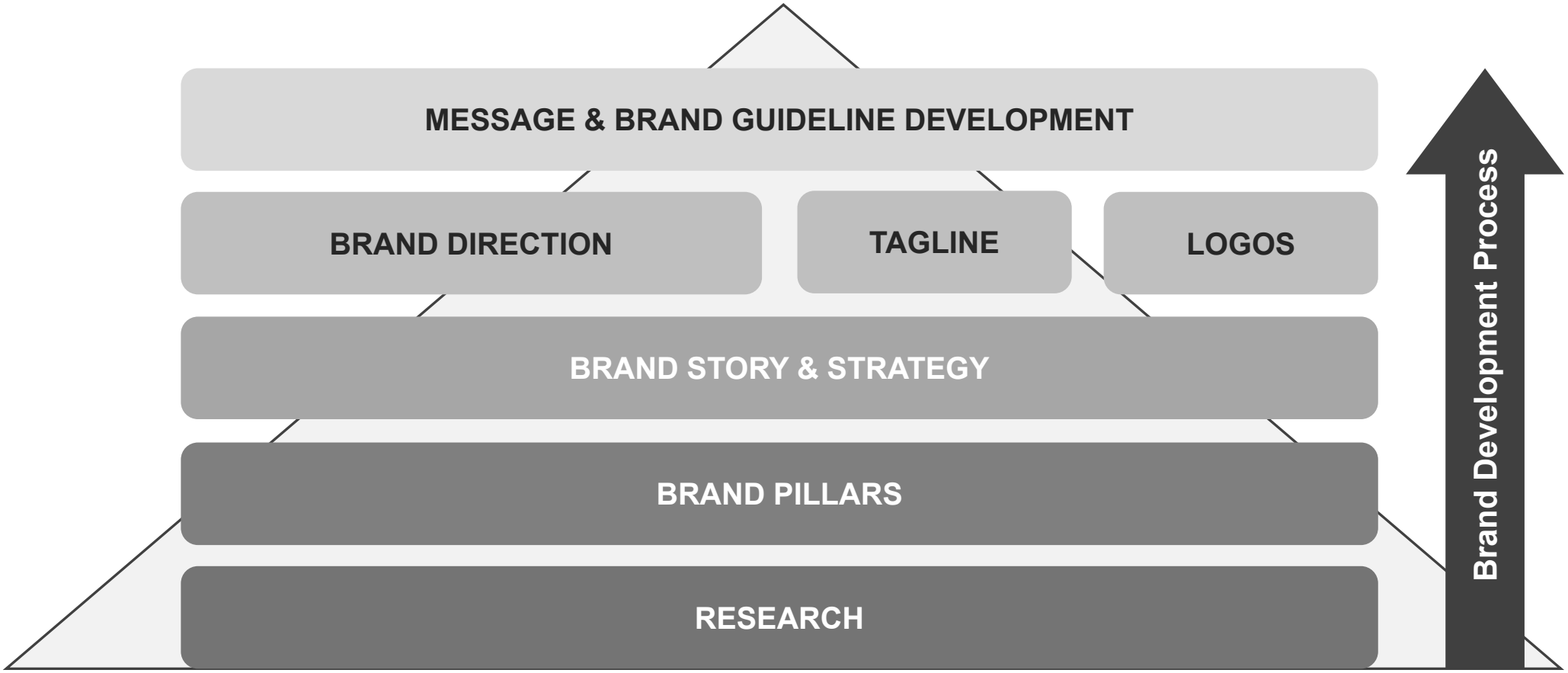
Nascent brand adoption

Brand Development Process



Brand Development Process



Brand System

- Governance
- Fidelity
- Workability
- Socialization
- Adaptation

Brand Implementation Process





TOWN OF Herndon
LIVE DIFFERENTLY.

Implementation

Activation

Amplification

Adaptation

Strategic Foundation

TOWN OF

Herndon

LIVE DIFFERENTLY.