

**REPORT TO THE
CITY COUNCIL**
City of Salinas, California

DATE: August 16, 2016

FROM: Ray E. Corpuz, Jr. City Manager

BY: Spencer Crtichley, Managing Partner, Boots Road Group, LLC

SUBJECT: CITY OF SALINAS COMMUNICATION STRATEGY

RECOMMENDATION:

It is recommended that the City Council receive and accept the attached City of Salinas Communication Strategy.