

# City of Sachse



Dallas-Fort Worth's suburban communities are booming with new residents and new businesses arriving every day. One such community, the City of Sachse, engaged Cooksey Communications to provide recommendations for enhancing its brand and expanding its communications efforts with residents by performing a communications assessment.

Cooksey team members interviewed a wide range of stakeholders, from City officials to members of the community, to get their perspective about the City's brand and gain insights about how Sachse communicated information. Our team also conducted peer city research to review the brands and communications initiatives of comparable cities.

Cooksey used this information to develop a series of recommendations that included refreshing the City's brand and increasing the amount of proactive outreach to all residents. The final report to the City also included a timeline and budget for how Sachse could implement the recommended changes in a sustainable manner. One high-priority recommendation, for the City to hire its first communications manager, was fulfilled by Sachse shortly after the delivery of the report.

