

Communication Update



Council Presentation
June 16, 2015



Foundation

Mission

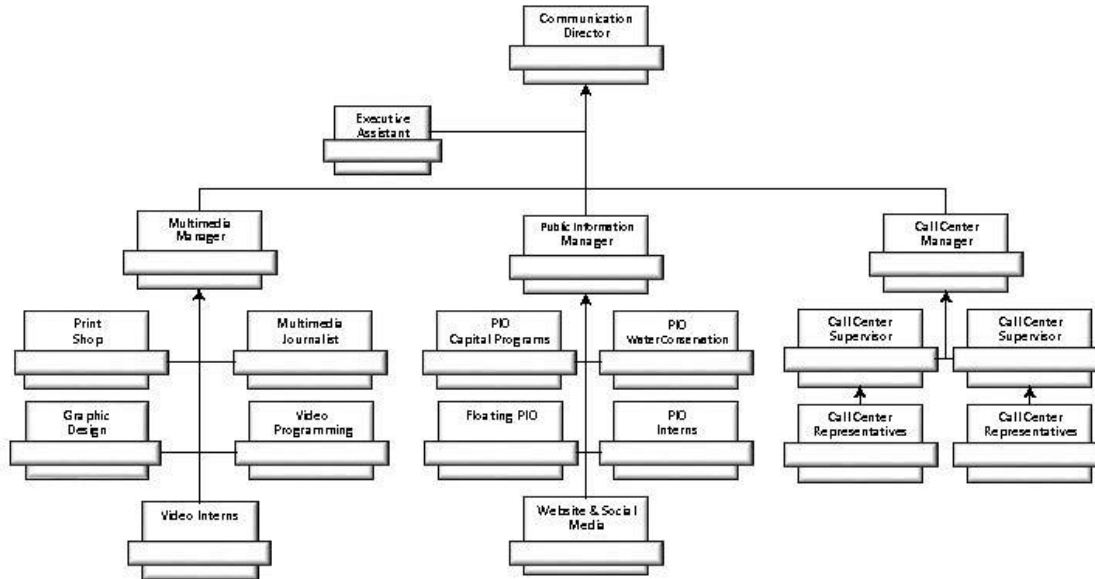
- Proactively shape positive opinions about the City.
- Communicate accurate information in a timely way to the public and workforce on key City issues.
- Lead the way on Citizen Engagement and two-way communication process.
- Lead the way on Customer Service and resolution of citizen concerns and requests for service.



Structure

Communication Organizational Chart

Communication, Media Relations, & E-Government Department





Function - Multimedia



Video Operations

- Live City Council broadcasts
- 4 cable television channels
- 474 public access shows
- 24/7 operations; 99% uptime

Television Studio

- Studio renovation designs
- Beginning bid stage
- Expansion of programming

Print Shop

- Business model development
 - Comprehensive redesign
 - Competitive analysis
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Function - Media Relations

Messaging & Content

- Communication plans
- Message mapping
- Employee newsletter
- Media

Citizen Engagement

- Public meetings
- Social media
- Website

Communication Collaboration

- Advertising
- Communication contracts
- Emergency operations





Function – Customer Call Center



Operational

- 7 a.m. to 7 p.m. (M-F)
- Average 30,285 calls per month
- Busiest time – Monday morning

Work Order Processing

- One call convenience
- Service area specialization
- Assistive technology
- Spanish

Mobile Application Processing

- Website inquires
 - Mobile app work orders
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Initial Results

Citizen Engagement*

- Twitter followers up 25%
- YouTube content up 39%
- YouTube subscribers up 293%
- 98 hours live broadcast of City Council meetings
- 246,647 Call Center calls



Employee Engagement

- 85,000 Contacts
- 6.5M Impressions

Media Engagement

- 917 Direct Contacts



* Calculations are based on October 1, 2014 data



Questions

