

Communication Update



Council Presentation
September 29, 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.
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Progress - Multimedia



Video Operations

- Social media native video
- AT&T expansion
- Ice Rays partnership
- Metropolitan Planning Organization meetings

Television Studio

- Studio design complete
- Bids in progress
- Technology scope complete

Print Shop

- Safety upgrades 80% complete
 - Right sizing of equipment
 - Pricing assessment
 - Software implementation
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Progress - Media Relations

Messaging & Content

- Communication planning
- Media interaction
- Spanish language

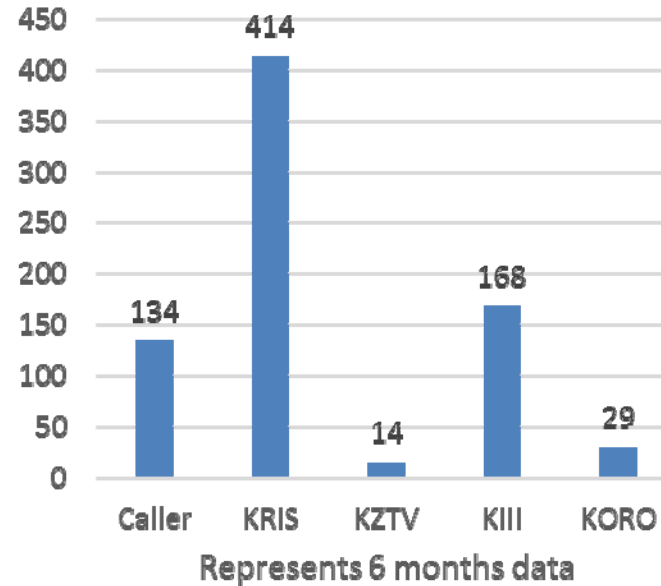
Citizen Engagement

- Let's Talk events
- Website contract
- Public meetings
- Online newsroom
- Ask the City Segment

Communication Collaboration

- Emergency operations
- Labor negotiations
- Mirador event
- Signing ceremony

Media Assistance





Progress – Customer Call Center



Operational

- Break room functional upgrade
- Upgrade telephone payment system
- Upcoming internal department assessment

Work Order Processing

- Collaboration within department
- Training updates
- INFOR implementation assistance

Mobile Application Processing

- Minor updates to apps
 - Promoting app usage
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On-going Success

Citizen Engagement*

- Twitter followers up 48%
- YouTube content up 306%
- YouTube subscribers up 400%
- Over 60,000 Call Center calls

Website

- Online newsroom launch
- Website redesign contract
- 1.7 million unique visitors

Staffing

- Addition of Spanish resources
- Graphic design depth



** Calculations are based on October 1, 2014 data*



Questions



5,000
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