Tangible Result: X.Informed/Participating Public

Champion: Conrad/Brennan | **Submitted:** 08/30/11 | **Data for:** 4th Qtr 2010-2011

Current Overall Rating of This Result:

Fair

Future State (If we do not change our strategy, what will the future result look like?)

Individual departments and project managers engaged in promotion distributes work but is not the most effective or efficient way to operate a communications program for the organization as a whole. We are building a cohesive program by updating shared mas

PRIORITIES & Status

1. Website Redesign
Organization/look upgrade. Offer new products: online payments, social media, consolidated information (is traffic, development guide), forms, etc. Absorb CH tasks into PIO

1a. Online Forms - MOVED TO SERVICE TANGIBLE RESULT

2. Comprehensive Communication Plan
Formalize planning and procedures to improve strategy and effectiveness. Identify key messages, channels, etc and programs/products (advisory boards, public safety campaigns, etc)

2a+. Individual Communication Plans as Identified
i. Advisory Boards, ii. Fire Sprinklers, iii. WWTP,

2b. Policy/Procedure DRAFTS
i. Social Media, ii. Campaign Planners, iii. Review/error control

2c. Templates/Branding

2e. Draft PIO Manual - Promote continuity of service

3. Centralize tracking of existing education/promotion
Departments now reporting approximate number of people at public events - EXPAND/IMPROVE. Track media notices and interactions,

4. Review/Rehab Tangible Result information
prioroties have changed, data should include data outside of PIO.

Measures (with desired trend and ultimate goal / benchmark)

Measure	Desired Trend	Benchmark	Goal
Participation / Engagement *("incoming")*			
Board Applicants	--Constant--	6	6
Distinct Web Hits	INCREASE ▲	90,000	135,000
Subscribers	INCREASE ▲	1,100	2,000
Conversions (online actions)	INCREASE ▲	1,000	1,200
City Issue Vote	INCREASE ▲	MED: 54%	N/A
Outreach / Educational Efforts *(outgoing)*			
Procedural News Releases Sent	--Constant--	33	N/A
Feature News Releases Sent	INCREASE ▲	N/A	12
Participants at City Hall events	INCREASE ▲	N/A	N/A
Participants at Public Safety events	INCREASE ▲	N/A	N/A
Participants at Public Works events	INCREASE ▲	N/A	N/A
Participants at Parks events	INCREASE ▲	N/A	N/A

Current State (should be Descriptive and\or A3Visual) for each measure

Measure	Quarter	Trend	Progress	Rating/Comment	Red	Yell	Green
Participation / Engagement *("incoming")*							
Board Applicants	7	INCREASE ▲	Y	Met Benchmark			G
Distinct Web Hits	111,404	INCREASE ▲	Y	Met Benchmark			G
Subscribers	1,844	INCREASE ▲	Y	Met Benchmark			G
Conversions (online	5,154	INCREASE ▲	Y	Met Benchmark			G
Outreach / Educational Efforts *(outgoing)*							
Procedural PR	30	FLAT	N	INSIGNIFICANT CHANGE - Normal operation			G
Feature PR	0	DECREASE ▼	N	Not a priority item at this time			G
Participants CH	n/a	n/a	n/a	Collection procedure not yet requested			G
Participants PS	n/a	n/a	n/a	Collection procedure not yet requested			G
Participants PW	22	n/a	n/a	Collection procedure not yet requested			G
Participants PR	n/a	n/a	n/a	Collection procedure not yet requested			G

Implementation Plan (Green=Task On Time/Ahead - Yellow=Task Running Behind - Red=Task Late - X=Milestone Date)

#	Leader	Tasks	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
			Milestone Dates											
1	NB	Intended to launch Feb 1. APR - Styleguide, SEO procedures, manual and training. Launched basic site 4/18. MAY6 - Poss. Chamber announcement, short URLs, train extended modules. 3-mo progress		X	X	X	X				X			
1a	NB	APR - Online utility pay, examine staff processes for registrations and forms. MAY - Train eligible users, implement				X	X							
2	NB/GC	APR - Complete and solicit approval of outline, PIO evaluation. MAY- Draft review. JUNE-Management review/approval - Complete by FY2011-2012				X	X	X	X					
2ai	GC/NB	JAN JS to create draft, NB reviews, approval GC. APR - Implement.	X			X								
2aii	NB	FEB - Complete late video from Mar'10, MAR create new video and update 2010 media plan, APR - implement plan.		X		X								
2aiii	NB/TG					X								
2b	NB	2bi APRIL. 2bii MAY. 2biii Implemented				X	X							
2cd	NB	2c MAY- Communications audit, assess workload vs benefit to templates.						X	X					
3	NB	Improve reporting/tracking procedures following metrics identified in Communication Plan (#2) and after several months of reporting and evaluating existing data. New collection starts FY2011-2012						X	X					
4	NB/GC	APR - Evaluate video production needs; review video equipment for purchase. MAY - evaluate Council room audio needs				X	X							
5	NB/GC	Plan and execute increased output of feature stories and media content - increase should be notable following Comp Plan completion and video equipment purchase (should increase leading up to July).							X					

Recent Progress

5	**Increased content distribution through social media including Facebook, Twitter, YouTube, blogging, etc.**
2aiii	**Successful WWTF education campaign, voter approval 80%**
	Sprinkler Video **WWTF- education campaign (brochure, web, social media, feature articles) Program effective with 80% vote**
	A/V Equipment in-use for Council, events - Increased content and distribution