



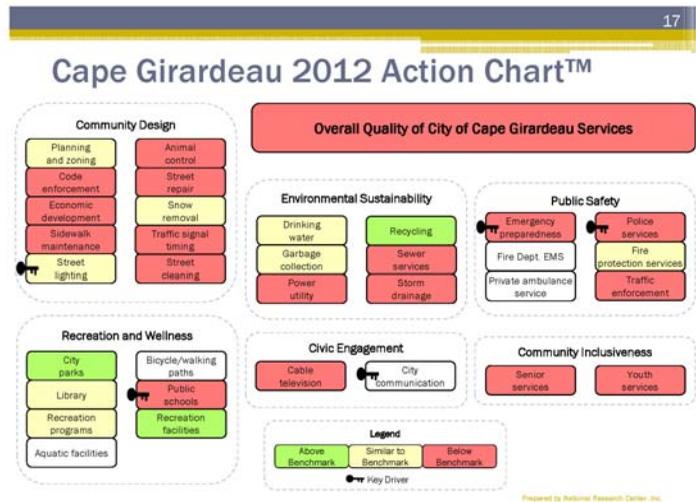
MEASURES: Current Quarter Report & Goal

Current measures reflect the public information model, a focus on one-way outputs from PIO. Public relations outcomes from all departments and proposed objectives forthcoming.

MEASURE	4QTR FY10-11	4QTR FY11-12	4QTR FY12-13	Goal / Target		Bottom Line
Board Apps.	7	7	2	More	Affected by outreach, openings	C
Blogs Posted	0	114	135	90-180	12,996 views by 5,926 unique visitors	B
Avg Views/Blog	0	53	96	More	Affected by distribution and quality	C
Avg Email Open	22%	28%	29%	>33%	Stalled growth could be improved	C
Avg/Day FB Reach	0	2268	2343	More	As many as 8,000 w/ all accounts	A
YouTube Views	693	2316	2550	More	19,000 in last three years	A
Website Visitors	49004	55093	45825	More	Huge increase will come with Munis	A
Web Form Rec'd	0	60	70	More	Huge increase will come with Munis	B
Website Score	77%	83%	89%	100%	Functioning links, accuracy, layout, etc	B
Transparency	0	81%	81%	100%	Huge increase will come with Munis	B-
Subscriber Profiles	1844	3470	6279	More	Emails, Social Media, Etc.	C

CURRENT QUARTER: Data, Descriptions, Visuals

KEY DRIVER: A successful public relations program for the City will improve access to, and survey-reported perceptions of, City services in all areas.



For the complete 2012 Citizen Survey, visit cityofcape.org/results

Communication Plan Elements

- RESEARCH: Determine scope, effect, and purpose of City comm.
- ANALYSIS: Review public segments, SWOT, partners
- STRATEGIC PLAN: Define goals, objectives, strategies, tactics/task
- MANUAL: Define roles of 30+ City communicators, detail tasks
- MEDIA: Support strong dept/media relationships
- BRANDING: Facilitate consistent adoption and maintenance
- WRITING: Promote plain language standards, accessibility
- EMERGENCY: Training and tools to manage communication needs
- APPENDICES: A3 overhaul, updated reporting, passwords, succession planning, budget

[Proposed 2013] OBJECTIVES & Key/Current Initiatives

With direction from citizens and City leadership, the City's public relations program should position the City as:

1. **INFORMATIVE:** Maximize access to and impact of city information by publishing timely, relevant content through appropriate channels such as news media, 993 and blogs; anticipate, plan for and meet citizen demand for services
2. **TRUSTED:** Promote confidence in government through execution of city values; lead the region in transparency and accountability; publish public affairs reports; develop fiscal education programs; increase service quality perceptions
3. **ENGAGING/EMPOWERING:** Facilitate civic engagement and recognition; support neighborhood development efforts; increase participation in target programs; promote community pride; leverage department programs in support of communication goals; increase citizen satisfaction with outreach efforts
4. **SAFETY FOCUSED:** Promote safe behaviors and perceptions; emergency & crisis response: provide for timely, convenient access to crucial information in the event of an emergency; staff training; community education/training
5. **SUPPORTIVE:** Collaborate with external partners in visitor/business marketing; community groups; leverage resources

IMPLEMENTATION PLAN SUMMARY

	● UPCOMING				✓ Complete				+ Adequate				- Inadequate				X LATE			
	1314 Q4				1415 Q1				1415 Q2				1415 Q3							
WEBSITE. Device & browser compatibility Integrate Dept. software: Munis, Parks, etc. Responsive, Curation/Discovery (Obj. ALL, Web Team, NB)	+	+	+	+	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
COMM PLAN. Finalize Strategic Communications Plan (Objectives Outlined Above) Centralize Reporting Legacy Survey/Strategy Eval. (Obj. ALL, NB)	X	X	X	X	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
EMERGENCY COMMUNICATION. Web development City-wide training Update PI annex of plan Texting, Web (Obj. 1,4 EM TEAM(S),NB, JS)	X	X	X	+	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
INCREASE NO. OF SUBSCRIBERS. Invite likely customers on existing lists Location-based apps, signage Leverage public meetings (Obj. 1, NB)	-	-	-	-	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
(CIVIC) GROUP CRM. Index club presentation interactions Develop speakers bureau Centralize Reporting (Obj. 1-3 NB)	-	-	+	+	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
TRANSPARENCY. Reasonably meet Transp.org requirements Review issues associated with accreditation Munis impact (Obj. 2 NB)	+	+	+	+	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
COUNCIL ROOM UPGRADE. Push presentations to attendees and viewers online and TV. Installed August Remove ads from broadcast (Obj. 1-3, NB)	-	-	-	-	✓	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
TAX INFO. Added sales, property, real estate tax information TTF Expand background and use info for all sales taxes (Obj. 1, CC, NB)	X	X	X	X	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
RIDE THE CITY. Active Bike Promotion grant administration (Obj. 1, JS)	+	+	+	+	•	•	•	•	✓	•	•	•	•	•	•	•	•	•	•	•
CG 993 TV. Vid quality, add weather/alerts, emergency access (Obj. 1, JS)	+	+	+	+	•	•	•	•	✓	•	•	•	•	•	•	•	•	•	•	•
DASHBOARD. Operations snapshots Department summaries (Obj. 1, NB)	-	-	+	+	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
NEIGHBORHOOD DEVELOPMENT INITIATIVE. New. (Obj. 3, Develop. Dept.)	+	+	+	+	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

Recently Published or Complete: Smarter Sewers with SCADA; Becoming a Firefighter, Inspired by Joplin Mission; Nuisance Meeting w/ Survey and Summary; Cape Chronicle TV show; Weather Widget review for CG993; Staff time tracking