



**COMMUNICATIONS QUARTERLY REPORT  
FY2023: QUARTER 3  
COMMITTEE OF THE WHOLE - JULY 19, 2023**

# AGENDA

Campaigns, Events, Projects

Measurables

311 Tracker



# Campaigns

## Quarter 3 Campaigns

- Fertilizer Restrictions
- Hurricane Season 2023: “Be Prepared”
- Boater Safety
- Red, White & Boom Advertising

## Ongoing Campaigns:

- Solid Waste messaging
- [Rental Registration](#)
- Water Quality and Blue-Green Algae
- Public Education on FY24 Budget

# Events



## APRIL

- Bike Night
- Cultural Park Ribbon Cutting
- Arbor Day Event
- Verizon Grant Tree Planting at Cultural Park



## MAY

- Memorial Day/Veterans Recognition
- SUN Trail Ribbon Cutting
- Hurricane Expo



## JUNE

- Tree Giveaway
- Business Roundtables
- Flag Day Ceremony
- Hurricane Seminar

# Projects

- Parks & Rec: [Summer Activity Guide](#) (May-August)
- Utilities: [Water Quality Report](#)
- Economic Business Development: [Business Roundtables](#)
- [Cape Coral Quest](#)
- [Citizens Academy](#): Fall sign-up has begun
- On The Move: print publication mailed to all residences and businesses
- Media Relations Policy & Media Training
- Videos: [Fertilizer](#), [Hurricane Expo](#), [Pet of the Month](#), Yacht Club – anticipated completion in 3-4 weeks
- Bi-annual Citizen Survey: Results expected end of summer
- Monthly electronic newsletters
- Development Services: Development Discussions
- Working with ITS to make Cape Coral 311 App more user-friendly

# Measurables

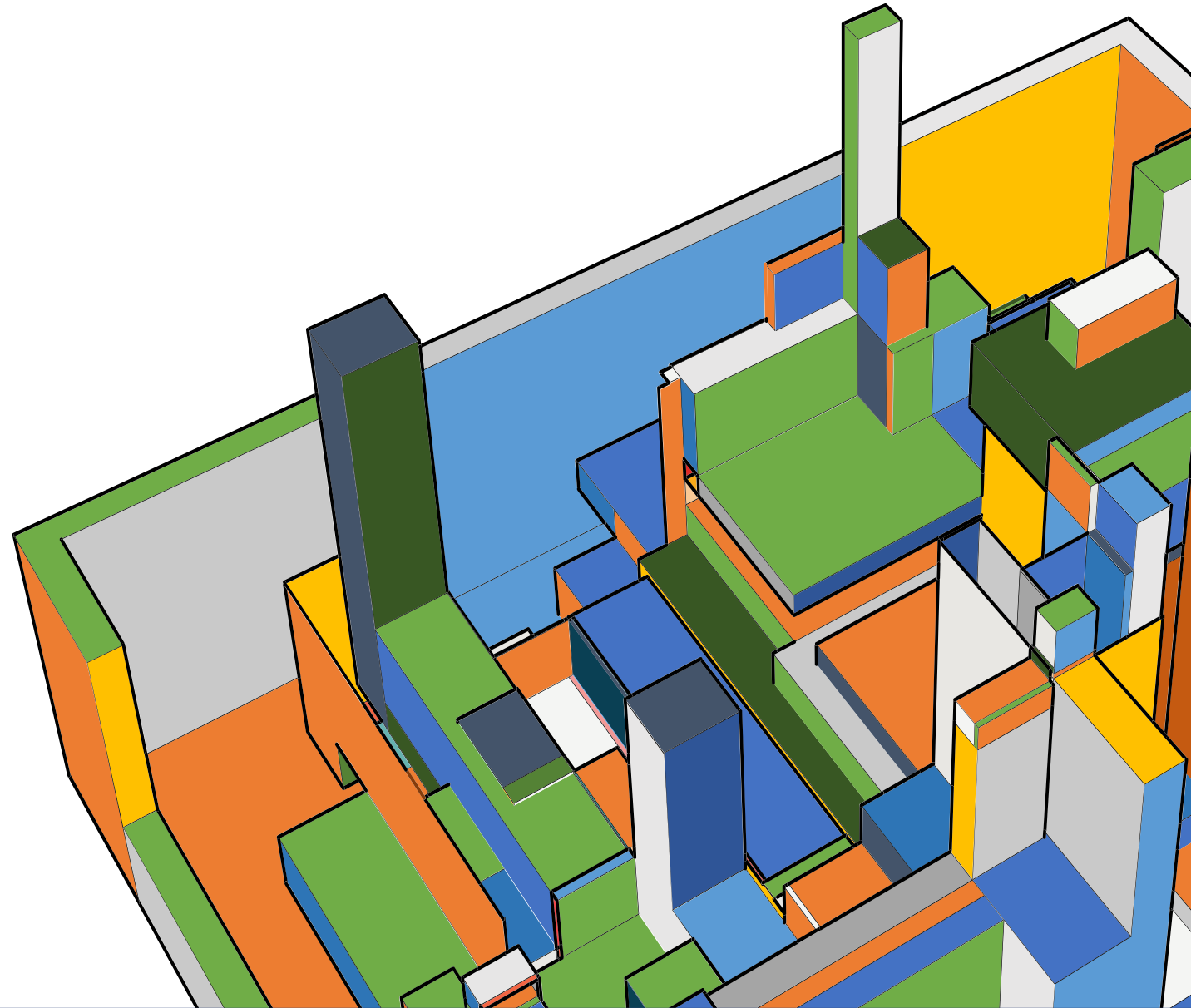
FY	Press Releases	Facebook Followers	Website Views	Instagram/Twitter Followers
2019	~30	6,192	3,605,029	*
2020	59	8,661	3,776,906	*
2021	99	9,746	4,208,757	465/4,046
2022	195	20,499	4,722,797	2,116/6,033
2023	232/78	21,519	3,739,863	2,776/6,434

# 311 Update

- 3 full-time and 1 part-time Customer Service Representative
- Open position remains
- Hot topic: Solid Waste, primarily regarding Trash Tote Replacement

# 311 Topic Tracker

- Visit [www.CapeCoral.gov](http://www.CapeCoral.gov)
- Under “Departments” select “Office of Communications”
- In the left navigation bar, select “311 Call Center”
- Click the Topic Tracker image on the right side of the page





# Awards



- FMCA 2022 Rising Star Award
- FMCA 2022 Best Web Resource Award

**THANK  
YOU!**