



COMMUNICATIONS QUARTERLY REPORT
| 311 REQUEST ISSUE OVERVIEW
APRIL 12, 2023

AGENDA

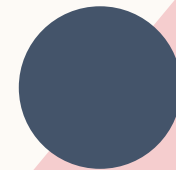
Campaigns, Events, Projects

Marketing, Social, Public Relations

Measurables

311

311 Topics Tracker



CAMPAIGNS

Current

- Know Your City
- Open For Business
- Mobile Food Vendors

Upcoming: Hurricane Season: Be Prepared; Irrigation Ordinance

Annual: Fertilizer

On-going: Unlicensed Contractors; Rental Registration

EVENTS



JANUARY

- Tour de Cape - Jan 20/22
- Cape Coral Art Fest - Jan 14/15
- Kids Fest - Jan 20



FEBRUARY

- Ground Owl Day
- Bike Night
- Cape Coral Quest App Launch



MARCH

- Caloosahatchee Connect
- Del Prado Linear
- Art Center Garden
- Lake Kennedy
- Sounds of Jazz
- Gator Trails

PROJECTS

- Parks & Rec: Summer Camp Guide & Activity Guide
- Utilities: Water Report, Backflow Pamphlet
- EBD: Flyer & Project Map
- Cape Coral Quest, Staircase Photo Gallery
- Citizens Academy
- Procurement: Open House
- Art Center: Call to Artists
- Media Relations Policy & Media Training
- Videos: CRA Commercial, Pet of the Month
- Bi-annual Citizen Survey

MARKETING

- Maintain City website; update webpages
- Creation of graphics and logos
- Organization, coordination, editing, proofing and disseminating the monthly e-newsletter, the twice a year On the Move publication, quarterly Parks and Rec Guides,
- Participation in Visitor's Convention Bureau and Tourist Development Council weekly meetings
- Social Media Coordination
- Citizen's Academy scheduling, advertising, organizing and running
- Marketing planning for City initiatives and campaigns
- Cape Coral Quest creation, advertising and launch

SOCIAL MEDIA

- One marketing specialist is devoted to coordinating our social media
- They develop and curate our engaging content for all social media platforms
- Attends events and produces live social media content
- Meets with ancillary facilities staff quarterly to ensure we maintain a unified brand voice across our channels
- Collaborates w/marketing team to create social media calendar
- Monitors social media channels for trends
- Reviews analytics and reports on key metrics
- Interacts with users and responds to social media messages, inquiries and comments

PUBLIC INFORMATION

- Our public information specialists communicate with the public, the media and other agencies regularly as needed to disseminate timely, accurate information.
- Develop and curate engaging content for social media platforms.
- Write and disseminate all City press releases – average about 20/month
- Organize media events, press conferences and interviews
- video team and write and create our educational and promotional videos
- Assist with writing talking points for officials
- Review analytics and provide curated news content to all City employees daily

MEASURABLES

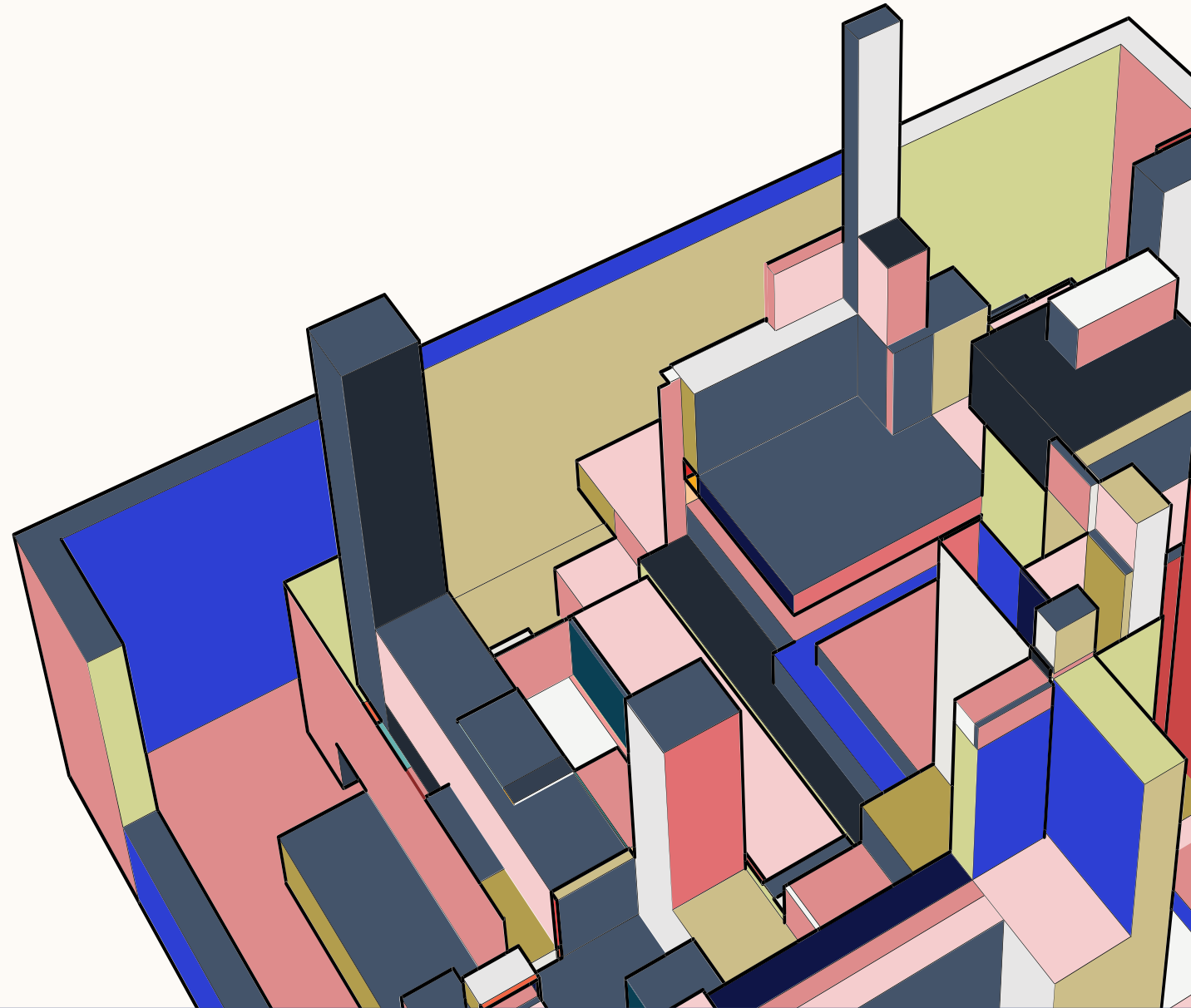
FY	Press Releases	Facebook Followers	Website Views	Instagram/Twitter Followers
2019	~30	6,192	3,605,029	*
2020	59	8,661	3,776,906	*
2021	99	9,746	4,208,757	465/4,046
2022	195	20,499	4,722,797	2,116/6,033
2023	154/60	21,016	2,693,686	2,464/6,229

311

- The city's call center is comprised of 3 full time and 1 part time individuals
- They are a one-stop center and process inquiries by phone and email
- Solution Center
- Averaging: 800 calls per week – roughly 40 calls per day per staff, more than 50/day when one is out
- Hot topics: Waste Pro and Disaster Debris Removal

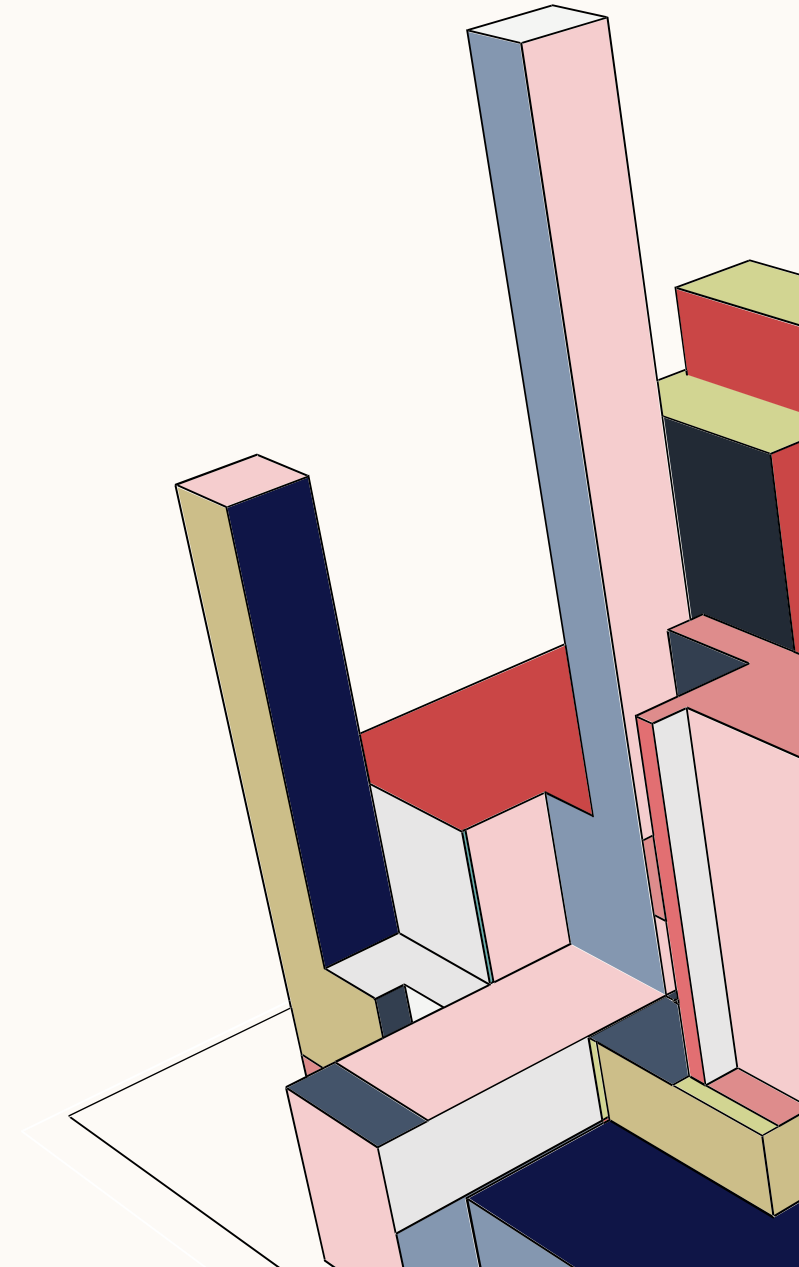
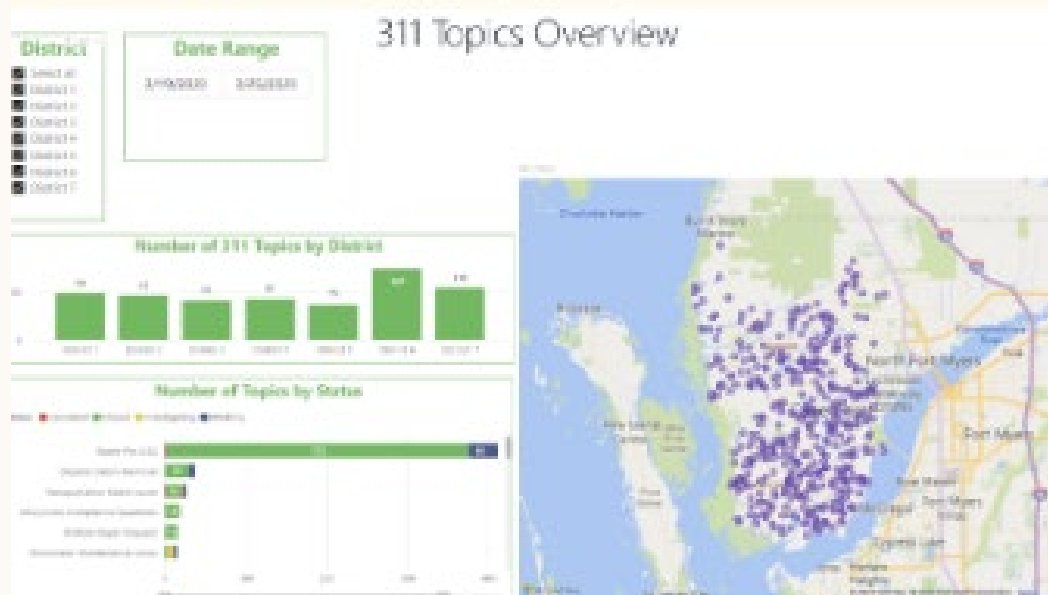
311 TOPICS OVERVIEW

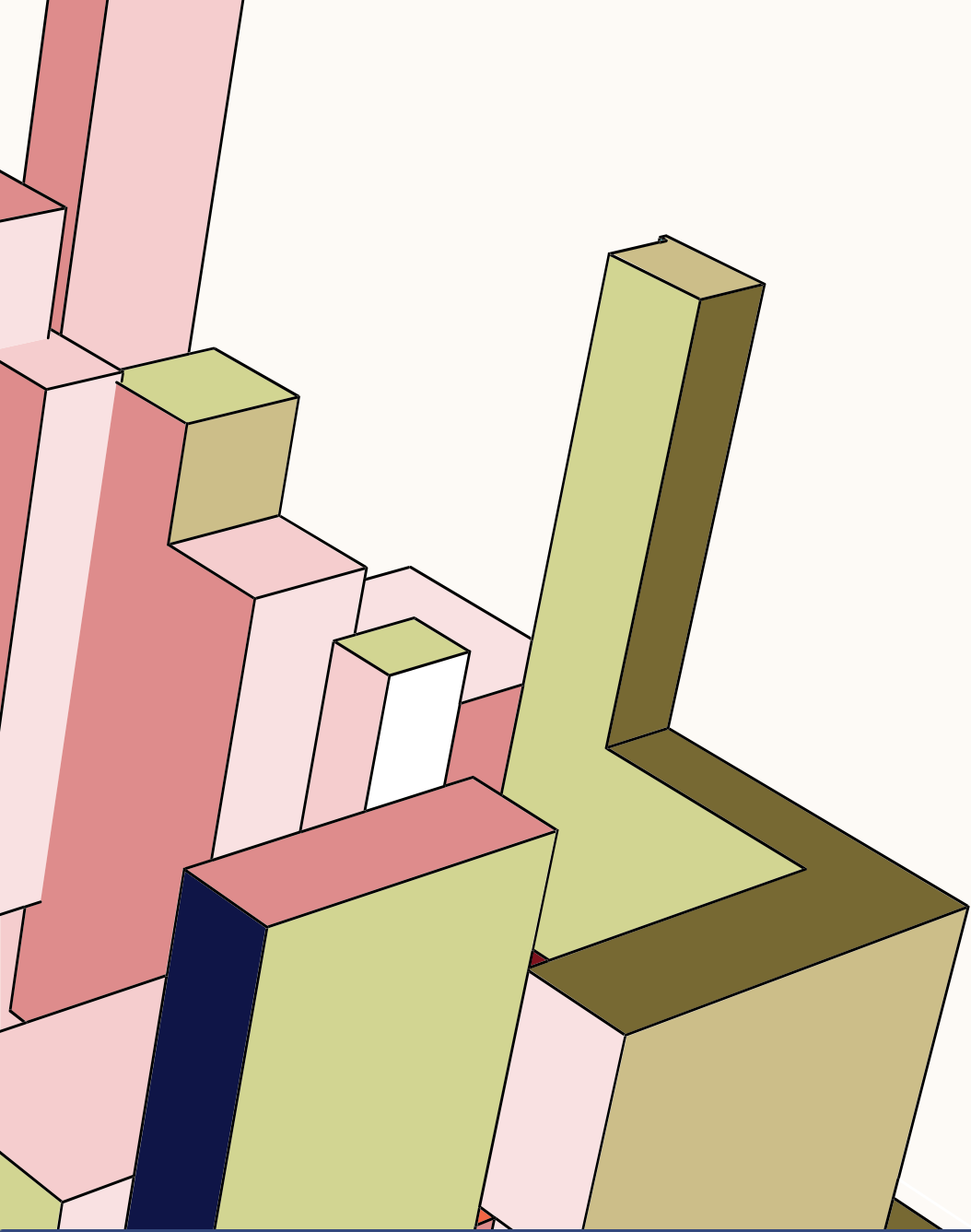
- Easy to use
- Top Issues Per District
- Performance results
- Quarterly reports



HOW

Go to Communications then 311 Call Center on website
Select the photo below:





LET ME SHOW YOU

HOW TO USE IT

DISTRICT BREAKDOWN

PERFORMANCE RESULTS

EASY TO USE

OVERVIEW

Select link

Select Date Range

Make sure end date is after start date

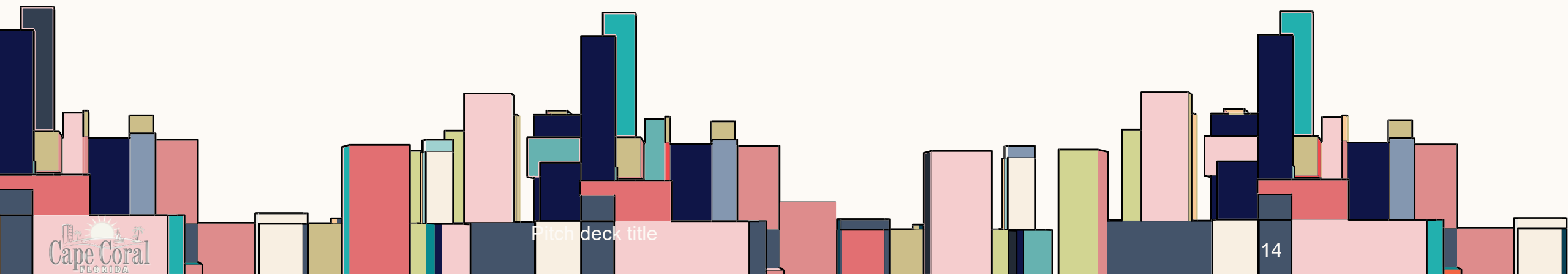
Select District

Can be one or multiple

Review issues by district

Further break down by issue type and status

Look up by map



THANK YOU.

QUESTIONS?

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