

Communications Department

VISION

The Communications Team will be among the best in the nation at performing three core proficiencies: packaging and releasing information, broadcasting information, and providing access to information.

These capabilities will help revolutionize data networks and collaborations between the City and constituencies on key issues such as the budget, public safety, capital improvement projects, economic development, planning and zoning, parks' programs, public input meetings and other matters. They will also help City Council and City officials to encourage and engage stakeholders in identifying solutions to address challenges facing local governments.

MISSION

The mission of the Communications Team is to educate and engage residents and stakeholders about City services and programs, to manage the City's brand through innovative marketing and promotion campaigns and to assure the consistent, timely and transparent delivery of information through the citizens' communications tools, media outlets, community portals and other partnerships.

SERVICES

The Communications Team is currently comprised of nine members (eight full-time and one part-time). There are six primary areas of responsibility managed by the department:

MCTV-16: Produces and airs quality municipal programming 24 hours a day, seven days per week on the City's PEG (Public, Education, Government) station; Ch. 16 on Comcast and Ch. 99 on AT&T Universe. Programming includes City Council, Planning and Zoning Commission and Parks Board meetings, a monthly news show (In the News), a bi-monthly Council recap (On the Agenda), a unique one-minute promotional commercial (Missouri City Minute) informational videos on programs, services and events, a news crawl and a bulletin board.

Public Information: Develops and manages consistent, timely and accurate dissemination of information to the news media and other constituencies, as well as fostering news coverage. Develops and distributes news releases based upon City Council action, benchmarks on major City projects and special events. Manages emergency public information upon activation of the Emergency Operation Center.

Websites: Establishes and manages the City's Web presence as a distinct media platform by creating original content and implementing technical innovation. Maintains knowledge and awareness of best practices and prevailing developments in Web technologies, standards and requirements, and applies these to promote continuous improvement. Liaises with departments to assist and encourage the uploading of information and to ensure content is current, pertinent and meets user needs.

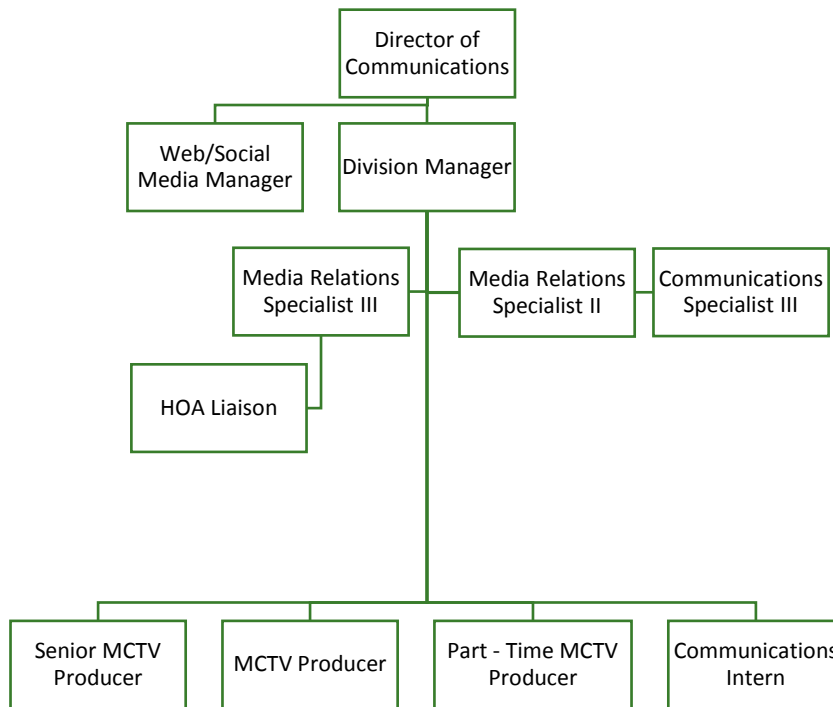
Citizen Communications: Responsible for liaising with Homeowner Associations to continue to build alliances with these organizations and to educate and inform them about City policies and services. Manages City staff presence at HOA, Council District, town hall and public meetings. Develops and publishes "Show Me" Missouri City citizen newsletter. Through Communications Specialists in the City Hall Front Lobby, handles in-person and telephone inquiries, solid waste/various other payments, and

event planning. Manages 1690AM, the City's radio station used to air weather, mobility and emergency updates.

Social Networking and Marketing: Increases the growth of the City's social media communities and brand awareness, improves engagement, and executes day-to-day integration efforts between digital, on-air and social media properties.

Special Projects: Responsible for the overall branding program for the City and use of the official, trademarked City logo. Counsel departments on their communication needs and communicating information to citizens. Manages the City's awards programs.

ORGANIZATIONAL CHART



FY 2017 SIGNIFICANT DEPARTMENTAL ACCOMPLISHMENTS

- Wrote, produced, and directed the -ICMAtv—Texas Success Program Tourism Video. The film was screened for more than 6,000 guests at the 102nd Annual ICMA Conference, streamed on various ICMA media platforms reaching an estimated 250,000 viewers, shared at dozens of citizen and stakeholder meetings, posted on the City website and YouTube Channel where it has received hundreds of views and aired on Missouri City Television Comcast/AT&T U-verse channels.
- Developed and managed innovative marketing/branding/promotion campaigns for the First Annual Community Night Out, the Frank Simpson and Ruben Davis Drives ribbon-cutting ceremonies, the MCPF Super Bowl Fundraisers, the Third Annual Black History Month Celebration of Culture & Music, the First Annual MCTX FEST, the First Annual Mother’s Day Cake Decorating Event, and the City’s Job Fair & Career Development Forum.
- Managed three strategic website projects: **MissouriCityTX.Gov**—oversaw redesign of the City’s main web presence to improve functionality, navigation and mobile access; **MissouriCityReady.com**—oversaw platform migration and content overhaul; **Mcparksfoundation.org**—developed and designed a new website for the City’s first-ever 501©3—Missouri City Parks Foundation—as well as the 501©3 Parks Foundation sponsorship packet.
- Produced more than 100 MCTV videos that received 27,384 total views and 158 shares; leveraged the City’s social media outreach to increase civic engagement utilizing, Facebook: more than 5,000 likes, Twitter: MissouriCityTX and MissouriCityEM followers (more than 3,000 and 800 followers, respectively), Instagram: more than 300 followers, YouTube: more than 300 subscribers and the launch of the City’s Snapchat account: MissouriCityTX at the First Annual Mother’s Day Cake Decorating Event. And, to assure accurate, timely records’ management of social media posts, secured a contract with industry leader ArchiveSocial.
- Earned six Silver Communicator Awards of Distinction and two Silver and 15 Bronze Telly Awards. The Telly Awards is the premier award honoring the best in TV and Cable, Digital and Streaming, and Non-Broadcast Productions.
- Managed upgrade of MCTV’s video/archive/indexing and recording system from standard-definition to high-definition and launched the City’s first-ever mobile application through the service, enhancing the overall quality of programming and improving transparency, outreach and mobile capability. Also, secured and installed a new A-List Broadcast Automation system for replacement of an end-of-life system.
- Managed the Community Input Symposium in partnership with consultant Creative Consumer Research to secure citizen/stakeholder feedback on the website redesign, Comprehensive Plan Update and the Fiscal Year 2018 General Fund Budget; drew an attendance of more than 300.
- Effectively designed, marketed and rolled out the City’s Recycling Campaign, reaching more than 75,000 residents and stakeholders in print and digital mediums.
- Greatly increased citizen interactions through attendance of more than 182 HOA/community meetings and events; facilitation of more than 225 questions/complaints/inquiries from residents and property managers; and coordination of at least 67 facility accommodations for HOA/MUD/civic group meetings.

- Increased participation in the Municipal Volunteer Program by more than 100 new participants and a total of approximately 4,200 total volunteer hours; hosted the first annual MVP Public Input Forum in 2016 and coordinated selection of finalists and a winner of the first ever MVP of the Year Award.
- Successfully implemented several City Manager HPO initiatives including directing the Internal/External Communications Task Force for which team members created a staff/community survey (58 external and 68 internal responses were received) and wrote a final report analyzing challenges and identifying opportunities; and producing the City's first Annual Report: Missouri City "InFocus", which chronicled the year-end successes of all departments in achieving City Council and City Manager priorities. It may be viewed here: <http://bit.ly/2iOm96b>.
- Served as the City's Public Information Officers during activation of the EOC in 2016, including provision of all public, media and stakeholder outreach during the 2016 Memorial Day Flooding incident.
- Designed, produced and marketed innovative materials for the following major projects with significant organizational impact: the 2017 Legislative Agenda packet, materials for the City's new Mission, Vision, Credo and Code of Ideals, City Council recognition certificates, graphics for the annual State of the City, the First Annual Mother's Day Cake Decorating Event, the first-ever Tourism/New Resident Guide, the first-ever print/digital employee newsletter, the Leadership NOW Symposium event card and brochure, invitation promotional for MCTX FEST/Second Annual Community Night Out/First Annual Mother's Day Cake Decorating Event, universal event comment card with social media graphic, City advertisement for Juneteenth gala brochure, Job Fair & Career Development flier, the Municipal Volunteer Program logo and event banners for MCPF/Community Night Out/Black History Month Celebration.

FY 2018 DEPARTMENTAL GOALS	STRATEGIC PLANS OR PRIORITIES SUPPORTED BY GOAL
Finalize full implementation of newly redesigned City website	Council Priority
Design, develop, trademark and implement MVP branding and marketing logo/materials	Management Priority
Launch strategic marketing/branding campaigns for City mobile app	Council Priority
Upgrade of Council Chambers production/presentation technology, art and seating	Council Priority
Manage municipal cable television audit/upgrade of all equipment/drops in City facilities	Strategic Plan Element
Redesign City PowerPoint, letterhead, news release and business card templates	Strategic Plan Element
Finalize full implementation of City Council website pages	Management Priority
Expand media partnerships, and update media policy, thereby building Missouri City's presence in regional, national, and international media coverage.	Strategic Plan Element
Continue revamp of Missouri City Television programming, building on popular videos, launching a quarterly "Restaurant Review" with a focus on the City's Restaurant Scores, and producing spotlights on operations.	Management Priority
Produce 3 "Show Me" Missouri City citizen newsletters and one annual report (In Focus).	Management Priority

PERSONNEL SCHEDULE

Positions	FY 2016 Actual	FY 2017 Revised Budget	FY 2018 Adopted Budget	FY 2018 Revised Budget	Salary Grade
Communications Director	1	1	1	1	Uncl.
Division Manager	1	0	1	1	22
Senior MCTV Producer	1	1	1	1	13
HOA Liaison/Community Relations Coordinator	1	1	1	1	13
Media Relations Specialists	1	1	1	2	11
MCTV Producer	1	1	1	1	8
Customer Relations Specialist III	2	2	2	1	8
Total Full-Time Employees	8	8	8	8	
<i>Part-Time Employees</i>	<i>2</i>	<i>1</i>	<i>1</i>	<i>1</i>	

PERFORMANCE INDICATORS

Indicators	FY 2016 Actual	FY 2017 Budget	FY 2017 Estimate	FY 2018 Budget
❑ % of Effective “publication” of news releases in 2 print media (publication of material in Chronicle, FB Lifestyles magazine)	90	95	97	98
❑ Website Bounce Rate % (time visitors spend viewing content)	28	25	28	30
❑ % of New Website Visitors (subscribers, social media, videos)	85	95	96	97
❑ % of Returning Website Visitors	80	85	86	90
❑ % of Social media link shares (growth of FB/Twitter/YouTube)	32	45	50	60

ACTIVITY MEASURES

Measures	FY 2016 Actual	FY 2017 Budget	FY 2017 Estimate	FY 2018 Budget
Views/shares of MCTV videos on YouTube	43,000	57,000	57,000	65,000
Press Releases (including bulletin boards, PSAs, mass e-blasts)	250	250	475	500
E-Subscriber List	3,100	5,000	10,000	15,000
Views of City Video on website	15,000	20,000	20,000	25,000
Average Monthly Website Page Views	23,650	27,640	27,640	29,000
Average minutes on website	6	6	6	8

**CITY OF MISSOURI CITY
101 - GENERAL FUND**

10 - GENERAL GOVERNMENT

108 - COMMUNICATIONS

Object and Description	Actuals FY 2016	Original Budget FY 2017	Revised Budget FY 2017	Estimated Actuals FY 2017	Adopted Budget FY 2018
EXPENDITURES					
51 - PERSONNEL COSTS	553,448	552,158	552,158	609,133	575,839
52 - SUPPLIES & MATERIALS	16,112	29,126	23,426	17,042	24,750
53 - PROF/CONTRACT SERVIC	92,193	104,504	107,604	116,827	107,690
54 - REPAIR & MAINTENANCE	-	400	400	-	400
55 - UTILITIES	-	348	348	252	348
56 - OTHER EXPENDITURES	26,006	18,084	20,684	26,482	18,883
TOTAL EXPENDITURES	687,760	704,620	704,620	769,736	727,910

