

court to preside. The jurors are provided refreshments throughout the morning and if court lasts past lunch hours the judges often let jurors leave with a time to come back.

- ❑ Trial dockets are implemented to accommodate officer schedules. This ensures that officers are performing their regular scheduled duties, time off, and saves the city overtime expenses.
- ❑ Three years ago the court began using a new software program. All of the clerks and judges have been personally trained on the software and are very proficient at using it. Four months ago we had a trainer come to the court to make sure we were using all of the programs the software had to offer. By doing so we have been able to operate the court for efficiently. We continue to advance our court technology on a regular basis. The court now has ability to notify citizens by phone if they have missed their court dates which enables them time to take care of citations before they are put into warrants. Each of our clerks are trained and utilizing programs to help in our collection of unpaid fines. With all of these systems in place we have increased our revenue \$28,000.00 more than last year at this budget time. The court is also helping with our new system “See Click Fix.” This helps communicate the status of code violations once they are handed over to the court.
- ❑ We participated in the State Wide Warrant Round-Up. Our court, amongst many others, worked together to collect fines and fees that have gone uncollected. We used the bailiffs, volunteers, the city website, as well as many other public information systems to inform citizens before the round-up began. We provided them the opportunity to come in and take care of their warrants before officers visited their home or job. We collected over \$21,000.00 in past due fees and fines. We will continue to stay up to date on warrants and work with the police department to have our warrants served.
- ❑ We continue to use technological advances as well as education provided to us each year by the state to keep the court running efficiently. Our staff is well educated and work hard to make sure the municipal court runs as efficiently as possible.

**Communications**

- ❑ Fielded 19,235 incoming calls via the City’s main contact number; responding to inquiries on public safety, solid waste, permits and inspections, sidewalk repairs, standing water, traffic signals, alarm permits, car registration, establishing a dba, solicitors’ permits, pavilion rentals, recycling of hazardous waste, employment, Comcast and City programs and events.
- ❑ Processed 2,313 payments totaling \$41,618,087.62; transaction categories included solid waste, PIDs, fire protection permits, GRP Pumpage, franchise fees and retiree insurance.
- ❑ Strategically increased website subscription counts by 1,419; main communications of interest: Council Connection, Current City Projects, Happening in Missouri City, Roadway Construction, Show Me Missouri City Newsletter, City Manager’s Update, Leadership Luncheon Series, Twitter (MissouriCityTX and MissouriCityEM), new Instagram account and Facebook.
- ❑ Drew 331,687 site visits to City website: [www.missouricity.gov](http://www.missouricity.gov). Top areas of interest: Jobs, Departments, Community, Police Department.
- ❑ On average each month, the City’s Twitter account: MissouriCityTX, has shown 10,000 times with 375 impressions a day (impressions are the number of times MissouriCityTX is displayed on a user’s feed).
- ❑ Managed promotional Facebook campaigns, resulting in 730 additional likes specifically from posts created by the Communications Team. Current number of likes for the page is 1,900; this milestone has been achieved in fewer than three years. The citywide Facebook page is on pace to continue to be the most successfully operated presence since the City engaged in social networking.
- ❑ Expanded social media outreach with the launch of a City Instagram page in February; averaging 25 posts per month with an anticipated follower increase of 50 followers per month.
- ❑ Produced 475 citizens communications, including news releases, advisories, public service announcements, newsletter articles, and website and social media posts.
- ❑ Coordinated inaugural District HOA meetings; 155 citizens attended and received City Council and Staff presentations on public safety, economic development, code enforcement, development citywide, the Municipal Volunteers Program, solid waste and Parks & Recreation programs. Attendance per district respectively was: A—40; B—35; C—30; D—50.

===== **FY 2016 ANNUAL BUDGET** =====

- ❑ In 2014, the Leadership Luncheon series continued to grow, including on-site luncheons at the City’s major businesses such as Ben E. Keith and thought-provoking discussions from speakers such as Dr. Steve Murdoch, an award-winning demographer from Rice University. The series continues to unite staff and local leaders while also providing attendees the chance to learn more about the prestigious Missouri City community. Ten luncheons were hosted with an attendance of 559 (not including City Council or Staff); generating \$8,500 in new revenue. Currently on-track to surpass revenues in FY2015-FY2016; with the first 2015 Luncheon having already generated \$2,100.
- ❑ Coordinated and hosted the Second Annual Citizens’ University; graduating 15 citizens, bringing the program total to 31. Facilitated citizen involvement in local field trips, tours and the viewing of City projects in process. The third annual session will begin on April 30, 2015, and was launched on the City’s social media networks, which will draw more interest from a fresh audience.
- ❑ Produced 165 videos that received more than 7,000 YouTube views and more than 150 shares. Videos included 2014 State of the City, First Tee promotional project, Citizens’ University Documentary and Year-In-Review. Productions were also utilized for social media marketing campaigns and promotions of City services and programs. We received the following response from First Tee managers: “THAT IS A FANTASTIC VIDEO! We used it to entice Southwest Airlines into a contribution for a recent fundraiser. They were impressed enough to support us.”
- ❑ Won prestigious Telly Award for “Mayor-O Knows” video produced to promote the City’s participation in the H-E-B Healthy Challenge initiative.
- ❑ Responded to 180 media inquiries from local, state and national outlets.
- ❑ Launched a revamped Municipal Volunteer Program (MVP) in September; since then citizens have contributed their talents and more than 932 hours of their time to improve operations in the Police, Fire, Public Works, Parks and Communications departments.
- ❑ Secured \$15,750 in donations for the Leadership Luncheon, State of the City, the Mayor’s Youth Commission Banquet, Citizens’ University, the 10<sup>th</sup> Annual Business EXPO held at Hampton Inn & Suites, the District HOA Meetings, the Crystle Stewart Ceremony, the E.L. Kubosh recognition, the Lexington & Vicksburg Boulevard groundbreaking ceremonies, the FBISD Youth Leadership functions, the Chinese Delegation visits and the Holiday “Thank-You” Luncheon.
- ❑ Facilitated the implementation of the City-Council approved small business policy that will assist area businesses and business owners who want to partner with the City and hosted the first small business workshop drawing more than 60 vendors.
- ❑ In April of 2014 the newly revised FEMA flood maps became official. Communications designed and mailed a postcard to inform Missouri City residents of the remapping changes that affect Fort Bend County and the potential increase to the cost of homeowner insurance rates.
- ❑ Designed an app for a SeeClickFix mobile application that allows residents to report code-enforcement violations. The innovative design shapes the overall mobile app user experience while adhering to already established City branding standards. Estimated cost savings due to in-house design: \$5,200.
- ❑ Designed two highly effective portable banners that serve as branding/marketing tools to deliver a single, consistent message at all venues. The two designs work in tandem to increase brand awareness. Estimated cost savings due to in-house design: \$10,500.
- ❑ Designed cover for FY2015 General Fund Budget that graphically celebrates the City’s successes; have created the designs since 2013. Estimated cost savings since then due to in-house design: \$2,250.
- ❑ Designed Municipal Solid Waste Program commercial service flier that will be distributed to all new businesses via Development Services.
- ❑ Drafted and mailed more than 180 solid waste letters to the City’s commercial customers notifying them of rate increases and service changes.
- ❑ Earned the “Creekmont Meritorious Award” in “appreciation for outstanding dedication and service above and beyond the call of duty”.
- ❑ Honored by the National Association of Professional Women for “excellence, leadership and commitment to her profession, while encouraging the achievement of Professional Women”.