

DEPARTMENT: **GENERAL GOVERNMENT**  
**COMMUNICATIONS**

FUNDING SOURCE: **GENERAL FUND**  
 FUND NUMBER: **101-10-108**

**DESCRIPTION OF OPERATIONS**

There are six primary areas of responsibility managed by the Communications Department to inform and educate residents and other publics about City programs and services and to assure the consistent and transparent delivery of information.

**MCTV-16:** Produce and air quality municipal programming 24 hours a day, seven days per week. Programming includes City Council and Planning and Zoning Commission meetings, a bimonthly news show, informational videos on programs and services and events. Creation of bulletin board information relating to City activities.

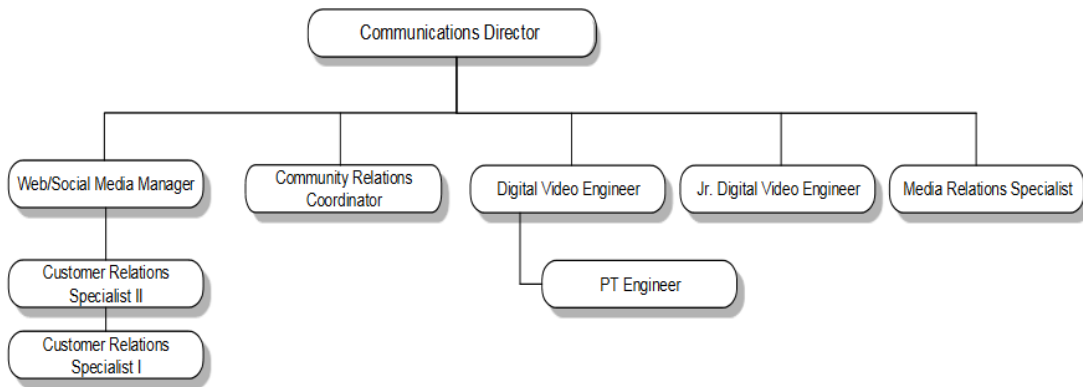
**Public Information:** Develop and manage consistent, timely and accurate dissemination of information to the news media. Develop and distribute news releases based upon City Council action, benchmarks on major City projects and special events. Manage emergency public information upon activation of the Emergency Operation Center.

**Websites:** Establish the City's Web presence as a distinct media platform by creating original content and implementing technical innovation. Maintain knowledge and awareness of best practices and prevailing developments in Web technologies, standards and requirements, and apply these to promote continuous improvement. Liaise 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 liaison with Homeowner Associations to continue to build alliances with these organizations and to educate and inform them about City policies and services. Manage City staff presence at HOA meetings. Develop and publish a citizen newsletter. Through City Reception, handle in-person and telephone inquiries to City Hall. Manage 1690AM, the City's public television station, and the messages aired on the station as well as missouricityready.com, the City's emergency information Web site.

**Social Networking and Marketing:** Increase the growth of the City's social media communities and brand awareness, improve engagement, and execute 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 the use of the City logo. Counsel departments on their communication needs and communicating information to citizens. Manage the City's awards program.



Total Full-Time Employee = 8  
 Total Part-Time Employees = 1

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<b>STRATEGIC GOAL 2019</b>	<b>DEPARTMENTAL OBJECTIVES</b>
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|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3 | <ul style="list-style-type: none"> <li>• Implement an enhanced strategy to effectively control the City’s brand that is portrayed to employees, stakeholders, residents and media outlets. The revised strategy will: evaluate the effectiveness of the current approach as well as that of key competitors; analyze social media/web analytics to determine information-seeking behaviors and how to better reach audiences; formulate a better customer experience by making information more accessible to specific target audiences; and remain flexible. Key initiatives include, but are not limited to, revising the look-and-feel of the City’s news release template; rebranding the City’s municipal radio station including streaming radio service; implementing the City’s brand with Swagit’s white label mobile app; designing additional marketing collateral including banners, brochures and the “Show Me” Missouri City newsletter; creating a social media calendar to effectively manage the City’s growing networks; rolling-out an online form to collect requests for media coverage and overhauling the City’s website for outdated/erroneous content.</li> </ul> |
| 3 | <ul style="list-style-type: none"> <li>• Develop second comprehensive Citizen Survey to further evaluate programs and services.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 3 | <ul style="list-style-type: none"> <li>• Continue to evaluate and improve the City’s HOA Program, partnering with all departments, strengthening existing relationships with Board Members, Property Managers and residents. Develop an HOA presence on the homepage of the City website and continue to assess best usage of common issues of interest in communications and tools and processes/procedures. HOA Liaison/Community Relations Coordinator will continue to develop citizen contacts in neighborhoods without HOAs to further expand the dissemination of news, alerts and advisories citywide.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 3 | <ul style="list-style-type: none"> <li>• Continue development of Leadership Luncheon series bringing together executives, entrepreneurs, innovators and community leaders from throughout the region and the County to discuss the trends and challenges facing business leaders today. Increase sponsorships and host first annual conference with a focus on the City’s small business policy.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 3 | <ul style="list-style-type: none"> <li>• Continue quarterly publication of the “Show Me” Missouri City newsletter; customizing one edition as a comprehensive Annual Report.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 3 | <ul style="list-style-type: none"> <li>• Redesign the City’s web presence – MissouriCityTX.Gov to align overall presentation with updated strategic goals and perform a website content overhaul for the emergency management website – MissouriCityReady.Com.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 3 | <ul style="list-style-type: none"> <li>• Continue development of Citizens’ University to engage and educate the citizenry. Incorporate Alumni expertise and talent into City committees, boards, commissions and Volunteers programs to continuing fostering City-Citizen partnerships. Assess case studies’ format to determine if resident input/feedback yields solutions Staff can incorporate into policies, procedures and processes.</li> <li>• Expand Municipal Volunteer Program, further engaging residents in City projects</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

===== **FY 2017 ANNUAL BUDGET** =====

- 3 and events and seeking citizen input and feedback to improve services and programs. Implement new opportunities, increase current volunteer involvement and earn recognition for the program.
- 3
  - Continue revamp of Missouri City Television programming, building on popular programming: On the Agenda, Missouri City Minute, City Council meetings and promotional programs. Launching a quarterly “Restaurant Review” in 2016 with a focus on the City’s Restaurant Scores program and an updated bulletin board background. Will also work with departments to produce spotlights on operations. Goal is to continue ensuring a comprehensive, consistent and uniform presence on cable, the websites and social media.
- 3
  - Finalize development of a residents’ guide as an information resource for new homeowners.
- 3
  - Expand media partnerships thereby building Missouri City’s presence in regional, national, and international media coverage. Update media policy utilizing specific issues, discuss with Leadership Team; distribute updated policy to all departments.
- 3
  - Improve/increase citizen outreach and collaboration across all roles. Maintain excellent customer service and cross-departmental communications; regularly review and revise policies, procedures and protocols to ensure consistency.

<b>PERSONNEL SCHEDULE</b>
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	<u>FY 2015</u> <u>Actual</u>	<u>FY 2016</u> <u>Budget</u>	<u>FY 2016</u> <u>Estimate</u>	<u>FY 2017</u> <u>Budget</u>	<u>Salary</u> <u>Grade</u>
Communications Director	1	1	1	1	Uncl.
Marketing/Communications Specialist	1	0	0	0	22
Digital Video Engineer	1	1	1	1	13
Website Designer	1	1	1	1	13
Community Relations Coordinator	1	1	1	1	13
Media Relations Specialist	1	1	1	1	11
Jr. Digital Video Engineer	1	1	1	1	8
Customer Relations Specialist II	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>	8
 Total Full-Time Employees	 9	 8	 8	 8	
 Part-Time Employees	 2	 1	 1	 1	

===== **FY 2017 ANNUAL BUDGET** =====

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**PERFORMANCE INDICATORS**

	FY 2015 <u>Actual</u>	FY 2016 <u>Budget</u>	FY 2016 <u>Estimate</u>	FY 2017 <u>Budget</u>
❑ % of Effective “publication” of news releases in 2 print media (publication of material in Chronicle, FB Lifestyles magazine)	90	95	96	97
❑ 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	90	86	90
❑ % of Social media link shares (growth of FB/Twitter/YouTube)	32	60	50	60

**ACTIVITY MEASURES**

	FY 2015 <u>Actual</u>	FY 2016 <u>Budget</u>	FY 2016 <u>Estimate</u>	FY 2017 <u>Budget</u>
Produce and broadcast on MCTV and city website economic development show: (projects with commercial focus)	4	16	12	16
Views on City of Missouri City You Tube page	43,000	65,000	57,000	65,000
Press Releases (including bulletin boards, PSAs, mass emailing’s)	250	500	475	500
E-Subscriber List	3,100	6,000	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	28,000	27,640	29,000
Average minutes on website	6	8	6	8