

Communications Department

VISION

The Communications Team will continue to strive to 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

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 U-verse. Programming includes City Council, Planning & Zoning Commission and Parks Board meetings, a bi-monthly news show (In the News), a bi-monthly Council recap (On the Agenda), a unique one-minute promotional commercial (Missouri City Minute), an award winning cartoon feature (Kids' Corner), 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 transparent, timely, accurate and meets user needs.

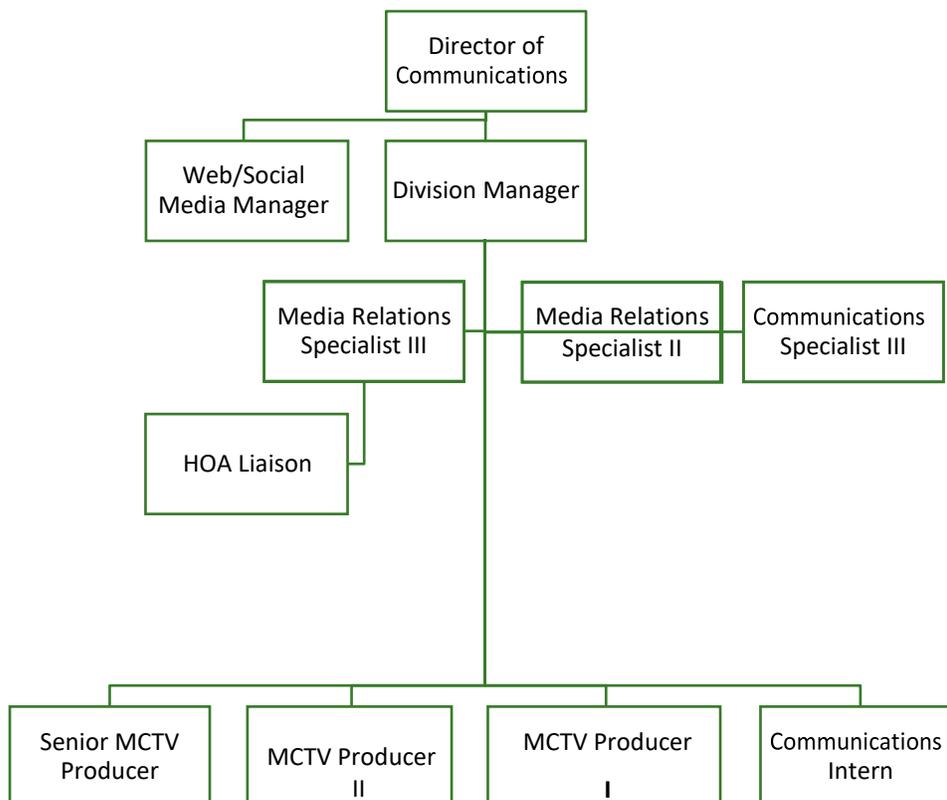
Citizen Communications: Responsible for liaising with Homeowners Associations to continue building alliances with these organizations and to educate and inform them about City policies and services. Manages City staff presence at HOA, Council District, town hall and public meetings. Develops and publishes “Show Me” Missouri City citizen newsletter and the bi-weekly “MCTXPRESS” digital 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. Team currently manages the official City accounts on Facebook, Twitter (regular and emergency accounts), Instagram, Nextdoor, Snapchat, LinkedIn and YouTube.

City Hall LED Sign: Manages MCTX messages/graphics on the City’s main LED sign located at the entrance of the City Hall Complex. Also fields requests for inclusion of messages from Houston Community College, the Missouri City Juneteenth Celebration Foundation, Missouri City Green, Fort Bend County, the Fort Bend Independent School District and other City partners and local organizations.

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 2020 SIGNIFICANT DEPARTMENTAL ACCOMPLISHMENTS

- Provided exceptional communication coverage and education/outreach during the COVID-19 pandemic by serving as PIO during the entire time of EOC activation. Team made necessary communications as needed to the public via all citizen communication tools including news releases, video messages, mayoral letters, social media posts, graphic designs, community outreach and more as needed. Team also coordinated several PPE donations and Food/PPE distribution events.
- Enhanced citizen/community engagement through HOA outreach and facilitation of the fifth year of Missouri City Citizens University class with more than 30 stakeholders.
Please see few numbers below:
 - HOA Community Events: 4
 - HOA Meetings/Annual Meetings: 45
 - Facility Openings: 50
 - Facilitation of more than 350 questions/complaints/inquiries from residents and property manager
- Produced more than 70 MCTV videos across Facebook, YouTube, and IGTV (slowly starting to incorporate putting videos on Instagram) including “In the News” series, community spotlights, hurricane preparedness videos, council district meetings, department highlights, public safety initiatives, promotional videos, COVID-19 education/outreach and more. There have been at least five Facebook lives with 22,109 views. Team also coordinated, hosted, produced and livestreamed about 40 Zoom virtual meetings including ones for City Council, Planning & Zoning Commission, Parks Board and more.
- Leveraged the City’s social media outreach to increase civic engagement utilizing, Facebook: more than 8,853 likes and 9,552 followers, Twitter: MissouriCityTX has 5,061 and MissouriCityEM followers has 1,826 followers, respectively. Instagram: 2,025 followers, YouTube: more than 580 subscribers, Nextdoor (20,870 members reaching over 90 neighborhoods).
- Designed and produced customized, innovative design materials for major projects with significant organizational impact, including: The fourth annual Community Night Out, fourth annual Leadership NOW Symposium and Public Administration Day, the annual Black History Month Celebration, Departmental S.P.I.R.I.T signs, Council District Meetings, the Leadership Luncheon Mother’s Day Card Contest and Drive Thru Event, PPE and Food Distribution Events, COVID-19 education/outreach, Budget/CAFR books, print/digital citizen newsletters, the print/digital employee newsletters, City Manager Updates, budget covers, website graphics, mayoral letters, proclamations and other strategic initiatives. (Cost Savings by in-house Designs: estimated \$90,000 based on industry costs).
- Planned, compiled, wrote/edited, designed and coordinated full production, including printing/ mailing of one “Show Me” Missouri City citizen newsletter (second one, which will be the annual report, delayed due to COVID-19) that reaches all residential and commercial addresses. Newsletters can be viewed here on the City’s website: <http://www.missouricitytx.gov/555/Show-Me-Missouri-City-Newsletter>.
- Planning, compilation, design and production of the “HPO In Action” employee newsletters delayed due to COVID-19 (two are scheduled for FY20). Employee newsletters may be viewed on the City’s website here: <http://www.missouricitytx.gov/899/Employee-Newsletter>.
- Planned, compiled, wrote/edited, designed and coordinated full production, of the City’s

fourth Annual Report: Missouri City “InFocus”, which chronicled the year-end successes of all departments in achieving City Council and City Manager priorities. Printing/ mailing and release delayed due to COVID-19. Past reports may be viewed here:

<http://www.missouricitytx.gov/923/In-Focus---Annual-Report>.

- Planned, compiled, wrote/edited and designed 7 City Manager’s Updates. Updates may be viewed on the City’s website here: <https://www.missouricitytx.gov/584/City-Managers-Update>. City Councilmembers unanimously voted at the Nov. 26, 2019 Special Meeting, to approve the production/distribution of a bi-weekly “Show Me City” digital newsletter. Per this direction, staff developed and designed a new bi-weekly digital newsletter format. The MCTXPress Digital Newsletter was launched on March 6, 2020 and by June, 2020 had 9 productions despite COVID-19; digital newsletters may be viewed via this link: <http://www.missouricitytx.gov/1005/Digital-Newsletter>.
- Coordinate the planning, promotion and coverage of four leadership luncheons which include: The Veteran’s Day Event (completed on Dec. 10, 2019), International Women’s Month (was scheduled for March 2020, but postponed due to COVID-19 restrictions), and the Annual Mother’s Day Event (completed on May 9, 2020 as a drive thru event due to COVID-19).
- Increased participation in the Municipal Volunteer Program by 100 new volunteers in 2019. Also, in calendar year 2019, MVPs contributed 2,614 volunteer hours. Communications coordinated the selection of a winner of the 2019 MVP of the Year Award in December, 2019.
- Continued emergency management education/outreach and served as the City’s Public Information Officers and coordinated all public, media and stakeholder outreach during severe weather emergencies in 2019/2020, dog incident, RSWTP closure and related water issues in neighborhoods along Highway 6, water boil notice in Harris county areas, loss of former Det. Rule, animal cruelty incident and continued with the marketing campaign for special hurricane preparedness.
- Developed and managed innovative marketing/branding/promotion campaigns (with print/digital news or social media ads) for the fourth Annual Community Night Out, the sixth Annual Black History Month Celebration, Council District meetings, Veterans Memorial Groundbreaking, the new Community Spotlight video/news feature, several innovative events during COVID-19 like the Mother’s Day Card Contest and Drive Thru Event, PPE and Food Distribution Events, Drive Thru Graduation Event, City Manager’s job search, COVID-19 education/outreach and other strategic initiatives.
- Provided photo/video coverage at several City/Community events including National Night Out, Snowfest, Stuff the Squad Car & Fire Truck event, Kwanzaa celebration, Snowdrop Foundation event, Farmers Market events, Quail Valley Memorial Day Parade, grand opening ceremonies, neighborhood events and more.
- Developed design/print projects for the third Annual Leadership NOW Symposium (October 2019).
- Designing new City brand banners.
- Finalized the City media, outlet policies and procedures and social media and branding/marketing policies.
- Scheduled to plan, coordinate, promote and host the 2021 State of the City.
- Scheduled to update the content/design on www.missouricitytx.gov, www.showmecity.com and www.missouricityready.com.
- Planning and coordinating the sixth class of Missouri City Citizens’ University (MCCU).

FY 2021 DEPARTMENTAL GOALS

STRATEGIC PLANS OR PRIORITIES SUPPORTED BY GOAL

<p>Continue technological upgrades in City Council Chambers and upgrade of design/content on www.missouricitytx.gov, www.missouricityready.com, www.showmecity.com.</p>	<p>Council Priority</p>
<p>Develop, design and market the bi-weekly MCTXPress Digital Newsletter, bi-monthly Council Connection and bi-weekly “In the News” video series and other special projects like City outlets campaign.</p>	<p>Council Priority</p>
<p>Continue the Emergency Management outreach and education projects, including COVID-19 updates and launch of mobile app through City website.</p>	<p>Council Priority</p>
<p>Continue to manage the HOA Liaison Program and to manage the Municipal Volunteer Program, including hosting annual forums.</p>	<p>Strategic Plan Element</p>
<p>Coordinate the planning, marketing, promotion and coverage of MCCU, the Community Connection and the Leadership Luncheon Series, including Annual State of the City and Annual Mother’s Day Event and MCCU graduation.</p>	<p>Strategic Plan Element</p>
<p>Continue to produce official City publications; produce four “Show Me” Missouri City citizen newsletters; produce one annual report (In Focus) and produce 3 HPO In Action Employee newsletters.</p>	<p>Council Priority</p>
<p>Continue Missouri City Television programming, building on popular videos and producing spotlights on operations, including Kids’ Corners and Missouri City Minutes.</p>	<p>Strategic Plan Element</p>
<p>Continue the maintenance of all Missouri City official social media outlets.</p>	<p>Strategic Plan Element</p>
<p>Continue management and oversight of City Hall Front Desk operations and outreach.</p>	<p>Strategic Plan Element</p>
<p>Coordinate the planning, marketing, promotion and coverage of the Fort Bend Leadership Cohort tours/visits with Fort Bend Independent School District.</p>	<p>Strategic Plan Element</p>
<p>Coordinate the planning, marketing, promotion and coverage of the Annual Black History Month.</p>	<p>Strategic Plan Element</p>

Communications Department

PERFORMANCE INDICATORS

	FY 2019 <u>Actual</u>	FY 2020 <u>Budget</u>	FY 2020 <u>Estimate</u>	FY 2021 <u>Budget</u>
❑ % of Effective “publication” of news releases in 2 print media (publication of material in Chronicle, FB Lifestyles magazine)	98	98	100	100
❑ % of New Website Visitors (subscribers, social media, videos)	75	70	71	80

ACTIVITY MEASURES

	FY 2019 <u>Actual</u>	FY 2020 <u>Budget</u>	FY 2020 <u>Estimate</u>	FY 2021 <u>Budget</u>
Views/shares of videos on YouTube and City website	65,000	66,000	65,000	65,000
Written/Scripted Media (newspaper articles, media releases, On the Agenda, CM Updates, social media, bulletin boards, talking points, PSAs, HOA Packets, HOA Reports, LED Sign, MCTV programs and crawl, Website and Design verbiage and State of the City materials)	500	625	600	700 (increase due to COVID-19)
Branded Marketing/Promotion Materials (website designs, fliers, logos, invitations, certificates, newsletters, plaques, Leadership NOW and CNO materials, In Focus, videos, brochures, social media design, signage, PowerPoints, lanyards, postcards, graphics)	200	300	300	400 (increase due to COVID-19)
E-Subscriber List (Only for City website and Missouri City Ready)	16,000	15000	15,000	15,000
Total calls at City Hall Front Desk	25,000	20,000	23,000	30,000
Total payment transactions at City Hall Front Desk <i>*Front desk hasn't handled payments in over a year</i>	3,000	2,000	2,000	N/A*
Monthly Website Page Views	29,000	50,000	69,000	75,000 (increase due to COVID-19)
Community Outreach Initiatives (HOA Meetings & Events, MVP Forum, Leadership Luncheons, MCCU, Walk/Drive Tours, Symposiums, Workshops)	50	50	55	50