



Office of Communications and Public Engagement

Council Briefing | December 18, 2023

Director of Communications and Public Engagement

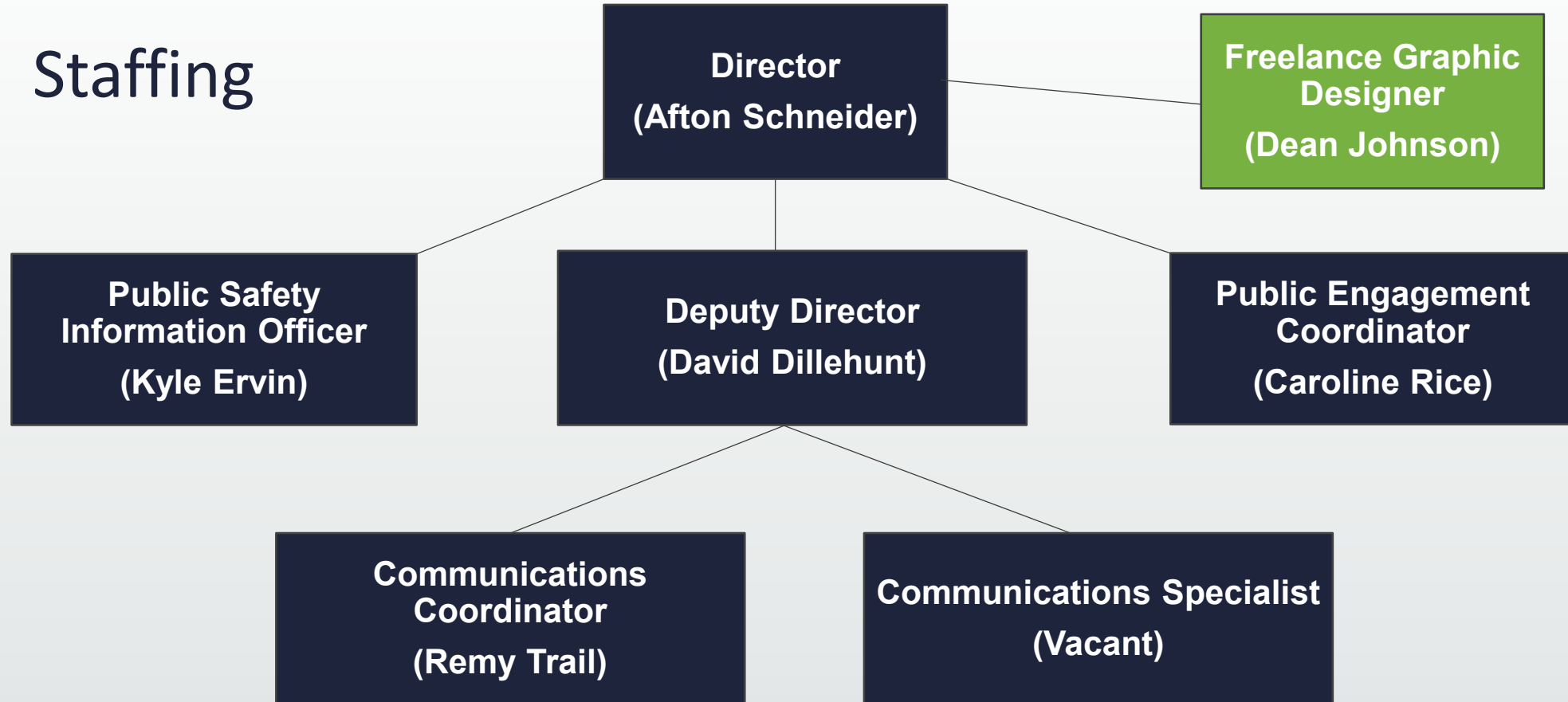
The Director of Communications and Public Engagement, appointed by the City Manager, serves as the City government's primary spokesperson and Public Information Officer.

The Director is responsible for developing and directing a city-wide communications and public engagement program that includes both internal and external communications.





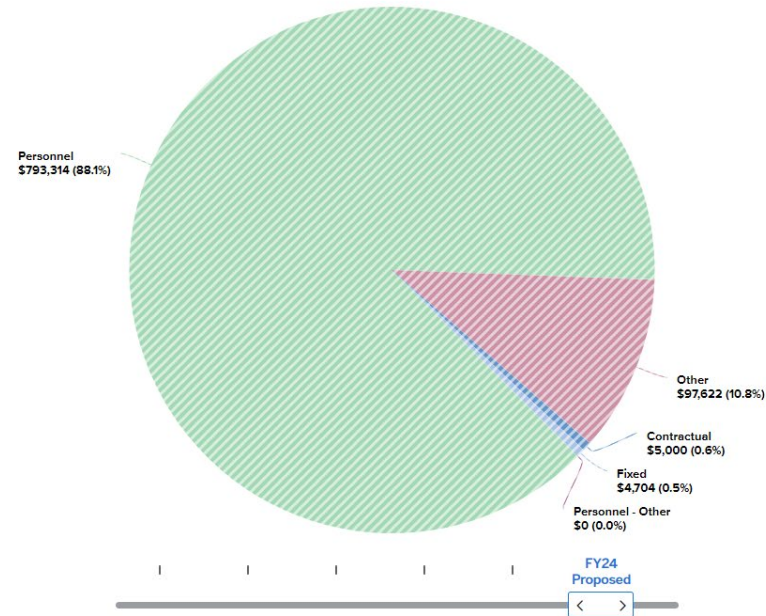
Staffing





Budget

Visualization



Data

Expand All	FY19 Actuals	FY20 Actuals	FY21 Actuals	FY22 Actuals	FY23 Adopted	FY24 Proposed
▶ Personnel	\$ 486,951	\$ 491,965	\$ 494,851	\$ 406,355	\$ 575,051	\$ 793,314
▶ Other	63,514	91,706	29,108	97,114	96,782	97,622
▶ Contractual	29,294	87,790	23,058	35,979	5,000	5,000
▶ Fixed	5,178	4,457	3,856	3,856	4,638	4,704
▶ Personnel - Other	7,663	0	3,000	14,789	0	0
Total	\$ 592,601	\$ 675,918	\$ 553,873	\$ 558,093	\$ 681,471	\$ 900,640

Note: FY 24 decrease is the result of the Office of Budget and Performance Management being reported separately



Objectives

- Support and advance the City's Strategic Outcome Areas outlined in the City's Strategic Plan Framework as well as the City Manager's work plan
- Inform, educate and engage citizens, stakeholders, and staff about City matters and initiatives through a variety of communication resources
- Provide a productive and positive, mutually beneficial relationship between City departments and the community
- Encourage citizen engagement in their government through a variety of methods, including, but not limited to – media relations, community relations, press releases, public events, branding, graphic design, thought leadership, produced media for broadcast on radio and television, the City's website, social media platforms, print advertisements, public appearances, and public service announcements
- Promote the use of our Public, Education, and Government (PEG-TV) stations, embolden residents to produce original, thought-provoking, non-commercial programming at our Community Media Center, offer multimedia production training and guidance to individuals and organizations, and provide a forum for the exchange of ideas relevant to the community.



Success Factors

- Positive relationships with local media which can be measured by positive or neutral stories with little negative or false coverage
- Positive view of City government and leadership by community members which can be measured by quarterly feedback sessions, townhalls, focus groups, and surveys
- Completing goals within budget
- Satisfied internal clients (City departments)
- Public engagement with our Community Media Center, measured through the number of original productions each year, and positive member feedback which can be measured by surveys



Challenges

- Legacy reputation of the City under-communicating or hiding information
- Rotating local journalists
- Understaffed for proper Public Relations house
- Changing the narrative
- Limited physical space at our Community Media Center and the desire to grow this community resource through a potential partnership with City Schools and CATEC, expanding our operation with youth skills training and workforce development



Questions

