



2018 GOAL TEAM REPORT

GOAL 5

Promote Transparent and Consistent
Communication Amongst All Members of the
Community



Goal 5 Team



- ▶ City Manager's Office
- ▶ Community & Human Development
- ▶ Information Technology

FY17 Accomplishments



Recipient of 2016
**Top Ten Digital
Cities Award**

**Upgraded 18
QoL Facilities
to High
Speed
Internet**



**Most Innovative Use of Social
Media/Citizen Engagement
El Paso Zoo Webcams**

FY17 Accomplishments



City TV

- Expanded broadcast Avenues
- Online new
 - CitytvEP.com



Expanded Outreach Distribution for YC5

- Outreach estimated 325,000
- Social media/all Depts.
- Neighborhood Associations
- Boards & Commissions
- Government/schools/colleges

FY17 Accomplishments

Promotion

Promotion of more than 100 community meetings and city-wide events

Media

- TV, print, online, radio
- Advance stories
- Interviews/articles/news stories

CITY TV

- PSAs
- CITY in 5 stories
- Digital Signage

Social Media

(Paid to boost content to target audience in advance of event)

- Facebook
- Twitter
- Instagram
- YouTube

(Social media platforms used to promote during and after events/meetings)

Additional platforms

Mail Outs

Door to door flyers

Billboards

Website

Outreach through school districts

Sporting events



FY17 Accomplishments

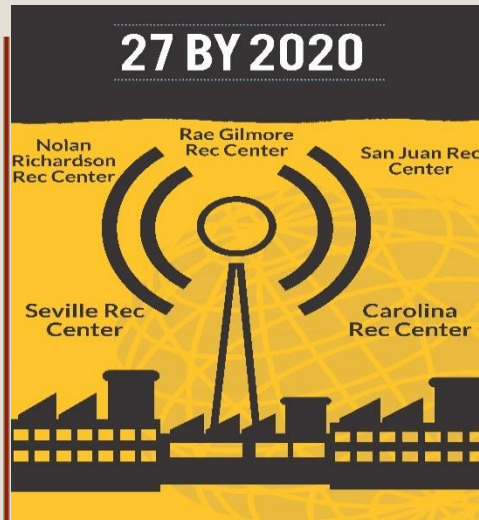
Promotion Highlights

- Spray Park grand openings
 - Average – 12,000 people
- Grand opening WinterFest 2017 (combined dept. promo)
 - 80,000 attendees average
- Reimaging Cohen (First meeting)
 - Just over 400
- Lomaland Rec. Center Community mtg
 - 80 attendees
- Chamizal Rec. Center Community mtg
 - 60 attendees



FY18 Accomplishments

2017 Top Ten Digital Cities Recipient



Wi-Fi Service Expansion

Cybersecurity Messaging



Spam Reporting



FY18 Mobile Device Cost Reduction

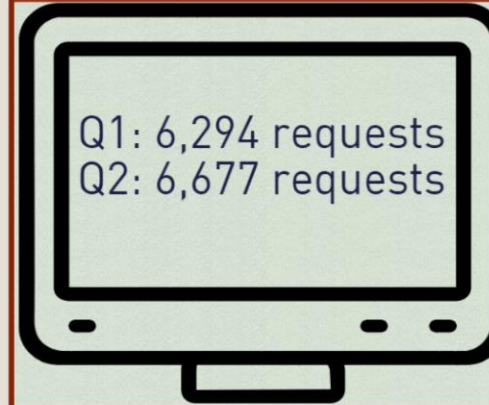


FY18 Accomplishments

Enhanced customer service system for Planning & Inspections



Records Management
7 Training Sessions
53 Attendees

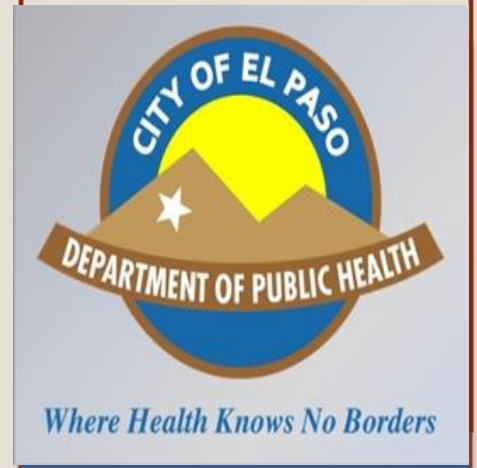


Rebranded Public Health Website

28 of 150 PD New Fleet Programmed



98.4% & 99.32% Customer Satisfaction Results



FY18 Accomplishments



219 attendees
at annual
*Neighborhood
Summit*

96% satisfaction rate



54 residents enrolled
in current
*Neighborhood
Leadership Academy*



Recognized as
All-America City 2018
Finalist

Focus Area:
*Inclusive civic
engagement*

FY18 Accomplishments

Awards/Recognitions

- YC5 – Texas Municipal League
- Bridge Mural – TX Assoc. Telecommunication Officers Advisors – TX
- New board member – TATOA



Launched Employee Video Newsletter



New Programing

- On-site live
 - Brookville, Appleton, Austin
- How it's made
 - Streetcar
 - New fire trucks
 - Sun City Lights

Upgraded Digital Signage Channel



Strengthening Partnerships (YC5)

- TXDoT
- Ft. Bliss
- UTEP



FY18 Accomplishments

Promotion

Promotion of more than 50 community meetings and city-wide events

Media

- TV, print, online, radio
- Advance stories
- Interviews/articles/news stories

CITY TV

- PSAs
- CITY in 5 stories
- Digital Signage

Social Media

(Paid to boost content to target audience in advance of event)

- Facebook
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Additional platforms

Mail Outs

Door to door flyers

Billboards

Website

Outreach through school districts

Sporting events



FY18 Accomplishments

Promotion Highlights

- Spray Park openings for season
- Reimaging Cohen (Second Meeting)
 - More than 500 attendees
- Westside Natatorium
 - Nearly 5,000 attendees
- Edgemere/Rich Beem Roundabout
 - 60 attendees



Goal 5- Key Performance Indicators

| Key Performance Indicator | FY2015 Actual | FY2016 Actual | FY2017 Actual | FY2018 Thru Q2 | Annual Target |
|---|---------------|---------------|---------------|----------------|----------------------|
| Create new neighborhood associations | 8 | 8 | 5 | 2 | 5 |
| Expand wireless internet through Digital El Paso (27 by 2020) | New metric | New metric | 0 | 5 | 9 QoL Sites annually |
| Increase broadcast avenues for City Government Channel | 2 | 3 | 4 | 5 | 1 Additional |



FY18 Spotlight



| Strategy | Key Deliverable Update |
|--|---|
| Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications | Implement Cybersecurity Plan <ul style="list-style-type: none">• Cybersecurity Task Force• Communication Channels• Cyber Preparedness Training• Security Architecture Accomplishments• Workforce Messaging |

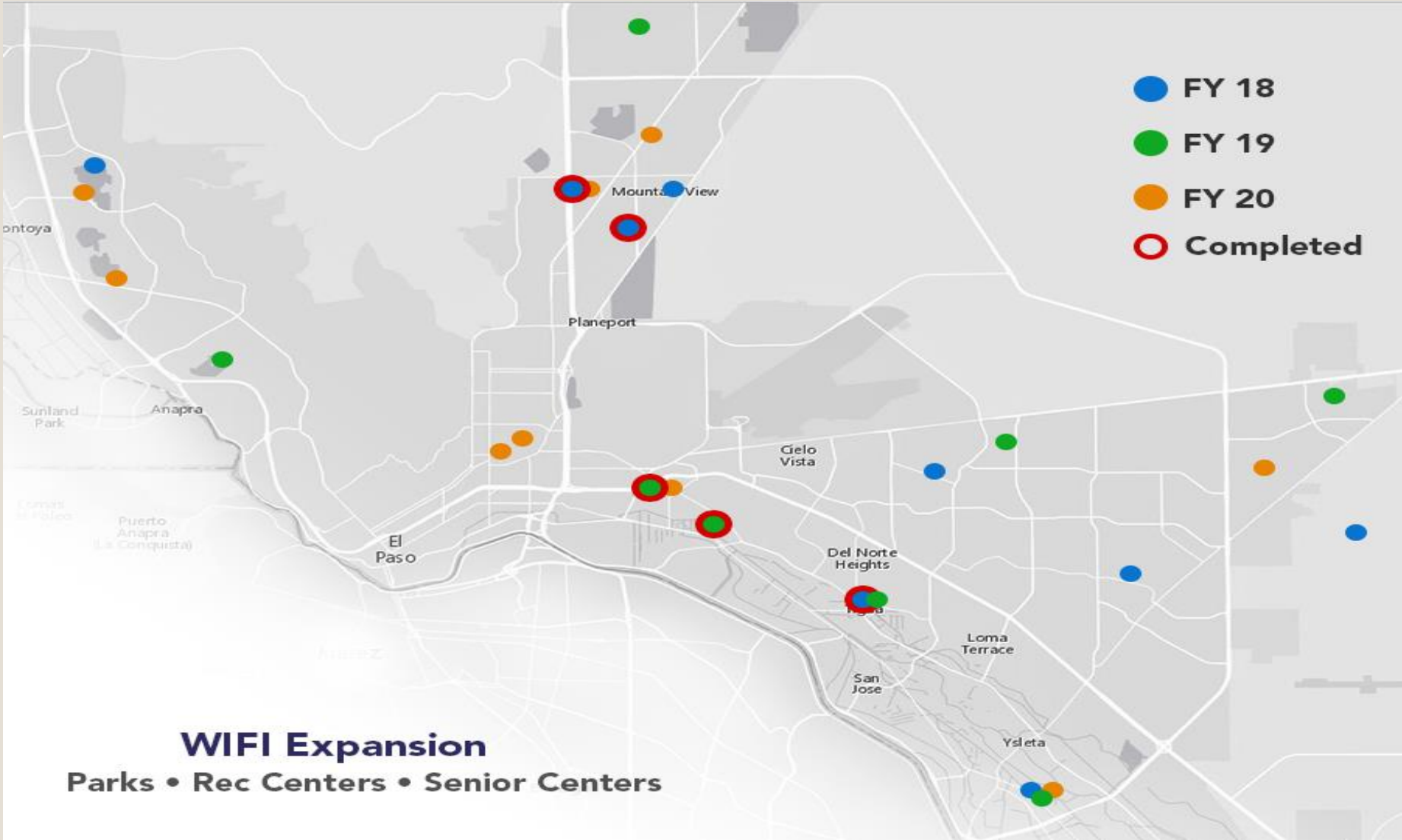


FY18 Spotlight



| Strategy | Key Deliverable Update |
|---|--|
| <p data-bbox="188 468 952 688">Establish technical criteria for improved quality of life facilities</p>  | <p data-bbox="1009 422 2456 534">Expand free Wi-Fi service at 27 Quality of Life facilities by 2020 <i>Complete 9 sites in FY18</i></p> <ul data-bbox="1105 554 2033 1196" style="list-style-type: none">✓ Nolan Richardson Recreational Center✓ Rae Gilmore Recreational Center✓ San Juan Recreational Center✓ Seville Recreational Center✓ Carolina Recreational Center• Don Haskins Recreational Center• Gary Del Palacio Recreational Center• Marty Robbins Recreational Center• Pavo Real Recreational Center• Veterans Recreational Center |

Digital WiFi Expansion for QoL Sites



FY18 Spotlight



| Strategy | Key Deliverable Update |
|--|---|
| Advance two-way communication of key messages to external customers | Collaborating with IT to implement new software that will allow videos to be captioned in English and Spanish. |
| Strengthen messaging opportunities through media outlets and proactive community outreach | Public Affairs staff will present at neighborhood associations, community associations to share key outreach platforms to stay connected to City news and happenings. |



Key Opportunities/Challenges

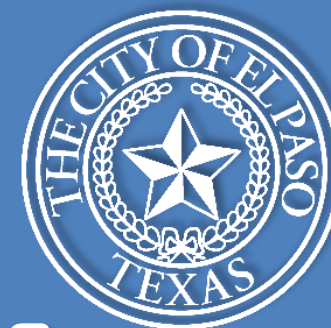
- Effectively complete the implementation of the Cybersecurity Program
- Continue to deliver on WiFi expansion for 27 Quality of Life facilities by 2020
- Maintaining technology momentum through market and industry competitiveness



Key Opportunities/Challenges

- Creating new opportunities to share City information to attract a younger audience
- Continue to work with community partners to send City information such as City in 5 and social media platforms to their specific audience





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