



# Goal 5: Promote Transparent and Consistent Communication Among All Members of the Community

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Strategic Plan Update

June 9, 2015



# Goal 5 Communication

## Team Members



- City Manager's Office
- Community and Human Development
- Fire Department
- Human Resources
- Information Technology
- Internal Audit
- Performance Office
- Public Affairs Team

**Working to Keep the Community up to date on City News**

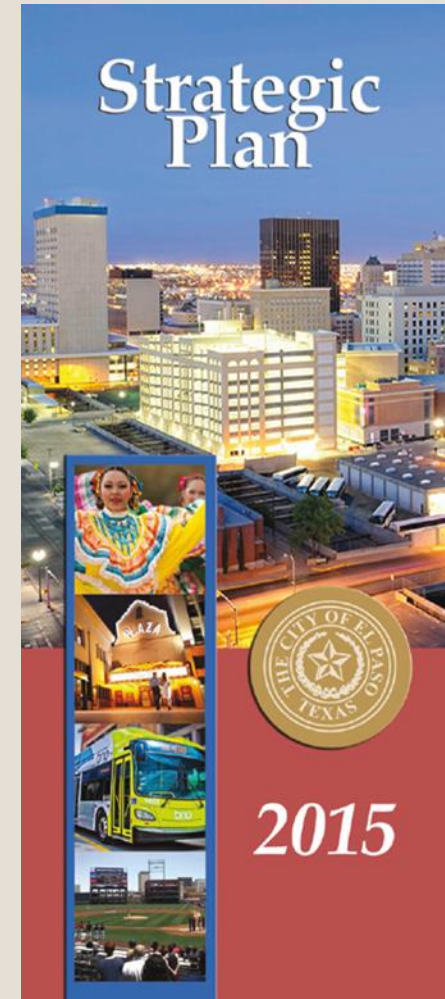
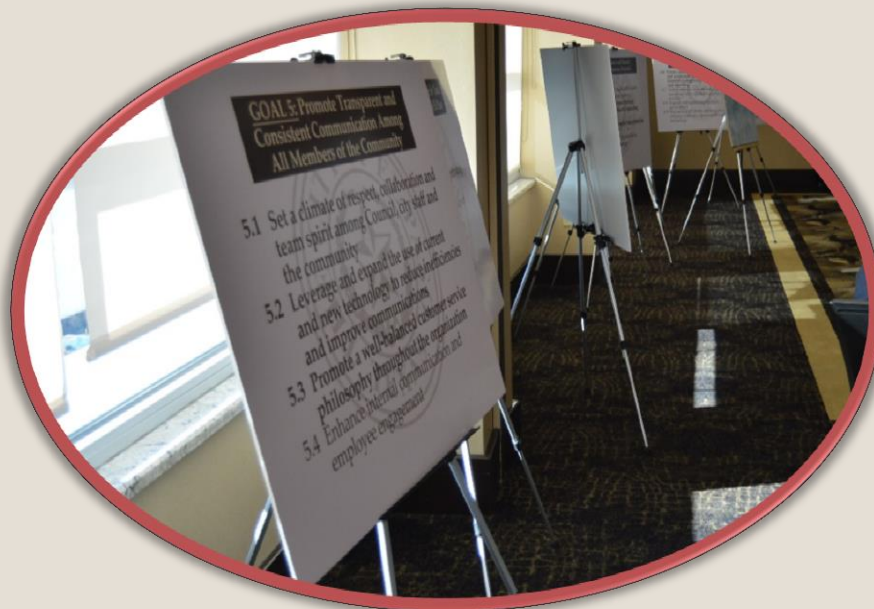


# Goal 5: Promote Transparent and Consistent Communication Among All Members of the Community

FY 2015

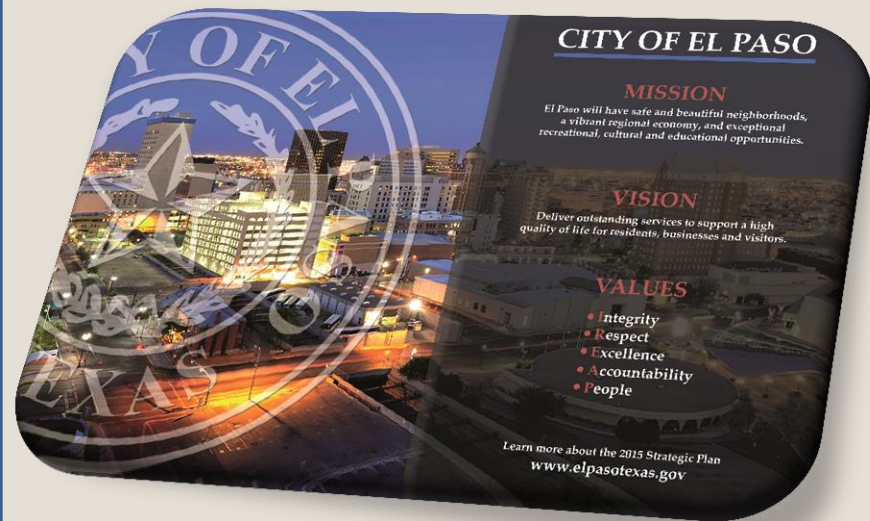
## *Performance Update*

- 6 Strategies
- 9 Actions
- 2 Key Performance Indicators



# Current Year Results

- Implemented restructuring of Public Affairs
- Established Performance Office
- Integrated city websites into the Content Management System (CMS)
- Revised New Employee Onboarding to include the strategic plan for 2015 as well as mission, vision and values.



# Goal 5 - Key Performance Indicators

Key Performance Indicator	SP Link	2013 Actual	2014 Actual	YTD	Target
Create new neighborhood associations	5.1.1	6	3	6	5
Implement the technology strategic communication plan	5.2.1	N/A	N/A	39%	25% (FY15)



## 5.1 Set a climate of respect, collaboration, and team spirit among Council, city staff, and the community

### 5.1.1 Strengthen community outreach opportunities

- ✓ Fostered civic engagement by recognizing new neighborhood associations.
- ✓ Raise community awareness on department programs/initiatives via City 15
- ✓ All QOL departments are using same public outreach plan for capital projects.
- ✓ Have implemented standardized comment cards to collect feedback at community meetings and electronic polling as appropriate.
- ✓ Have implemented standardized CIP email address for community questions [cip@elpasotexas.gov](mailto:cip@elpasotexas.gov)



# 5.1 Set a climate of respect, collaboration and team spirit among Council, city staff and the community

## 5.1.1 Strengthen community outreach opportunities



Measure	YTD	Target
Implementation of system to promote input regarding Quality of Life projects	70%	100%
Increase the subscriptions to monthly CIP eNewsletter (began April 2015)	275 Subscribers	400 Subscribers

## 5.2 Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications

### 5.2.1 Implement the technology strategic communication plan

- ✓ 70% of City Websites moved into the Content Management System with deduction from ~2k pages to ~800 pages on the main City Website
- ✓ Drastic reduction in duplication of existing documents across the City Websites
- ✓ On Hold messaging completed in conjunction with PIO office reaching 22-25k callers per day
- ✓ Completed vendor selection for 311 mobile application





## 5.2 Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications

### 5.2.1 Implement the technology strategic communication plan

Measure	YTD	Target
% Departments standardized on content management system	70%	100% by FY17
% Standardized telephony messaging	100%	100% by FY15
% Deploy 311 Mobile Application	10%	100% by FY17

# 5.3 Promote a well-balanced customer service philosophy throughout the organization

## 5.3.1 Implement customer service best practices citywide

- ✓ Established a cross functional team to update/revise customer service training best practices for city employees
- ✓ Revised training to be begin July 2015
- ✓ Realign New Employee Onboarding (NEO) to the updated customer service training by July 2015

Measure	YTD	Target
Revision of New Employee Onboarding – MVV, SP, Customer Svc	40%	100% (FY16-Q2)



# 5.4 Enhance internal communication and employee engagement

## 5.4.1 Strengthen employee engagement

- ✓ Implemented employee engagement activities
- ✓ Established town hall meetings
- ✓ Created “Quick Facts” information in focus cards



Measure	YTD	Target
# Departments reached through Town Hall Meetings	8	27



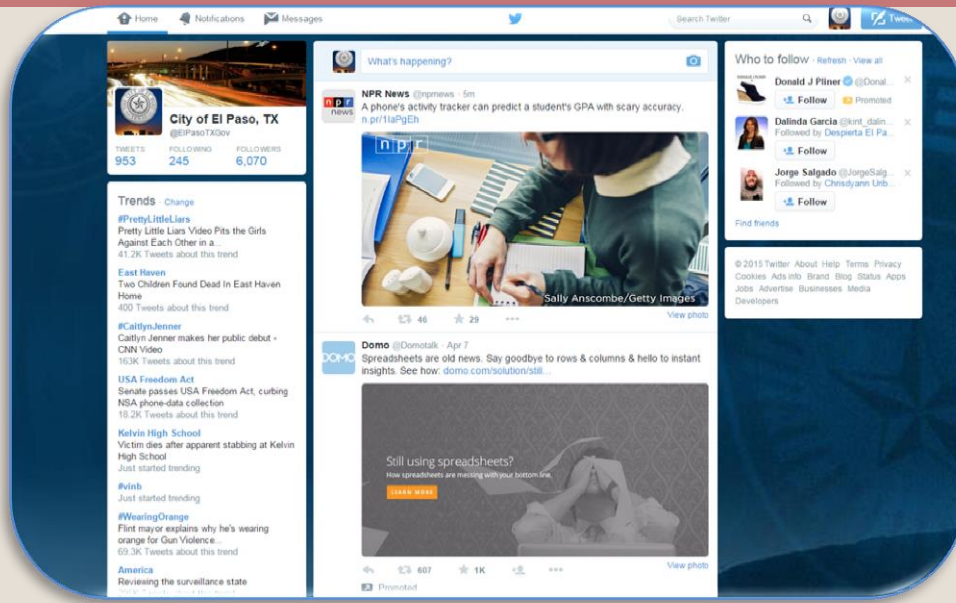
## 5.5 Advance two-way communication of key messages to external customers

### 5.5.1 Expand use of social media

- ✓ Assessing consistency and quality of social media platforms and consolidating ineffective social media sites
- ✓ Expanding reach of target message by engaging external partners
- ✓ Implementing use of paid social media ads to reach specific demographic/geographic audiences



# 5.5 Advance two-way communication of key messages to external customers



**Twitter**  
**@ElPasoTXGov**



**Main Facebook Page**  
**Elpasotexasgov**

Measure	YTD	Target
Expand social media reach by increasing number of external partners	30 Partners	100 Partners (Jan. 2016)



## 5.6 Strengthen messaging opportunities through media outlets

### 5.6.2 Improve face-to-face communication with media representatives

- ✓ Restructured PIO team and had initial meeting with media representatives
- ✓ Continue to identify issues to be addressed

Measure	YTD	Target
# of quarterly meetings between media and communication team	1	3



# Cross-Functional Teams

SP Link	Team Name	Purpose	Impact
5.1	City-wide PIO Team	Address communication concerns	Strengthens team and improves communication city-wide
5.3	Customer Service Team	Identify and implement customer service best practices	“Happy Customers”

