

Goal 5:

Promote Transparent and
Consistent Communication
Among All Members of the
Community



Strategic Plan Update



May 31, 2016

Goal 5 Communication



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

Current Year Results

City Government Television

- “City TV”
- Broadcast live on location
- Expanded availability
 - Time Warner 15.2
 - U-Verse 99
 - DTV 13.4
 - Partnership with KCOS to broadcast on regular television
 - El Paso is the first city in Texas to broadcast on regular TV₃



Current Year Results

Your City in 5 (YC5)

- Weekly reports
- On location
- New graphics, new music, new layout
- Expanded viewership
- Sharing on social media platforms
- Information used by other agencies and media outlets
- Enhanced employee morale



Current Year Results

Social Media



- Increased Platforms

- Live – Periscope

- Live – Facebook



- Averaging 50 live viewers per event

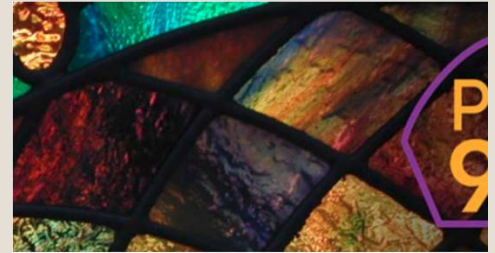
- Larger events up to 100 live viewers



Current Year Results

Social Media

- Increased Partners
 - Up to 200 partners sharing
- Ads
 - Started purchasing social media ads to help promote large events
 - Papal Visit = 89,134 views
 - San Jacinto = 31,500 reached
 - Music Under the Stars = 27,450 reached
 - Digi Anniversary = 14,200 reached



Pope915

Due to the proximity of the motorcade route and the mass to the U.S.-Mexico border, the City of El Paso will restrict travel in downtown and...

ELPASOTEXAS.GOV



Current Year Results

Highlights

- Pope Visit
 - Social media ads, digital signage, digital billboards, community meetings
- Zero Zika
 - Stakeholder meeting, PSAs, social media, standing banners in airport, digital flyer
- San Jacinto Plaza
 - Social media, flyers, news conference, banners, ribbon cutting



Current Year Results

Highlights

- Animal Services
 - Adoption promo videos, social media, pet-of-the-week profile
- State of the City
 - Live broadcast on City TV and local news channel
- Earthcam
 - San Jacinto Plaza renovation



Current Year Results

- **98%** customer satisfaction
 - Departmental Service Requests:
Opened 61,670 Closed 60,750
- Digital El Paso Free Wi-Fi averaging **112,000** sessions per day
- Zoological Foundation partnership with Mayor's Commitment to Care delivered 11 new animal exhibit webcams



Current Year Results

- City-wide Email System Upgrade
- Records Management Training
 - 16 sessions / 233 attendees
- Delivered City Maintained Streets viewer
<http://gis.elpasotexas.gov/cityrow/>

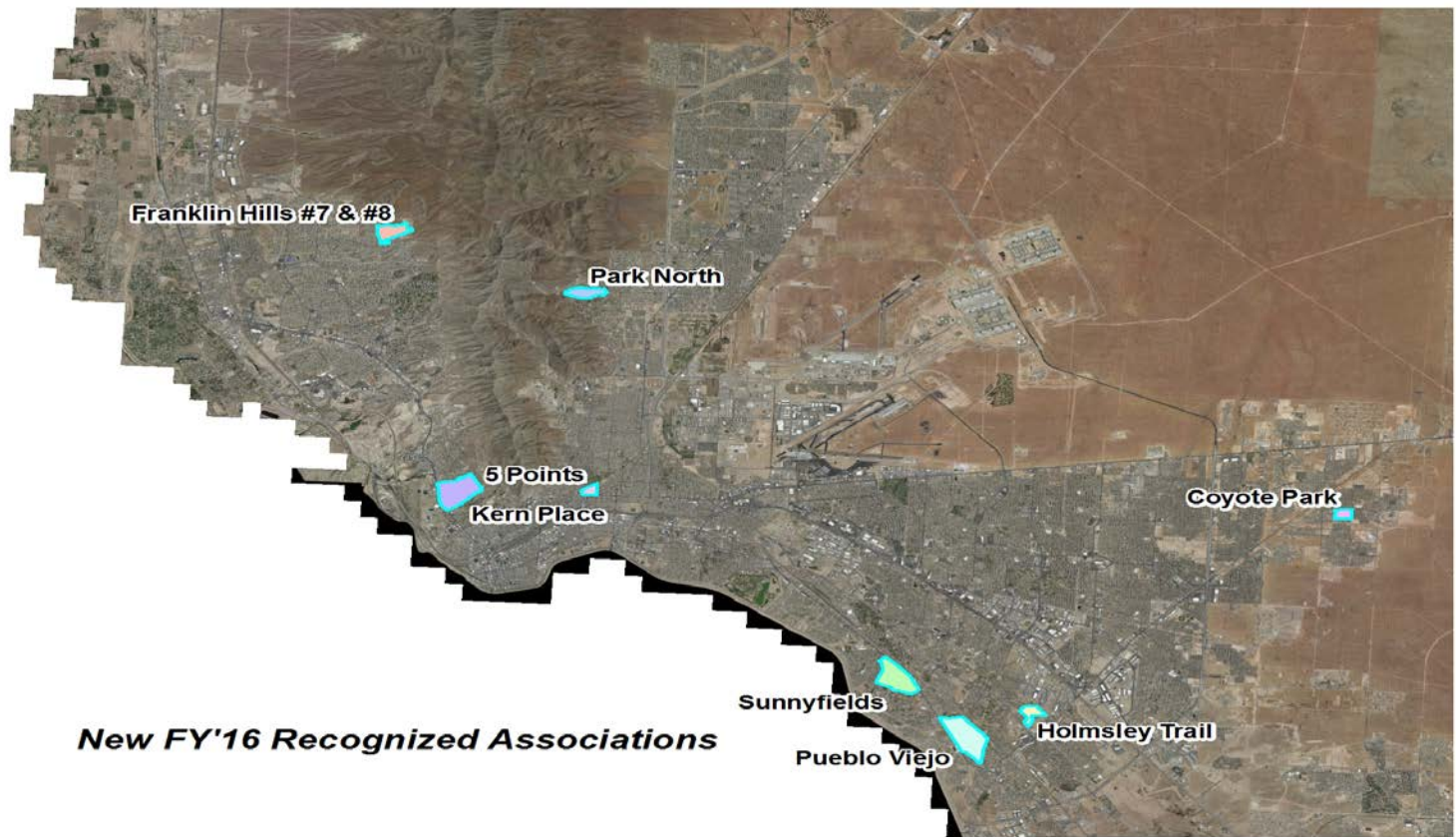


Goal 5 - Key Performance Indicators

Key Performance Indicators	2013 Actual	2014 Actual	2015 Actual	FY2016 YTD	Target
Create new neighborhood associations	6	3	8	8 Target Exceeded	5
Implement the technology strategic communication plan	N/A	N/A	39%	75%	25%
Increase broadcast avenues for City Government Channel	1	2	3	4	4
% of Market	Time Warner 24.3%	U-Verse 7.9%	KCOS 2.4%	City website	



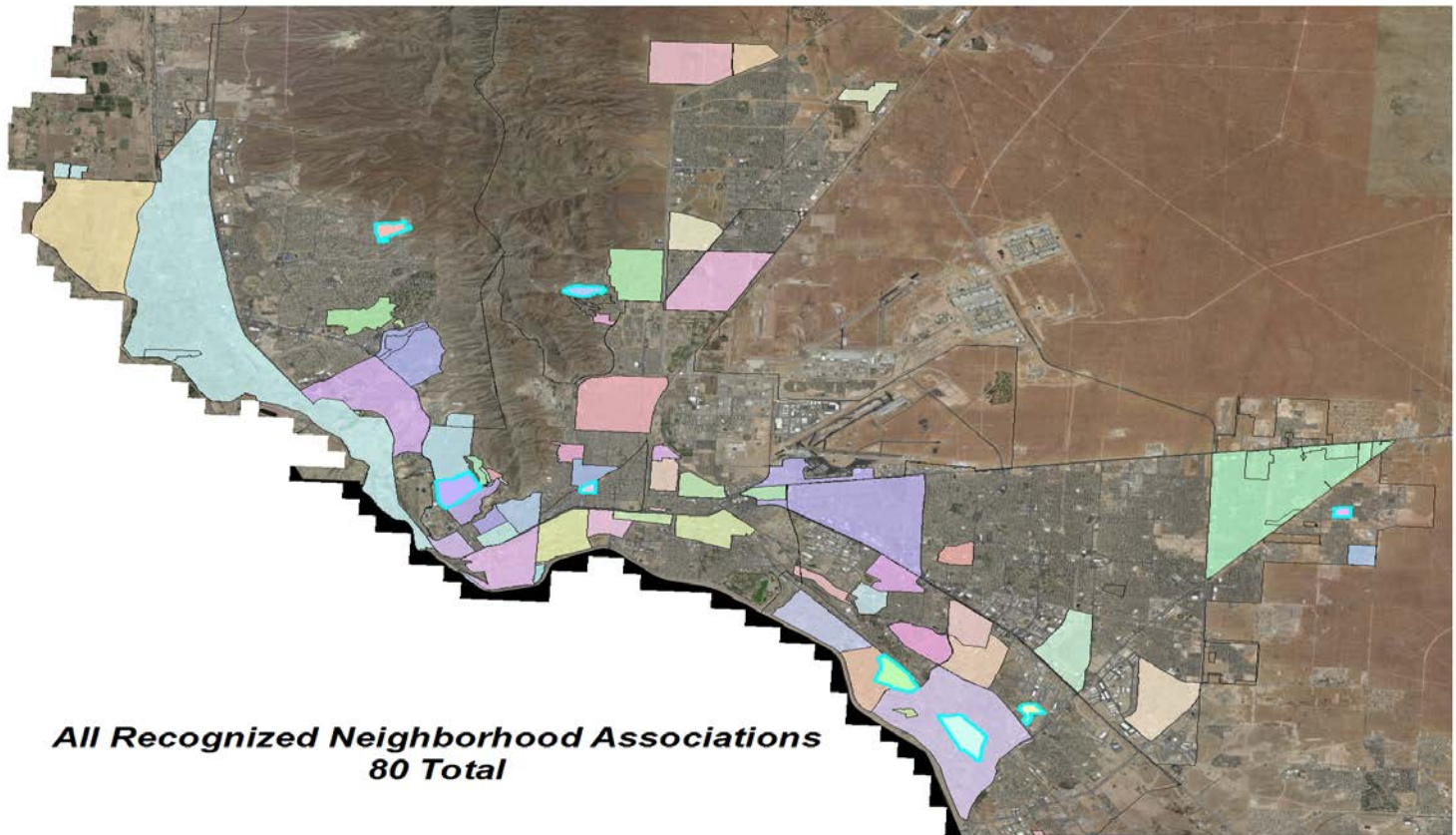
Goal 5 - Key Performance Indicators



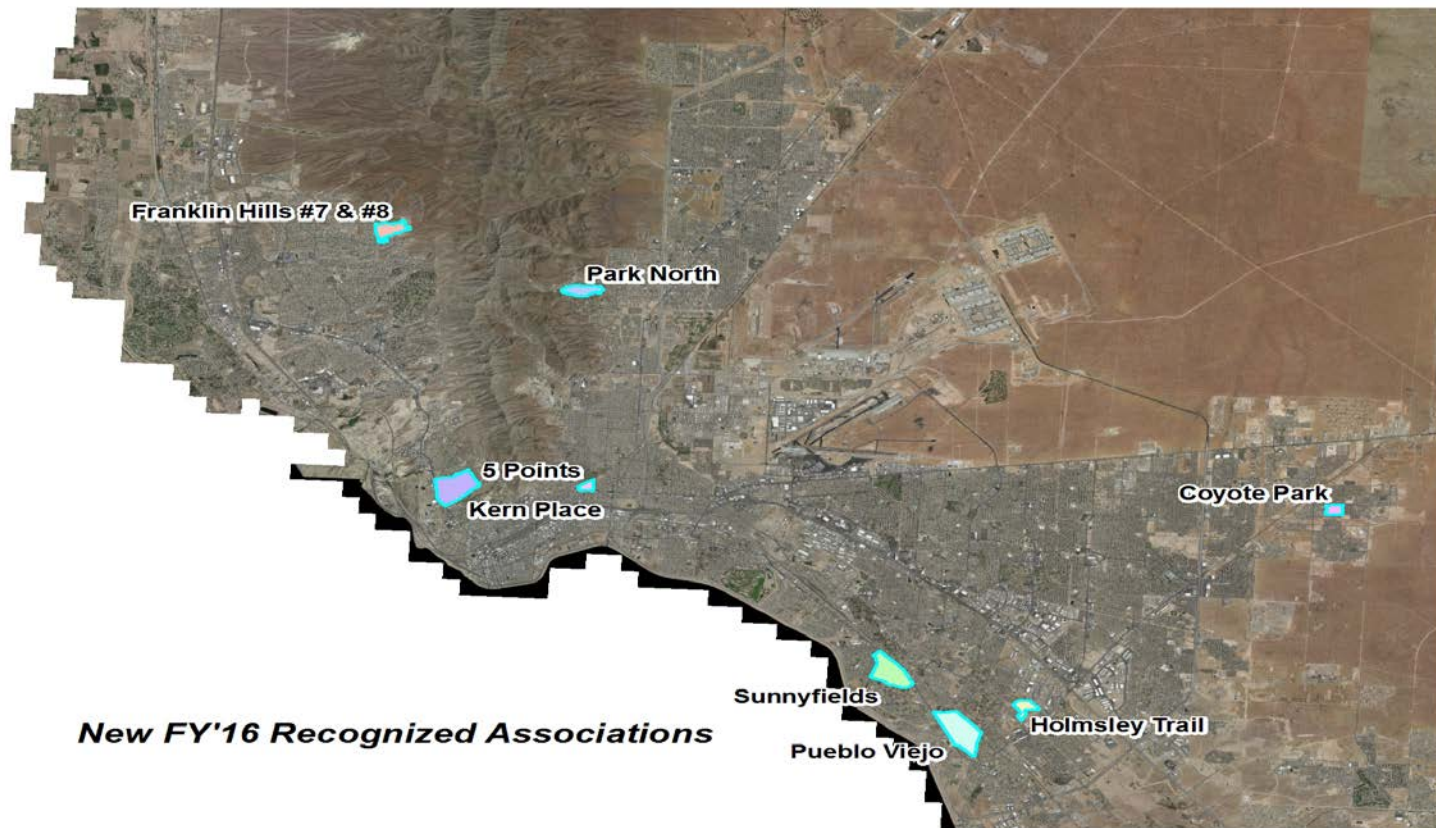
New FY'16 Recognized Associations



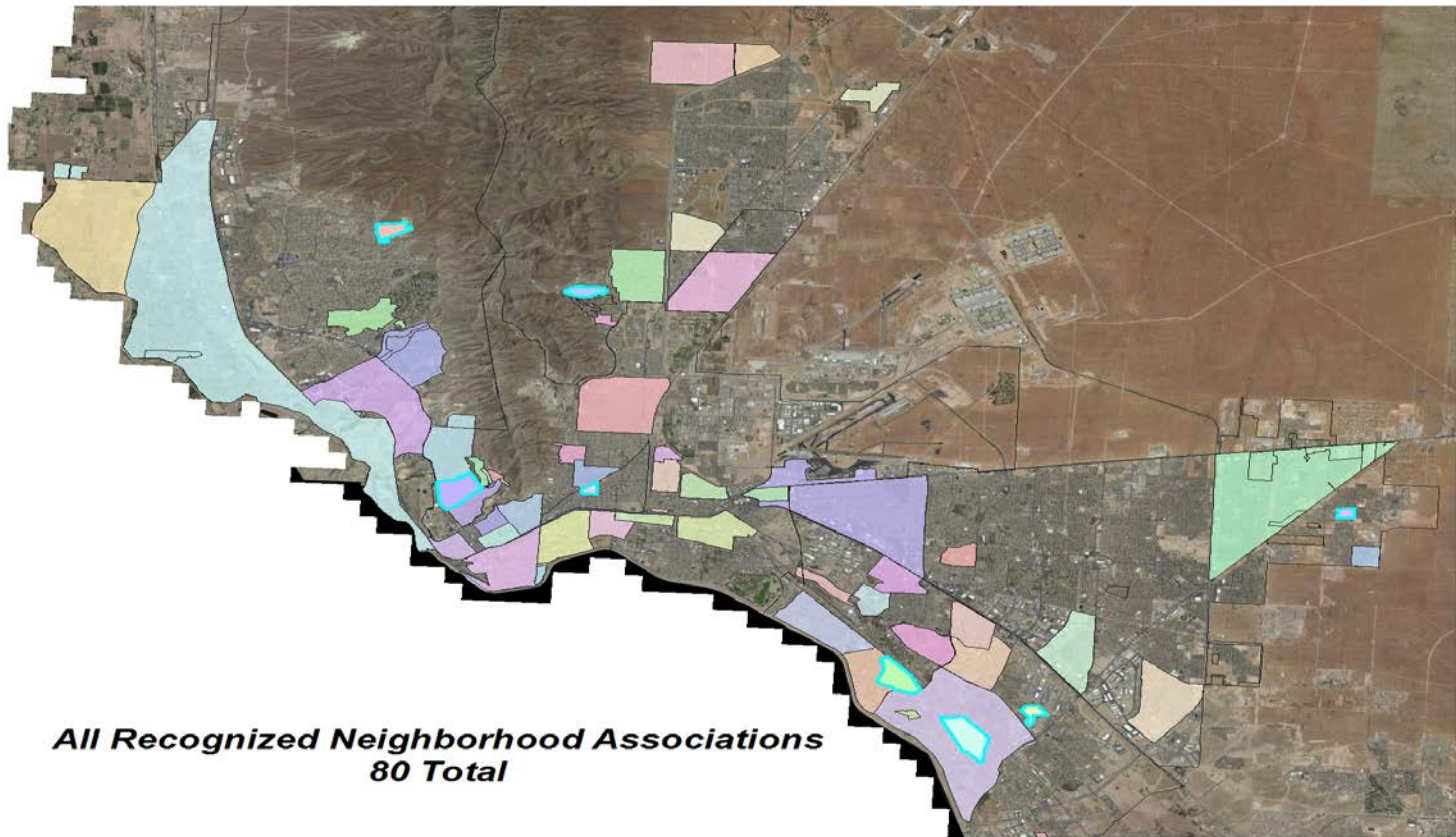
Goal 5 - Key Performance Indicators



Goal 5 - Key Performance Indicators



Goal 5 - Key Performance Indicators



Key Deliverables Update

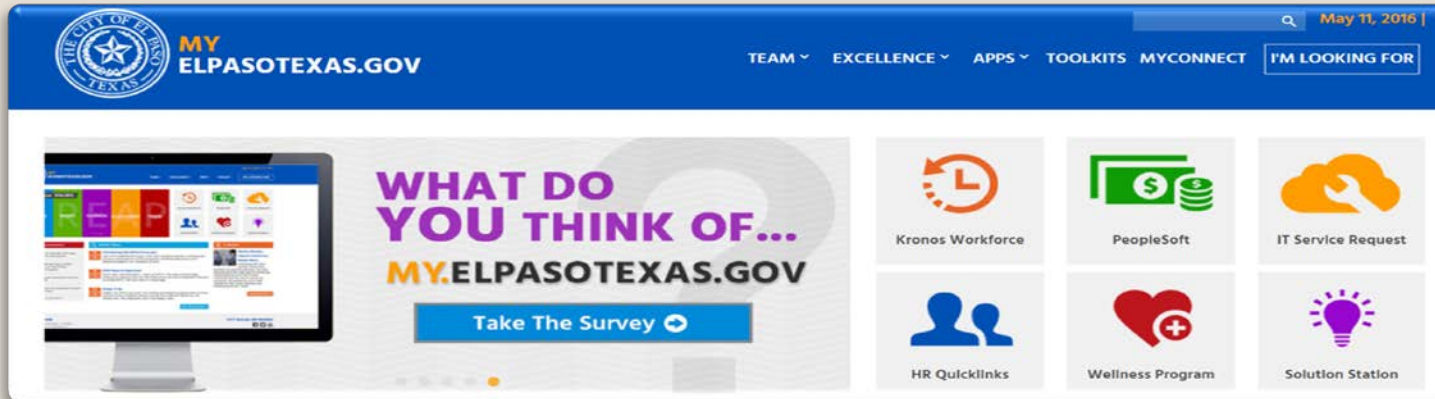
Strategy : Leverage and Expand the use of Current and new Technology to Reduce Inefficiencies and Improve Communications

Objective (Action Plan)

Development and implementation of the Intranet for City of El Paso employees

Status

100% complete



Key Deliverables Update

Strategy : Leverage and Expand the use of Current and new Technology to Reduce Inefficiencies and Improve Communications

Objective (Action Plan)

311 mobile application implementation, providing ease of use for citizens

Status

35 request types configured



Key Deliverables Update

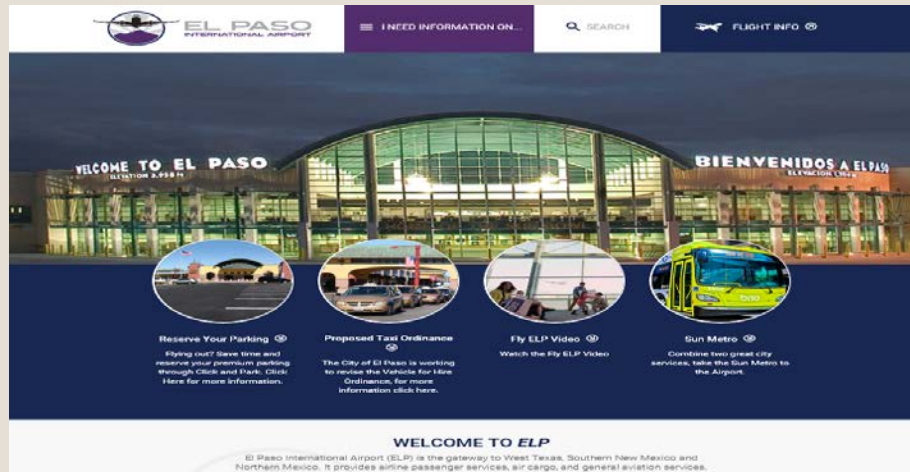
Strategy : Leverage and Expand the use of Current and new Technology to Reduce Inefficiencies and Improve Communications

Objective (Action Plan)

100% completion of City Websites moved into Content Management System

Status

90% complete
(Sun Metro, Airport)



Key Deliverables Update

Strategy: Leverage and Expand the use of Current and new Technology to Reduce Inefficiencies and Improve Communications

Objective (Action Plan)

Status

Deliver high speed internet to 16 QoL facilities

Delivered to 1 QoL facility (Eastside Senior Center)

Deliver wireless internet, through Digital El Paso, to a minimum of 9 QoL facilities

Delivered to 2 QoL facilities (San Jacinto Plaza & El Paso Zoo)



Key Deliverables Update

Strategy: Set a Climate of Respect, Collaboration and Team Spirit Among Council, City Staff and the Community

Objective (Action Plan)

Status

Enhance programming on City TV to highlight department goals and results

Average 15 new videos per month

- ❖ Animal Services
- ❖ Environmental Services
- ❖ Commuter Hub
- ❖ Streets and Maintenance
- ❖ Lean Six Sigma
- ❖ Customer Service

Approach community partners to include city information on billboards and electronic signage

Utilized digital billboards and digital signage to update public on street closures, etc. regarding Papal visit



Key Deliverables Update

Strategy: Strengthen Messaging Opportunities Through Media Outlets

Objective (Action Plan)

Status

Initiate meetings with City-wide public affairs staff that respond to emergencies

Successful planning and coordination for Papal visit

Improve face to face communication with media representatives

Implemented briefings with media outlets

Coordinate on-site department tours

Developing schedule



Key Deliverables Update

Strategy : *Enhance Internal Communication and Employee Engagement*

Objective (Action Plan)	Status
Launch “Eyes on El Paso” employee reporting program	EP311 Employee Focus Group sessions held
Create monthly employee video messages	Schedule in development
Create in house training videos	Videos in progress <ul style="list-style-type: none">❖ Onboarding video that highlights mission, vision, and values❖ Ethics/Sexual Harassment Prevention❖ Boards/Commission



Key Deliverables Update

Strategy: Promote a Well-Balanced Customer Service Philosophy Throughout the Organization

Objective (Action Plan)

Status

Incorporate new customer service training into New Employee Orientation

Launched Fall 2015; 365 employees reached throughout 15 sessions

Continue with stand-alone training for all City employees

Launched Fall 2015;
672 employees reached throughout 17 sessions



Customer Service Committee 21

Key Opportunities/Challenges

- Network Services Request For Proposals (RFP)
- Deliver high speed internet to 12 QoL facilities
- Deliver Digital El Paso Wi-Fi to 9 QoL facilities
- 311 mobile application implementation, providing ease of use for citizens services requests
- Promote “Eyes on El Paso” employee reporting program
- Receive feedback on usefulness of communications to neighborhood associations



Key Opportunities/Challenges

- Continue to add broadcast avenues
- Expand social media platforms
- Implement more joint marketing opportunities
- Expand digital signage
- Implement creative new outreach opportunities



Continual focus...

Additional insights?

