



2017 GOAL TEAM REPORT

May 15, 2017

GOAL 5

Promote Transparent and Consistent
Communication Amongst All Members of the
Community

Goal 5 Team



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

Current Year Results

Emphasis on Community Meetings

More than 40 meetings between Sept. 2016 to Feb. 2017

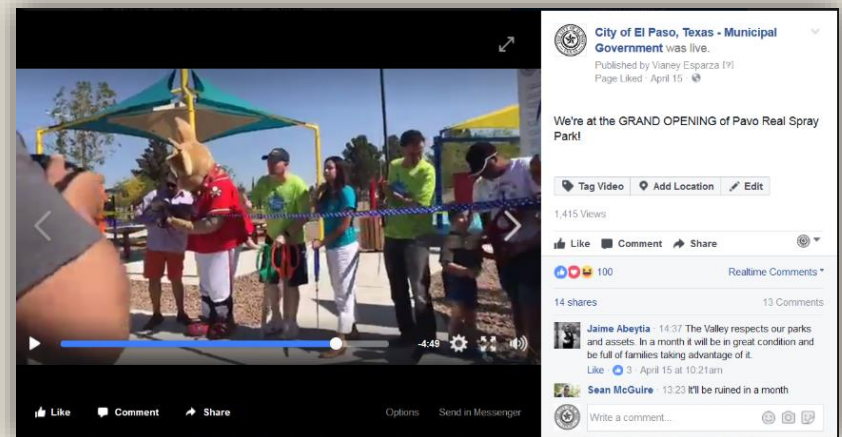
- Capital Improvement
- Parks and Recreation
- Planning and Inspections
- International Bridges
- Streets and Maintenance
- Sun Metro



Current Year Results

Expanded Social Media Presence

- Instagram account
 - Launched March 29
 - Over 500 followers
- Promote City Events/Livestream Public Meetings
 - Facebook LIVE
 - Periscope LIVE



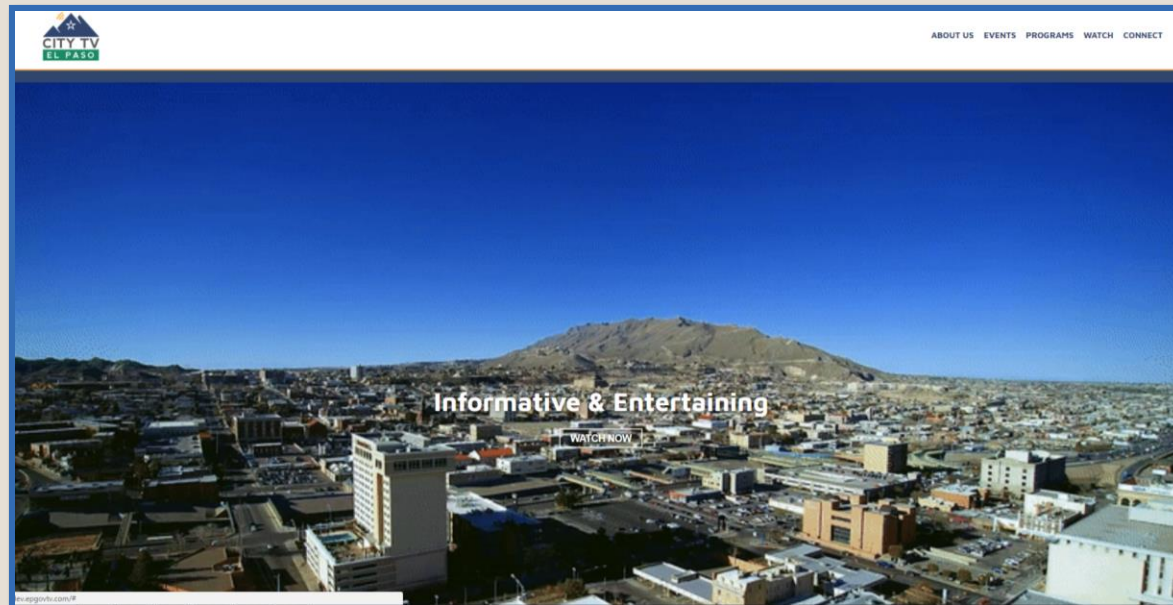
Current Year Results

CITY TV

Informative & Entertaining



- Online 24/7
- Accessible on mobile devices



www.citytvep.com



Current Year Results

El Paso DAYCATION

- Aims to raise public awareness about the City of El Paso projects that promote quality of life.



Go plan your Daycation and have some fun!

Current Year Results

El Paso DAYCATION



Trailer to be at various locations and events to build awareness of campaign



Current Year Results

EPDaycation.com



Current Year Results

- Recipient of Top Ten Digital Cities Award



Current Year Results

- Implemented Entertainment District Security Cameras



Current Year Results

- Upgraded 14 QoL sites to high speed Internet



Current Year Results

- 92% of neighborhood associations report City communications to be useful or very useful

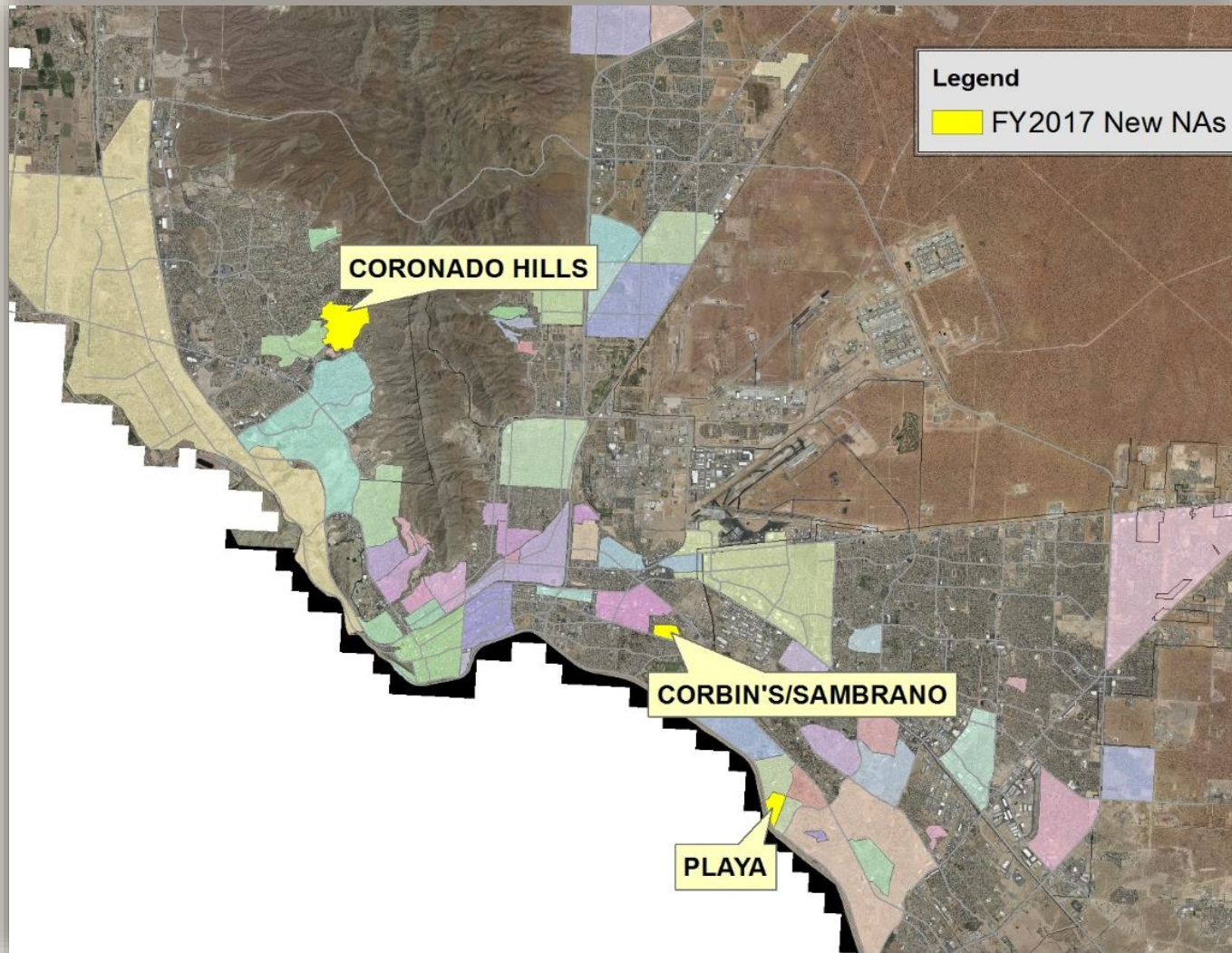


Goal 5- Key Performance Indicators

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



Current Year Results



FY17 Deliverables

Strategy: Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications

Key Deliverable	Update
100% completion of City Websites moved into Content Management System	90% complete, pending final site for 100% completion
Deliver high speed internet to 16 QoL facilities	14 sites completed through first two quarters
Deliver wireless internet through Digital El Paso, to a minimum of 9 QoL facilities	New measure included in updated Strategic Plan (27 by 2020)



FY17 Deliverables

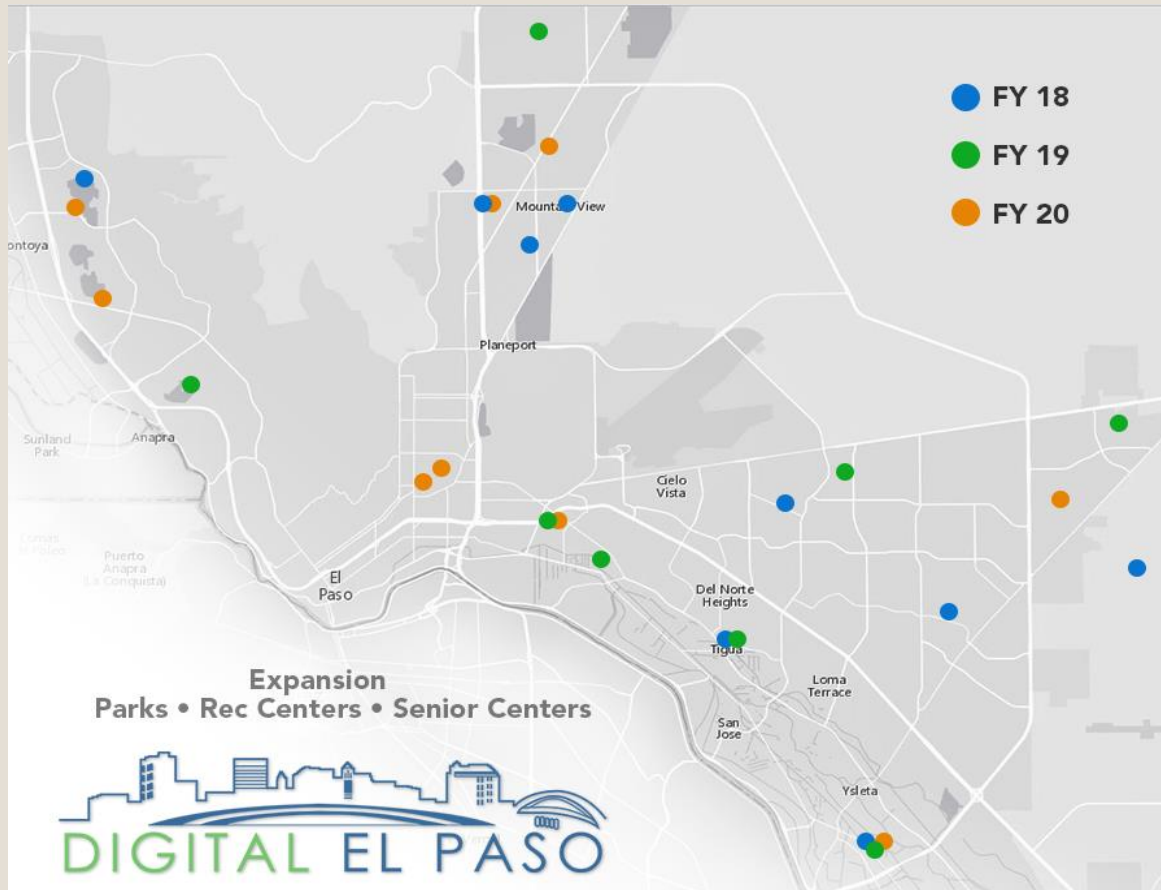
Strategy: Set a Climate of Respect, Collaboration and Team Spirit Among Council, City Staff and the Community

Key Deliverable	Update
Increased distribution on social media platforms	Facebook, Twitter and YouTube +200
Create monthly video messages/programming	30 videos promoting city programs, events, community meetings Videos air on CITY TV, City in 5, digital signage and social media platforms
Implement creative new outreach opportunities	Attending at least four City events every month to promote CITY TV, generate new followers



Key Opportunities/Challenges

- Digital WiFi Expansion for QoL Sites



Key Opportunities/Challenges

- Effectively complete implementation of the Cybersecurity Program
- Continue to deliver on WiFi expansion for 27 Quality of Life facilities by 2020
- Addition of electronic bulletin boards for employees at City facilities
- Expansion of digital signage at City facilities

