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
    o Partnership with KCOS to broadcast on regular television
    o El Paso is the first city in Texas to broadcast on regular TV
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
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

<table>
<thead>
<tr>
<th>Key Performance Indicators</th>
<th>2013 Actual</th>
<th>2014 Actual</th>
<th>2015 Actual</th>
<th>FY2016 YTD</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create new neighborhood associations</td>
<td>6</td>
<td>3</td>
<td>8</td>
<td>8 Target Exceeded</td>
<td>5</td>
</tr>
<tr>
<td>Implement the technology strategic communication plan</td>
<td>N/A</td>
<td>N/A</td>
<td>39%</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>Increase broadcast avenues for City Government Channel</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>% of Market</td>
<td>Time Warner 24.3%</td>
<td>U-Verse 7.9%</td>
<td>KCOS 2.4%</td>
<td>City website</td>
<td></td>
</tr>
</tbody>
</table>
Goal 5 - Key Performance Indicators
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All Recognized Neighborhood Associations
80 Total
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All Recognized Neighborhood Associations
80 Total
### Key Deliverables Update

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

<table>
<thead>
<tr>
<th>Objective (Action Plan)</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development and implementation of the Intranet for City of El Paso employees</td>
<td>100% complete</td>
</tr>
</tbody>
</table>

![Intranet for City of El Paso employees](image-url)
Key Deliverables Update

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

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<tr>
<td>311 mobile application implementation, providing ease of use for citizens</td>
<td>35 request types configured</td>
</tr>
</tbody>
</table>

![311 Mobile Application Image]
Key Deliverables Update

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

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<td>100% completion of City Websites moved into Content Management System</td>
<td>90% complete (Sun Metro, Airport)</td>
</tr>
</tbody>
</table>
### Key Deliverables Update

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

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<tbody>
<tr>
<td>Deliver high speed internet to 16 QoL facilities</td>
<td>Delivered to 1 QoL facility (Eastside Senior Center)</td>
</tr>
<tr>
<td>Deliver wireless internet, through Digital El Paso, to a minimum of 9 QoL facilities</td>
<td>Delivered to 2 QoL facilities (San Jacinto Plaza &amp; El Paso Zoo)</td>
</tr>
</tbody>
</table>
### Key Deliverables Update

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

<table>
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<tr>
<th>Objective (Action Plan)</th>
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</tr>
</thead>
</table>
| 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**

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</tr>
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<tbody>
<tr>
<td>Initiate meetings with City-wide public affairs staff that respond to emergencies</td>
<td>Successful planning and coordination for Papal visit</td>
</tr>
<tr>
<td>Improve face to face communication with media representatives</td>
<td>Implemented briefings with media outlets</td>
</tr>
<tr>
<td>Coordinate on-site department tours</td>
<td>Developing schedule</td>
</tr>
</tbody>
</table>
## Key Deliverables Update

**Strategy: Enhance Internal Communication and Employee Engagement**

<table>
<thead>
<tr>
<th>Objective (Action Plan)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Launch “Eyes on El Paso” employee reporting program</td>
<td>EP311 Employee Focus Group sessions held</td>
</tr>
<tr>
<td>Create monthly employee video messages</td>
<td>Schedule in development</td>
</tr>
<tr>
<td>Create in house training videos</td>
<td>Videos in progress</td>
</tr>
<tr>
<td></td>
<td>❖ Onboarding video that highlights mission, vision, and values</td>
</tr>
<tr>
<td></td>
<td>❖ Ethics/Sexual Harassment Prevention</td>
</tr>
<tr>
<td></td>
<td>❖ Boards/Commission</td>
</tr>
</tbody>
</table>
# Key Deliverables Update

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

<table>
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<th>Status</th>
</tr>
</thead>
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<tr>
<td>Incorporate new customer service training into New Employee Orientation</td>
<td>Launched Fall 2015; 365 employees reached throughout 15 sessions</td>
</tr>
<tr>
<td>Continue with stand-alone training for all City employees</td>
<td>Launched Fall 2015; 672 employees reached throughout 17 sessions</td>
</tr>
</tbody>
</table>

*Great Customer Service*

*Customer Service Committee*
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?