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
  o Launched March 29
  o Over 500 followers

• Promote City Events/Livestream Public Meetings
  o Facebook LIVE
  o Periscope LIVE
Current Year Results

CITY TV
Informative & Entertaining

- Online 24/7
- Accessible on mobile devices

www.citytvep.com
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

<table>
<thead>
<tr>
<th>Key Performance Indicator</th>
<th>FY2015 Actual</th>
<th>FY2016 Actual</th>
<th>FY2017 Thru Q2</th>
<th>Annual Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create new neighborhood associations</td>
<td>8</td>
<td>8</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Expand wireless internet through Digital El Paso (27 by 2020)</td>
<td>New metric</td>
<td>New metric</td>
<td>0</td>
<td>9 QoL Sites annually</td>
</tr>
<tr>
<td>Increase broadcast avenues for City Government Channel</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>1 Additional</td>
</tr>
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</table>
Current Year Results
## FY17 Deliverables

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

<table>
<thead>
<tr>
<th>Key Deliverable</th>
<th>Update</th>
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<tbody>
<tr>
<td>100% completion of City Websites moved into Content Management System</td>
<td>90% complete, pending final site for 100% completion</td>
</tr>
<tr>
<td>Deliver high speed internet to 16 QoL facilities</td>
<td>14 sites completed through first two quarters</td>
</tr>
<tr>
<td>Deliver wireless internet through Digital El Paso, to a minimum of 9 QoL facilities</td>
<td>New measure included in updated Strategic Plan (27 by 2020)</td>
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### FY17 Deliverables

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

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