Goal 5
Promote Transparent and Consistent Communication Amongst All Members of the Community
Goal 5 Team

- City Manager’s Office
- Community & Human Development
- Information Technology
FY17 Accomplishments

- Recipient of 2016 Top Ten Digital Cities Award
- Upgraded 18 QoL Facilities to High Speed Internet
- Most Innovative Use of Social Media/Citizen Engagement
  - El Paso Zoo Webcams
FY17 Accomplishments

City TV
• Expanded broadcast Avenues
• Online new
  • CitytvEP.com

Expanded Outreach Distribution for YC5
- Outreach estimated 325,000
- Social media/all Depts.
- Neighborhood Associations
- Boards & Commissions
- Government/schools/colleges
FY17 Accomplishments

Promotion
Promotion of more than 100 community meetings and city-wide events

Media
• TV, print, online, radio
• Advance stories
• Interviews/articles/news stories

Social Media
(Paid to boost content to target audience in advance of event)
• Facebook
• Twitter
• Instagram
• YouTube
(Social media platforms used to promote during and after events/meetings)

CITY TV
• PSAs
• CITY in 5 stories
• Digital Signage

Additional platforms
Mail Outs
Door to door flyers
Billboards
Website
Outreach through school districts
Sporting events
Promotion Highlights

- Spray Park grand openings
  - Average – 12,000 people
- Grand opening WinterFest 2017 (combined dept. promo)
  - 80,000 attendees average
- Reimaging Cohen (First meeting)
  - Just over 400
- Lomaland Rec. Center Community mtg
  - 80 attendees
- Chamizal Rec. Center Community mtg
  - 60 attendees
FY18 Accomplishments

2017 Top Ten Digital Cities Recipient

Wi-Fi Service Expansion

Cybersecurity Messaging

Spam Reporting

FY18 Mobile Device Cost Reduction

$162,178
FY18 Accomplishments

Enhanced customer service system for Planning & Inspections

28 of 150 PD New Fleet Programmed

Records Management
7 Training Sessions
53 Attendees

98.4% & 99.32% Customer Satisfaction Results

Q1: 6,294 requests
Q2: 6,677 requests

Rebranded Public Health Website

CityQ

Records Management

City of El Paso
Department of Public Health

Where Health Knows No Borders
FY18 Accomplishments

219 attendees at annual *Neighborhood Summit*  
96% satisfaction rate

54 residents enrolled in current *Neighborhood Leadership Academy*

Recognized as All-America City 2018 Finalist  
Focus Area: *Inclusive civic engagement*
FY18 Accomplishments

Awards/Recognitions
- YC5 – Texas Municipal League
- Bridge Mural – TX Assoc. Telecommunication Officers Advisors – TX
- New board member – TATOA

Upgraded Digital Signage Channel

Launched Employee Video Newsletter

Strengthening Partnerships (YC5)
- TXDoT
- Ft. Bliss
- UTEP

New Programing
- On-site live
  - Brookville, Appleton, Austin
- How it’s made
  - Streetcar
  - New fire trucks
  - Sun City Lights
FY18 Accomplishments

Promotion
Promotion of more than 50 community meetings and city-wide events

Media
- TV, print, online, radio
- Advance stories
- Interviews/articles/news stories

CITY TV
- PSAs
- CITY in 5 stories
- Digital Signage

Social Media
(Paid to boost content to target audience in advance of event)
- Facebook
- Twitter
- Instagram
- YouTube
(Social media platforms used to promote during and after events/meetings)

Additional platforms
Mail Outs
Door to door flyers
Billboards
Website
Outreach through school districts
Sporting events
FY18 Accomplishments

Promotion Highlights

• Spray Park openings for season
• Reimaging Cohen (Second Meeting)
  • More than 500 attendees
• Westside Natatorium
  • Nearly 5,000 attendees
• Edgemere/Rich Beem Roundabout
  • 60 attendees
## Goal 5 - Key Performance Indicators

<table>
<thead>
<tr>
<th>Key Performance Indicator</th>
<th>FY2015 Actual</th>
<th>FY2016 Actual</th>
<th>FY2017 Actual</th>
<th>FY2018 Thru Q2</th>
<th>Annual Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create new neighborhood associations</td>
<td>8</td>
<td>8</td>
<td>5</td>
<td>2</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>5</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>5</td>
<td>1 Additional</td>
</tr>
</tbody>
</table>
### FY18 Spotlight

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Key Deliverable Update</th>
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<tbody>
<tr>
<td>Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications</td>
<td>Implement Cybersecurity Plan</td>
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<tr>
<td></td>
<td>• Cybersecurity Task Force</td>
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<td></td>
<td>• Communication Channels</td>
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<td>• Cyber Preparedness Training</td>
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<td>• Security Architecture Accomplishments</td>
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<td></td>
<td>• Workforce Messaging</td>
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## FY18 Spotlight

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<td>Establish technical criteria for improved quality of life facilities</td>
<td>Expand free Wi-Fi service at 27 Quality of Life facilities by 2020&lt;br&gt;&lt;br&gt;<em>Complete 9 sites in FY18</em>&lt;br&gt;✓ Nolan Richardson Recreational Center&lt;br&gt;✓ Rae Gilmore Recreational Center&lt;br&gt;✓ San Juan Recreational Center&lt;br&gt;✓ Seville Recreational Center&lt;br&gt;✓ Carolina Recreational Center&lt;br&gt;• Don Haskins Recreational Center&lt;br&gt;• Gary Del Palacio Recreational Center&lt;br&gt;• Marty Robbins Recreational Center&lt;br&gt;• Pavo Real Recreational Center&lt;br&gt;• Veterans Recreational Center</td>
</tr>
</tbody>
</table>
Digital WiFi Expansion for QoL Sites

**WiFi Expansion**
- Parks
- Rec Centers
- Senior Centers
<table>
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<th>Strategy</th>
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<td>Advance two-way communication of key messages to external customers</td>
<td>Collaborating with IT to implement new software that will allow videos to be captioned in English and Spanish.</td>
</tr>
<tr>
<td>Strengthen messaging opportunities through media outlets and proactive community outreach</td>
<td>Public Affairs staff will present at neighborhood associations, community associations to share key outreach platforms to stay connected to City news and happenings.</td>
</tr>
</tbody>
</table>
• Effectively complete the implementation of the Cybersecurity Program
• Continue to deliver on WiFi expansion for 27 Quality of Life facilities by 2020
• Maintaining technology momentum through market and industry competitiveness
Key Opportunities/Challenges

• Creating new opportunities to share City information to attract a younger audience
• Continue to work with community partners to send City information such as City in 5 and social media platforms to their specific audience
GOAL 5
Promote Transparent and Consistent Communication Amongst All Members of the Community