



Public Communications (General Fund) – 10.0 FTE’s
Courier (Administrative Services Fund) – 0.8 FTE’s
Total Public Communications – 10.8 FTE’s

Public Communications

Mission

To strengthen and empower our community through active dialogue and communication with Clearwater's residents, businesses and visitors.

Department Description

The Public Communications department is responsible for citywide media, neighborhood and community relations, marketing communications and video/television production. The department also leads any special community engagement projects and manages the City's print production and mail services. Public Communications works closely with Imagine Communications, the City's advertising agency of record, to promote Clearwater as a destination for visitors from all over the globe.

DEPARTMENT SUMMARY					
	Actual 2012/13	Actual 2013/14	Budget 2014/15	Budget 2015/16	% Change
General Fund					
Public Communications	873,680	910,815	1,012,470	990,180	-2%
Administrative Svcs Fund					
Courier	176,697	131,030	153,430	153,180	0%
Total Public Communications	1,050,377	1,041,845	1,165,900	1,143,360	-2%

DEPARTMENT FULL TIME EQUIVALENT POSITIONS				
	Actual 2012/13	Actual 2013/14	Budget 2014/15	Budget 2015/16
Public Communications	9.0	9.0	9.0	10.0
Courier	0.8	0.8	0.8	0.8
Total Public Communications	9.8	9.8	9.8	10.8

General Fund Public Communications Program Highlights

- ◆ The General Fund operation of the Public Communications Department is supported by ten full time equivalent positions, an increase of one FTE from the 2014/15 budget. One Graphics Designer is being added in fiscal year 2015/16.
- ◆ Operating expenses reflect a 32% decrease from the fiscal year 2014/15 budget primarily due to increased contractual services for additional design services for branding that was included in the prior year budget.
- ◆ There have been no other significant changes in the Public Communications program. The budget for this program reflects a decrease of 2% from the 2014/15 budget.

Administrative Services Fund Courier Program Highlights

- ◆ The Courier program is supported by 0.8 full time equivalent positions, the same level of staffing as the 2014/15 budget.
- ◆ Postage costs are budgeted at \$125,000 in this program, the same as the 2014/15 budget.
- ◆ There have been no significant changes in the Courier program. The budget for this program reflects a slight decrease from the 2014/15 budget.

Program Description

Public Communications (PC) currently includes the following distinct areas of responsibility:

Communications & Community Relations

The Public Communications Division coordinates all comprehensive marketing activities, which includes writing and distribution of media releases, production of printed and electronic collateral materials, internal/employee communication, photography, event/ceremonial planning assistance, media relations counseling and training, strategic marketing consulting and the development of community outreach and education programs such as the annual Citizen's Academy and the Clearwater Civic Leadership Academy. The division also handles the proactive and reactive public information responsibilities for Police, Fire and Emergency Management.

The division continues to produce a monthly utility bill newsletter, which is distributed to 48,000 customers each month; a bi-monthly employee newsletter, distributed to 2,800 current and former employees; a quarterly citywide activity and quality of life magazine and a semi-annual citizen guide to services, distributed electronically to current and new residents. In addition, the division provides cooperative marketing support for numerous city/community partnerships and events based on Council direction.

The division takes a leadership role in developing citizen engagement programs for the Council, including Town Hall meetings, community surveying and targeted programs like the Citizen's Academy and neighborhoods programs. Key achievements in fiscal year 2014/15 included efficiently communicating the City's accomplishments and events and starting a re-branding process. Communication efforts have focused on special events such as the Sugar Sand Festival, tourism promotions, social media, and communicating key management changes. The division continues to place an emphasis on employee communications.

In fiscal year 2015/16, the division will roll out new branding and a new website and will look for ways to more efficiently and effectively communicate. The division continues to explore new technologies as a way to reach new audiences. The division will work with a branding consultant to redefine the look and feel of public relations and marketing collateral in the years ahead.

C-VIEW TV

C-VIEW TV is the City of Clearwater's government access television channel, which provides citizens with a variety of live and pre-produced programming designed to enhance citizens' knowledge and understanding of our municipal government. C-VIEW produces live cablecasts and streaming of City Council meetings, work sessions and meetings of several decision-making boards (Downtown Development, Community Development, and Municipal Code Enforcement). In addition, C-VIEW produces a number of special meetings, budget workshops, candidate forums, and public service announcements (PSAs) to promote upcoming city/community events.

In fiscal year 2014/15, C-VIEW staff produced more than 5 PSAs. During non-programmed times, C-VIEW cablecasts a Video Bulletin Board (VBB) that gives residents up-to-date information on employment, recreation opportunities, upcoming community events, legal notices, emergency preparedness information and important city initiatives. More than 100 separate VBB pages are produced each year. The development of streaming services has lessened costly DVD duplication and provided the citizens of Clearwater with free access to the city's digital archives. Last year there were nearly 11,592 downloads from the digital archive site. C-VIEW staff is instrumental in working with Information Technology and the Police Department to install and use new technologies such as Smart technologies and surveillance equipment.

In fiscal year 2015/16 C-VIEW TV will continue to place a major focus on streaming, archiving, and web-based videos that enhance the public interaction with municipal government information, policies and procedures. Another area of focus will be continued support in video surveillance and emergency communications systems. An increased area of focus will be marketing and graphic design with the roll out of a new brand identity.

Public Communications

Program Summary					
	Actual 2012/13	Actual 2013/14	Budget 2014/15	Budget 2015/16	% Change
Personnel	680,150	714,501	705,860	749,980	6%
Operating	106,608	108,801	220,700	150,560	-32%
Internal Services	86,922	87,513	85,910	89,640	4%
Total Public Communications	873,680	910,815	1,012,470	990,180	-2%
Full Time Equivalent Positions	9.0	9.0	9.0	10.0	1.0

Program Description

The Courier Service operates out of the Municipal Services Building. This program is responsible for all mail delivery among City offices, as well as, Council mail. It also assists the Official Records and Legislative Services department with records retention and coordination.

Program Summary					
	Actual 2012/13	Actual 2013/14	Budget 2014/15	Budget 2015/16	% Change
Personnel	17,059	18,448	18,060	17,010	-6%
Operating	145,846	106,511	125,460	125,480	0%
Internal Services	13,792	6,071	9,910	10,690	8%
Total Courier	176,697	131,030	153,430	153,180	0%
Full Time Equivalent Positions	0.8	0.8	0.8	0.8	-