

**Public Communications (General Fund) – 10.0 FTEs**  
**Courier (Administrative Services Fund) – 0.8 FTEs**  
**Total Public Communications – 10.8 FTEs**

## Department Objective

The objective of the Public Communications Department is to strengthen and empower Clearwater's citizens through active dialogue in order to foster community engagement and to communicate with Clearwater's residents, businesses and visitors regularly and in an open, transparent fashion.

In furthering the City Council's Strategic Direction of developing and promoting the city of Clearwater's brand, the Public Communication Department is responsible for implementing the city's brand and messaging through various communication tools that involve citywide media, public and community relations, marketing communications and video/television production. The department produces a city magazine called "MyClearwater" three times a year, leads special community engagement projects, and manages the city's print production, mail, and courier services. Public Communications works closely with HUB, the city's tourism agency of record, to promote bright and beautiful Clearwater as a destination for visitors from all over the globe. As an internal service department, Public Communications also works with all the other departments to promote their information to residents in an efficient and high quality product. The department is most responsible to the following strategic direction items: foster community engagement, develop and promote our brand, efficiency and quality.

## Summary of Services Provided

### Public Communications

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 monthly message from the City Manager, 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. Key achievements in fiscal year 2014/15 included efficiently communicating the City's accomplishments and events and completing a re-branding process. Communication efforts have focused on special events such as the Sugar Sand Festival, tourism promotions, and social media. The division continues to place an emphasis on employee communications.

In fiscal year 2016/17, the division will roll out 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 the new tourism PR firm to continue to promote the destination outside the Tampa Bay area and Florida.

#### **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.

# Public Communications

## Summary of Services Provided

### Public Communications

#### C-VIEW TV (Continued)

In fiscal year 2015/16, C-VIEW staff produced more than 3 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 13,021 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 2016/17 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 overseeing a complete overhaul of the technology for the computer training room, MSB Room 130, the C-VIEW studio and Council Chambers. Marketing and graphic design will continue to evolve as we continue to roll out the new brand. Working with sign, giveaway and marketing vendors will continue to be a focus.

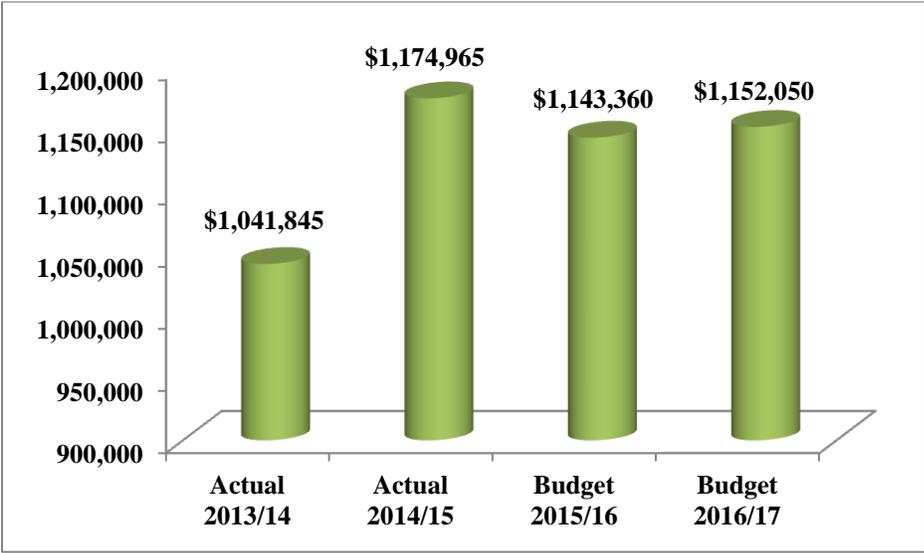
### Courier

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.

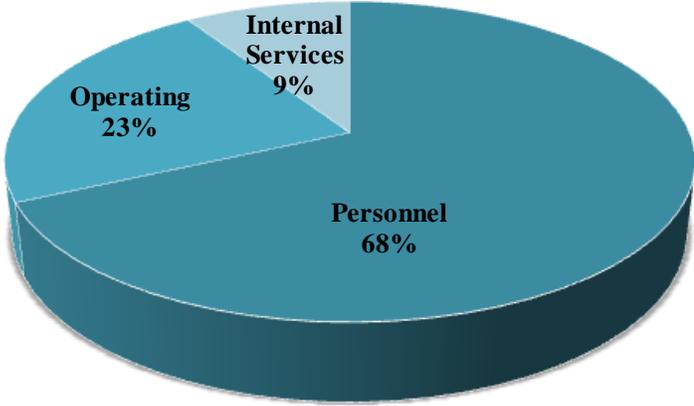
### Budget Summary

	Actual 2013/14	Actual 2014/15	Budget 2015/16	Budget 2016/17	% Change
<b>General Fund</b>					
Public Communications	910,815	1,003,761	990,180	997,000	1%
<b>Administrative Svcs Fund</b>					
Courier	131,030	171,204	153,180	155,050	1%
<b>Total Public Communications</b>	<b>1,041,845</b>	<b>1,174,965</b>	<b>1,143,360</b>	<b>1,152,050</b>	<b>1%</b>
Public Communications	9.0	9.0	10.0	10.0	0.0
Courier	0.8	0.8	0.8	0.8	0.0
<b>Total Public Communications FTEs</b>	<b>9.8</b>	<b>9.8</b>	<b>10.8</b>	<b>10.8</b>	<b>0.0</b>

Department Total Summary



Fiscal Year 2016/17 Budget by Category



<b>Key Performance Indicator</b>	<b>FY 2013/14</b>	<b>FY 2014/15</b>	<b>FY 2015/16</b>
<p><b><u>Clearwater Connect Usage</u></b>                      Measured by the number of requests submitted through Clearwater Connect.</p> <p><u>Note</u> - this is a new citizen request program that went live 5/19/2014.</p>	760	1,763	2,421
<p><b><u>Website Visitors</u></b>                      Measured by the number of visits to the City’s website, myclearwater.com.</p>	2,608,470	2,484,085	2,668,150
<p><b><u>Pages Viewed</u></b>                      Measured by the number pages viewed on the City’s website.</p>	3,523,480	3,414,447	3,655,636
<p><b><u>Facebook Fans</u></b></p> <ul style="list-style-type: none"> <li>• <b>City</b></li> <li>• <b>Police</b></li> <li>• <b>Fire</b></li> </ul> <p>Measured by the number of fans on the city’s main facebook pages</p>	2,492 9,362 783	6,012 15,321 2,405	9,804 20,508 6,482

**General Fund**

**Public Communications Budget Highlights**

- ◆ The General Fund operation of the Public Communications Department is supported by ten full time equivalent positions, the same level of staffing as fiscal year 2015/16.
- ◆ There have been no other significant changes in the Public Communications program. The budget for this program reflects an increase of 1% from the 2015/16 budget.
- ◆ Operating expenses reflect an 11% decrease from the fiscal year 2015/16 budget primarily due to decreased printing and promotional activity for branding that was included in the prior year budget.

**Internal Services Fund**

**Courier Budget Highlights**

- ◆ The Courier program is supported by 0.8 full time equivalent positions, the same level of staffing as the 2015/16 budget.
- ◆ There have been no significant changes in the Courier program. The budget for this program reflects an increase of 1% from the 2015/16 budget.
- ◆ Postage costs are budgeted at \$127,000 in this program, a 2% increase from the 2015/16 budget.

