



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

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

DEPARTMENT FULL TIME EQUIVALENT POSITIONS				
	Actual 2013/14	Actual 2014/15	Budget 2015/16	Budget 2016/17
Public Communications	9.0	9.0	10.0	10.0
Courier	0.8	0.8	0.8	0.8
Total Public Communications	9.8	9.8	10.8	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, the same level of staffing as fiscal year 2015/16.
- ❖ Operating expenses reflect a 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.
- ❖ 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.

Internal Services Fund Courier Program Highlights

- ❖ The Courier program is supported by 0.8 full time equivalent positions, the same level of staffing as the 2015/16 budget.
- ❖ Postage costs are budgeted at \$127,000 in this program, a 2% increase from 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.

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 Citizens 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, candidates' forums, community surveying and targeted programs like the Citizens Academy. Key achievements in fiscal year 2015/16 included efficiently communicating the City's accomplishments and events, launching a new citywide brand, and supporting the coordination of Clearwater's year-long centennial celebration. 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 2016/17, the division will continue to roll out the city's new branding and make sure logo use is consistent throughout departments and is of high quality. The department also will take a significant role in rewriting and launching a new updated and modern website that is built on a responsive design platform. The division continues to explore new technologies as a way to reach new audiences.

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 2015/16, 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 11,904 downloads from the digital archive site. C-VIEW staff continues to play an instrumental role working with Information Technology and the Clearwater 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 marketing and graphic design with the roll out of a new brand identity.

PUBLIC COMMUNICATIONS

PROGRAM SUMMARY					
	Actual 2013/14	Actual 2014/15	Budget 2015/16	Budget 2016/17	% Change
Personnel	714,501	737,791	749,980	767,190	2%
Operating	108,801	128,733	150,560	133,330	-11%
Internal Services	87,513	82,897	89,640	96,480	8%
Capital	-	4,340	-	-	n/a
Interfund	-	50,000	-	-	n/a
Total Public Communications	910,815	1,003,761	990,180	997,000	1%

PROGRAM FULL TIME EQUIVALENT POSITIONS				
	Actual 2013/14	Actual 2014/15	Budget 2015/16	Budget 2016/17
Public Communications	9.0	9.0	10.0	10.0
Total Public Communications	9.0	9.0	10.0	10.0

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 2013/14	Actual 2014/15	Budget 2015/16	Budget 2016/17	% Change
Personnel	18,448	17,070	17,010	17,740	4%
Operating	106,511	144,939	125,480	127,440	2%
Internal Services	6,071	9,195	10,690	9,870	-8%
Total Courier	131,030	171,204	153,180	155,050	1%

PROGRAM FULL TIME EQUIVALENT POSITIONS				
	Actual 2013/14	Actual 2014/15	Budget 2015/16	Budget 2016/17
Courier	0.8	0.8	0.8	0.8
Total Courier	0.8	0.8	0.8	0.8