NOTICE OF STUDY SESSION
OF THE
UNIVERSITY CITY CITY COUNCIL

Public Notice is hereby given that a Study Session of the City Council of University City will be held on **Monday, December 9, 2019, at 5:30 p.m.at City Hall, fifth floor, 6801 Delmar, University City, MO.**

<u>AGENDA</u>
Requested by the City Manager

1. Meeting called to order

2. Changes to Regular Council Agenda

3. Strategic Communications

4. Motion to go into a Closed Session according to Missouri Revised Statues 610.021 (1) Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public government body or its representatives or attorneys.

5. Adjournment

This meeting is OPEN to the public.

Dated this 6th day of December, 2019

LaRette Reese
City Clerk

UNIVERSITY CITY STRATEGIC COMMUNICATIONS

Communications Director Allison Bamberger

Overview of Presentation

- Communications Philosophy
- Keys to Messaging
- Major Modes of External Communication
- ROARS
- Social Media
- Website
- Videos
- Calendar
- Internal Communications

Communications Philosophy

- Consistent, proactive communication builds trust
- This is true internally and externally
- Communication should be equal among residents, stakeholders and business community
- Communicate with people the way they want to be communicated with
- Listen

Keys to Messaging

- All we do is to the benefit of our residents – messaging should reflect that
- All of our services should benefit residents in efficient, convenient ways
- Information to the public should be clear, concise and free from jargon when possible
- Communication should exist in consistent ways – Website, ROARS, Social Media, etc.
- We should share the most possible information
- We should be responsive in our communication

Major Modes of External Communication

- ROARS Newsletter
- Social Media: NextDoor, Facebook, Twitter, Instagram
- Website/Notify Me
- Public Meetings/Livestream
- Video Update Program
- City Calendar

Major Modes of Internal Communication

- Email
- Staff Meetings

ROARS

Previously

- Mailed to homes every 2 months
- Cost of about $60,000/year for printing, postage
- Hired design firm for each issue $24,000

2020 Proposed

- Mailed to homes every 3 months
- Online "mini" issue every month
- Cost savings of approximately $10,000 for printing and postsage
- Designed in-house for $24,000 cost savings

Social Media Strategy

- Incredibly popular way to engage with residents and stakeholders
- Good for social listening
- Posts from the city should only come from official city pages
- Build relationships with major social media participants who can help disseminate our messages
- Social Media Archiving Software should be implemented

Social Media: NextDoor

- Began Agency Account in January 2019
- Average 5 posts/week
- Directly sent to more than 8,000 registered residents, which is an estimated 30% of 23,000 households in University City.
- Rated 2nd in most preferred way to get information from the City in the 2019 Citizen Satisfaction Survey
- Council expectations?

Social Media: Facebook

- Official city page has existed for a number of years
- Post average 5/week
- About 2,700 followers
- Fire Department, Parks and Recreation and a number of Boards and Commissions also have pages.
- Other non-city sponsored pages exist – are monitored but not controlled by us

Social Media: Twitter

- Re-started in January 2019 – last post before that was in 2017
- Average 5 original posts/week, retweet 20/week – weather, county information, local business info
- 1,700 followers – mostly journalists
- Best use of Twitter is to get media information to local outlets

Social Media: Instagram

- Began in January 2019
- Average post several times a month
- 200 followers
- Some interest with Millennial and college-aged residents
- Difficult to use to spread information because of algorithms
- Best to use to show off how beautiful the city is

Website 2020

- New, more modern look
- Clearer news and calendar features
- More clear search feature
- Used data analytics to reorganize information
- Will launch in January 2020
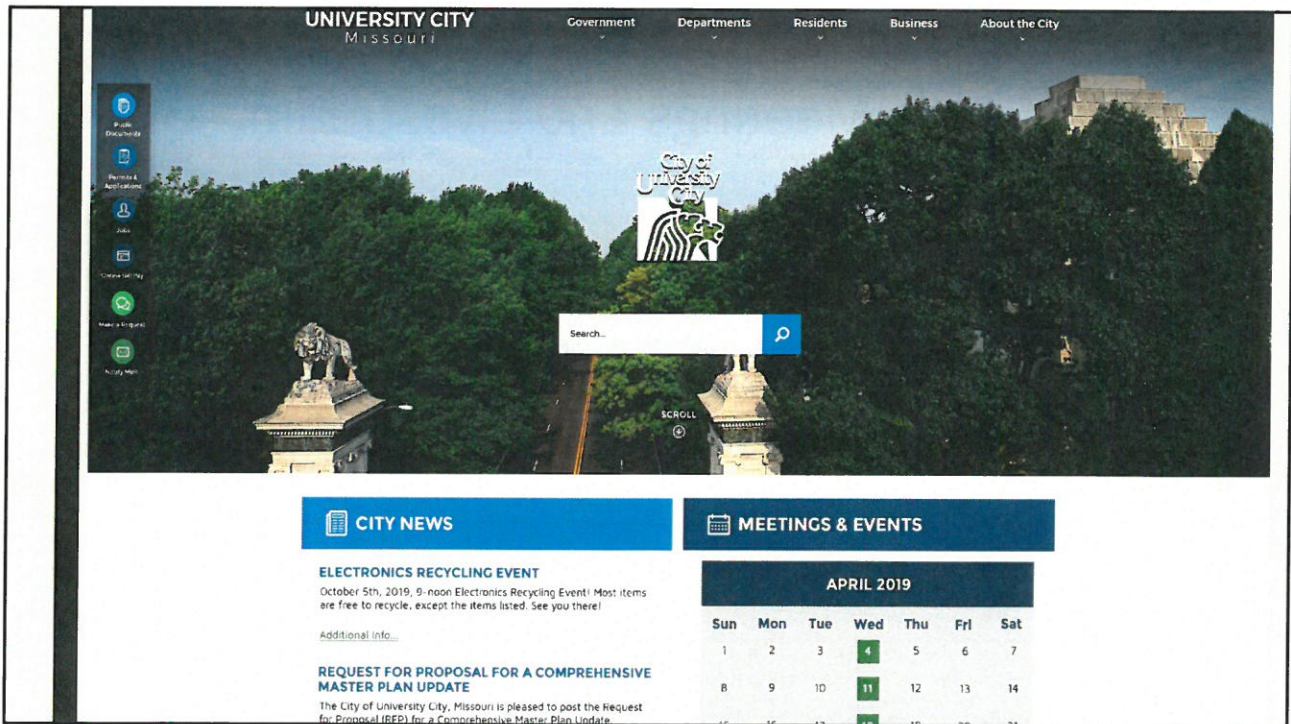
Notify Me

- Currently Notify Me is available on the website to send a message to residents when events/agendas are posted
- NUMBER of residents are currently signed up
- Other options: Nixle, RAVE Alert, Code Red – these can also be used for emergency communications, much more robust, reverse 911 service, Police and Fire could use in emergency situations – cost approximately $5,000/year

Public Meetings and Livestream

- Currently Livestream all public meetings on the 5th floor of city hall to both YouTube and Facebook
- Changing Facebook software has caused problems
- Older infrastructure, such as microphones will need to be replaced in the future
- Next budget year servers will be replaced

Press Conferences and Ribbon Cuttings

- In 2019 we had two press conferences/ribbon cuttings:

  - 1-70 Redevelopment
  - EMS Service returning

- Goal for 2020 is at least three, but potentially six.

  - Tell our stories, but make sure it's special

- Council expectations?

Video Program

- Monthly Department Videos
- Updates on projects: Forsyth, Delmar Garage
- City information: Recycling
- More to come in 2020
- Hosted on YouTube
- Most get about 200-250 views

City Calendar

- 2020 – Mannequins on the Loop – Combined information on sustainability with photos of the mannequins to increase education and be another informational resource
- Looking to incorporate more educational and resource material into the calendar
- Will be placing the PDF online

Internal Communications

- Email: Staff has all been switched to Office 365.
  - This includes all police officers. Anecdotally, heave heard that detectives are really liking the feature that allows them to share information in real-time to a shared document hosted in the cloud.
  - 365 also resolves issues of maxing out storage space
  - Training will continue in 2020
- Employee Newsletter: Potential to come in 2020

Questions?

City of
University
City