

To the Mayor and Members of the City Council

May 24, 2016

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SUBJECT: COMMUNICATION OF CITY INFORMATION AND NEWS

The Communications & Public Engagement Office (CPE) continues to use a variety of communications tools and public outreach methods to reach out to residents.

City Times

One of the tools we use to get information to residents is our monthly water bill insert – City Times. The insert reaches approximately 240,000 households each month. Electronic copies of the insert are also posted on the website for residents who do not get a bill in the mail. The CPE works with departments to develop messages and content for each issue.

Topics for 2016 have included:

January	Annual Frequently called numbers handout
February	Smartscape Plants Repair leaks to conserve water Rain barrel and Compost bin sale Adopt a Cowtown spot Free income tax assistance
March	Earth Day activities Rain barrels and compost bin sale reminder Butterfly exhibit at Botanic Garden Turn around – Don't drown safety message
April	Charter Election information Recycle Right Animal Control Nixle Emergency Alerts
May	Garbage and Recycling App Water Safety Air quality and ozone alerts Free and low cost spay and neuter services
June	Control mosquitos safety message Cook's Children Drowning coalition safety message

FW Connection

A new communications tool is the quarterly insert FW Connection. This insert has an estimated reach of approximately 440,000 residents at a cost of \$25,000 each quarter. The first issue appeared in the March 27 Star-Telegram. It was also included in the Wednesday advertisement mailing to all residents the following week and was also placed in La Estrella.

We also overprint 10,000 copies and place them in city facilities and distribute them at neighborhood events and public meetings.

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The next quarterly issue will be delivered to non-subscribers June 22, inserted in La Estrella June 25 and inserted into the Star-Telegram on June 26. We will also be inserting the next issue into La Vida. We will once again have 10,000 overprints to distribute throughout the summer.

City Page

The FW Connection was created in response to the need for more printed information for those residents who do not actively subscribe to electronic updates or follow us on social media. In the past, the city had a weekly feature page in the Star-Telegram, La Estrella and La Vida called City Page. This was suspended because of the rising cost of newspaper space.

In order for the city to reinstate the City Page on a weekly basis, it would cost:

Publication	Weekly	Annually	Reach
Star-Telegram			
• Full-page	\$4,914	\$255,528	376,749 households
• Half-page	\$2,457	\$127,764	
La Estrella			
• Full-page	\$2,500	\$130,000	125,000 households
• Half-page	\$1,250	\$ 65,000	
La Vida			
• Full-page	\$1,008	\$ 52,416	10,000 households
• Half-page	\$ 504	\$ 26,208	

We would also have a weekly translation fee of approximately \$250-\$400.

Currently the city uses these communication tools to reach our various audiences:

Communications Tool	Reach	Audience
Weekly electronic newsletter City News	9,000+ subscribers	General Public
• Mobility Monthly	600+ stories per year	
• Eco-Insider Monthly		
Produced City Times (water bill insert)	11 issues with 45+ articles	Water customers
Media Requests	525 individual requests	Media
Media Brief	233 daily briefs	Staff
Social Media		Social Media subscribers
• Facebook	7,500+ likes	
• Twitter	56,700+ followers	
• Nextdoor	68,000 subscribers	
Roundup newsletter for employees	48 issues with 510 stories	Employees
City Website	5,841,669 views	General Public
Annual Report (electronic version only)		
FWTV		General Public and Employees
• Taped and posted meetings	252 meetings last year	
• Special videos for departments	100+ videos annually	

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Community Outreach and meetings <ul style="list-style-type: none"> • Neighborhood Association Meetings • Public & Planning Meetings • Community Events and Fairs • School Presentations • After-School, Community Centers, Library and Summer Camp presentations • Developed the weekly Community Engagement Bulletin • Emails to Neighborhood Leaders 	921 total meetings last year 259 meetings 60 meetings 49 meetings 205 meetings 348 meetings 1,143 subscribers 302 Neighborhoods	Neighborhoods Residents Teachers and Students Children Neighborhood Leaders who share with members
Completed Neighborhood Meeting Reports	204 Reports submitted last year 5,299 residents at meetings	Council members and staff
Robocalls	90,650 calls made last year	Council member request

We continue to look for new ways to communicate with the public. We recognize that while many of our residents use social media and the internet to stay informed, we also have a large percentage of our population that prefer more traditional ways of engagement. The office currently uses flyers, posters, postcards, social media, website updates and short videos for outreach. The amount of printed material is small because of the limited budget for printing.

The CPE office continues to look for ways to partner with other departments so that we can provide more printed material.

- The water bill insert City Times is currently printed in partnership with the Water Department. The Communications and Public Engagement Office does the writing and layout for the publication. The Water Department provides the funding.
- Program material used by the Community Engagement team is printed by departments.
- Public meeting flyers, posters and handouts printing is paid by the department responsible for the project. The CPE office offers graphic and writing support.
- The frequently called numbers handout is currently printed in partnership with the Water Department. It is distributed each year in the January water bill. The information is compiled by the Community Engagement staff.
- The Get Connected cards are printed by the Community Engagement Office.

Any questions about this IR can be directed to Michelle Gutt, Communication & Public Engagement Director at 817-392-6248.

David Cooke
City Manager