

Communications & Marketing Quarterly Report FY2026: Quarter 1 (October 1 – December 31)

AGENDA

- 1. Public Information**
- 2. Marketing/Advertising**
- 3. Website/Digital Content**
- 4. Key Performance Indicators**
- 5. 311 Call Center**

Public Information Priority Projects

Q1 FY26 (October 1 – December 31)

*This page highlights the larger, priority Campaigns but is not an all-inclusive list.

1. PRESS RELEASES disseminated: 55
2. Produce Weekly Video series: ***Keeping Up with the Cape***
3. Disseminated Fall On The Move Magazine
4. Design and Content for Winter On The Move
5. Schedule/Plan: Storm Playground Ribbon Cutting
6. Produce recap video: New Year's Eve
7. Produce recap video: Holiday Nights
8. Produce recap video: Trunk or Treat 2025
9. Design and Content for City Manager Annual Report
10. Produce monthly Mayor's Message Video
11. Execute Ribbon Cutting: Cove Structured Parking Garage
12. Design and Content for "New Resident's Guide"
13. Responded to 200 media inquiries.
14. Design, Produce and disseminate monthly internal City e-newsletter, City Pulse.
15. Share messaging via press release, digital newsletter, print publications and social media posts on **awards received** by City departments/divisions/staff.
16. Share messaging via press release, social media, digital newsletters and print publications on **City infrastructure** and project updates.
17. Most of our videos are placed in rotation on the CapeTV channel, Youtube and shared on social media.

Marketing/Advertising Priority Projects

Q1 FY26

*This page highlights the larger, priority Campaigns but is not an all-inclusive list.

1. Developed comprehensive advertising strategies for Parks and Recreation Facilities and Special Event Season initiatives, ensuring targeted outreach to residents and visitors.
2. Led marketing campaigns for major community events, including "Holiday Nights on the Lawn," "New Year's Eve Celebration" and Tour De Cape.
2. Oversaw planning and design of FY 2025 City Manager's Annual Report.
3. Produced award-winning video content, "Be In The Cape" series, which highlights local attractions.
4. Coordinated production of promotional videos for Bike Night, Parks & Recreation Facilities, and Park Amenities, from concept through execution.
5. Managed ad placement by collaborating with digital channels and local TV news outlets to maximize campaign reach.
6. Design, content and dissemination of the Cape Connect, external, monthly e-newsletter for residents and visitors.

Website & Digital Content Priority Projects

Q1 FY26

*This page highlights the larger, priority Campaigns but is not an all-inclusive list.

1. Completed comprehensive website refresh to enhance usability, accessibility, and user experience for residents and visitors.
2. Launched “CeCe the Manatee,” an AI - powered web bot designed to assist users with city information and streamline customer service
3. Developed and maintained City Project pages, ensuring timely updates on key municipal initiatives.
4. Implemented a dynamic social media messaging strategy to keep the community informed about city updates, events, Parks & Recreation facilities, and programming while maximizing engagement through targeted advertising.

Looking Ahead...

The following topics are set for messaging in the future:

1. Grass Clipping Ordinance
2. Messaging for scams and Code Compliance
3. Video: How To on searching OpenGov
4. Commercial Vehicle Parking
5. Continued monthly updates on Jaycee Park
6. Continued updates on large projects such as the Yacht Club, and infrastructure projects like the UEP.

Key Performance Indicators

FY	Press Releases	Facebook Followers	Website: Total Page Views	Instagram Followers	X (Twitter) Followers	App Downloads	Media Inquiries Handled	Internal Work Requests	311 Calls Handled	Cape Connect (e-newsletter)
2022	195	20,499	4,722,797*	2,116	6,033	*	*	*	*	
2023	293	22,226	4,765,503*	3,100	6,766	5,818	*	*	21,849 (Q3&4 data only)	12,242
2024	256	26,170	4,153,344	4,749	7,732	11,042	369	*	36,582	12,607
2025	286	36,161	4,187,333	7,666	8,816	15,490	705 Q3 & Q4 585		33,660	13,005
2026	55	39,138	898,631	8,219	8,883	16,106	200	371	7,809	13,575

*Website views spike due to hurricane emergency messaging

CapeTV

Comcast 98
Youtube

The Office of Communications regularly produces and updates the channel with new videos. We also feature content from our state and local partners including Lee County Government, FWC, FDOT, and LCEC.

Youtube Stats:

FY 25

Views: 30,023 Subscribers: 309

Stayed to watch: 80%

FY 24

Views: 28,281 Subscribers: 197

Stayed to Watch: 58%

- ▶ **CURRENT PROGRAMMING:**
- ▶ 1. Mayor's Message
- ▶ 2. Horton Park Amenity Video
- ▶ 3. EBD Promotional Video
- ▶ 4. Paul Sanborn Park Amenity Video
- ▶ 5. Crystal Lake Park Ribbon Cutting
- ▶ 6. Affordable Housing through Live Local Act
- ▶ 7. Trash Can PSA
- ▶ 8. 9-11 Recap 2025
- ▶ 9. Know Your City Series: City Manager-Council Form of Government
- ▶ 10. Youth Center Summer Block Party Advertisement
- ▶ 11. Music and Arts Fusion Recap Video
- ▶ 12. Red White & BOOM! 2025
- ▶ 13. Coral Oaks Great Day 30 sec ad
- ▶ 14. Giuffrida Park
- ▶ 15. Canalwatch 30 Years Educational Video
- ▶ 16. Chiquita Lock "Unblock" Ribbon Cutting
- ▶ 17. Waste Pro - Yard Waste
- ▶ 18. South Cape Community Center Advertisement
- ▶ 19. Youth Center Game Night Advertisement
- ▶ 20. Cape Coral Bike Night Recap Video
- ▶ 21. Cape Coral Aerial
- ▶ 22. Pelican Baseball Complex Amenity Video
- ▶ 23. Environmental Resources
- ▶ 24. Cultural Park Amenity Video
- ▶ 25. CapeTV Bumper
- ▶ 26. Del Prado Linear Park Amenity Video
- ▶ 27. Cape Coral Water Trinity Educational Video
- ▶ 28. Florida: We've Got That Wow!
- ▶ 29. Coral Oaks Great Day 15sec ad
- ▶ 30. Bike Night Advertisement
- ▶ 31. Crystal Lake Park Amenity Video
- ▶ 32. Stormwater Educational Video
- ▶ 33. Alert Today Alive Tomorrow FDOT Video
- ▶ 34. Arbor Day Recap Video 2025
- ▶ 35. Know Your City Series: City Charter
- ▶ 36. Hurricane Expo Recap Video 2025
- ▶ 37. Sands Park Amenity Video
- ▶ 38. Tree City of the World Video
- ▶ 39. Burrowing Owl Habitat Dedication Ceremony
- ▶ 40. Know Your City Series: How Our City Works
- ▶ 41. Holiday Nights on the Lawn Recap Video
- ▶ 42. Special Events Hype Advertisement
- ▶ 43. Jim Jeffers Park Amenity Video
- ▶ 44. The Courts Ribbon Cutting
- ▶ 45. CRA Building Ribbon Cutting
- ▶ 46. Solid Waste Educational Video
- ▶ 47. Cape Coral Canals Educational Video
- ▶ 48. Coral Grove Development Promo Video
- ▶ 49. It doesn't get any better than a family vacation in Florida
- ▶ 50. Eagle Skate Park Amenity Video
- ▶ 51. Veterans Day Parade 2024 Recap
- ▶ 52. FDOT Alert Today Alive Tomorrow PSA
- ▶ 53. Transportation Department Educational Video
- ▶ 54. Joe Coviello Park Amenity Video
- ▶ 55. Hurricane Preparedness Video
- ▶ 56. North RO Plant Tour
- ▶ 57. Cape Coral Keeps You Active
- ▶ 58. Trunk or Treat recap

311 Topic Tracker

1. Visit www.CapeCoral.gov
2. Under “Departments” select “Office of Communications”
3. In the left navigation bar, select “311 Call Center”
4. Click the Topic Tracker image on the right side of the page



311 Cape Coral App

1. More than 16,000 downloads
2. Users report they enjoy:
 - A. Ease of use and
 - B. Receiving receipts





THANK YOU!

311 Call Center
FY26, Quarter 1
10/1/25-12/31/25

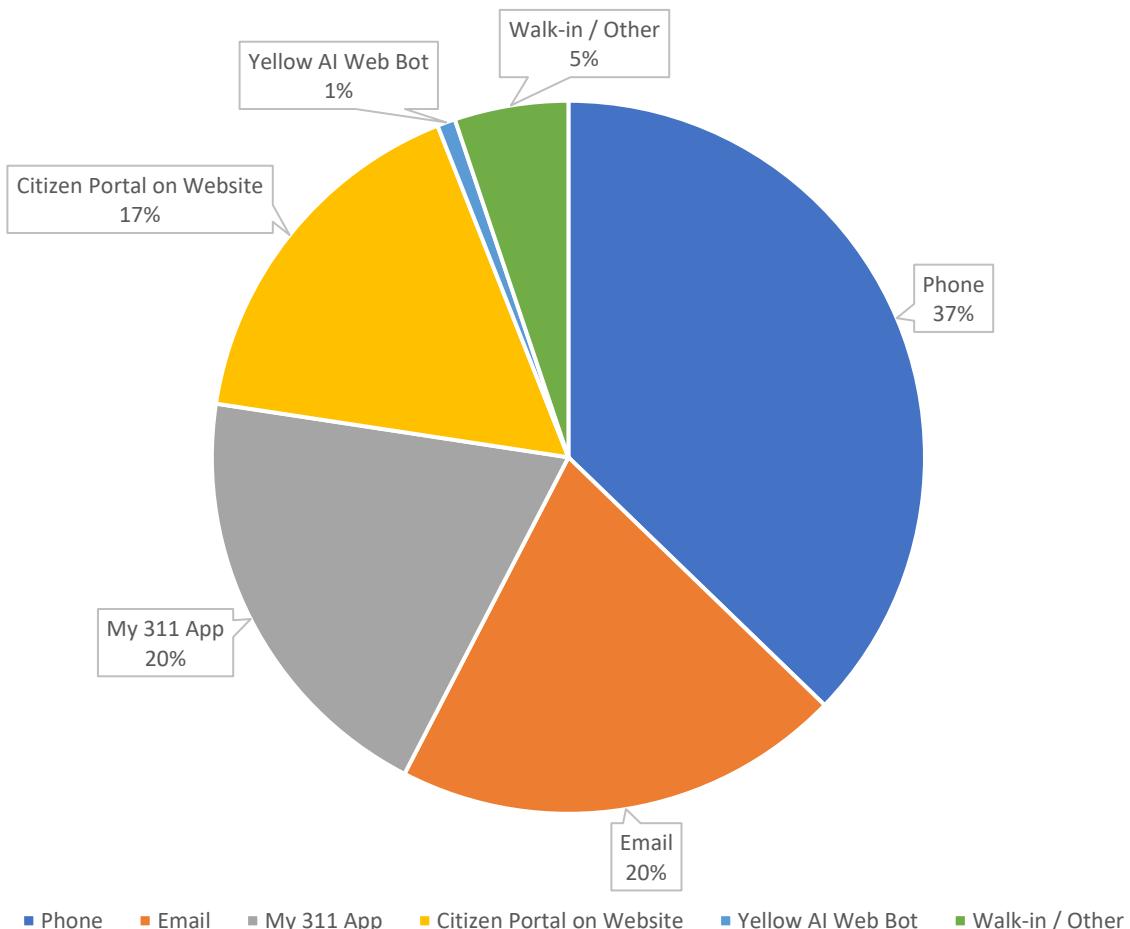
Incoming Call Center Calls

	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	TOTAL
Calls Presented	2754	2579	2727	8060
Calls Handled	2653	2497	2659	7809
% of Calls Handled	96.33%	96.82%	97.51%	96.89%

311 Requests Created Citywide

	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	TOTAL	% of Tickets
Phone	744	568	593	1905	37%
Email	380	320	342	1042	20%
My 311 App	374	304	335	1013	20%
Citizen Portal on Website	291	272	287	850	17%
Yellow AI Web Bot	27	8	7	42	1%
Walk-in / Other (reported by internal staff)	79	48	137	264	5%
TOTAL REQUESTS (Citywide)	1895	1520	1701	5116	

FY26, Q1 Tyler Requests by Source



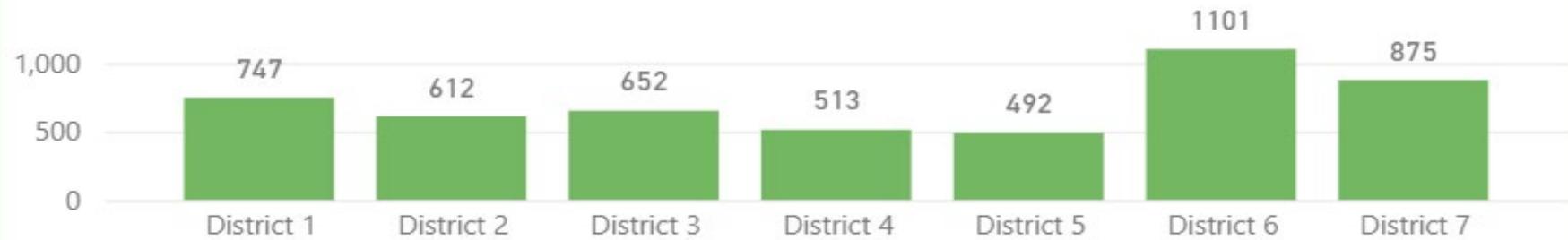
311 Topic Report - All Districts

FY26, Qrtr 1

10/1/25-12/31/25

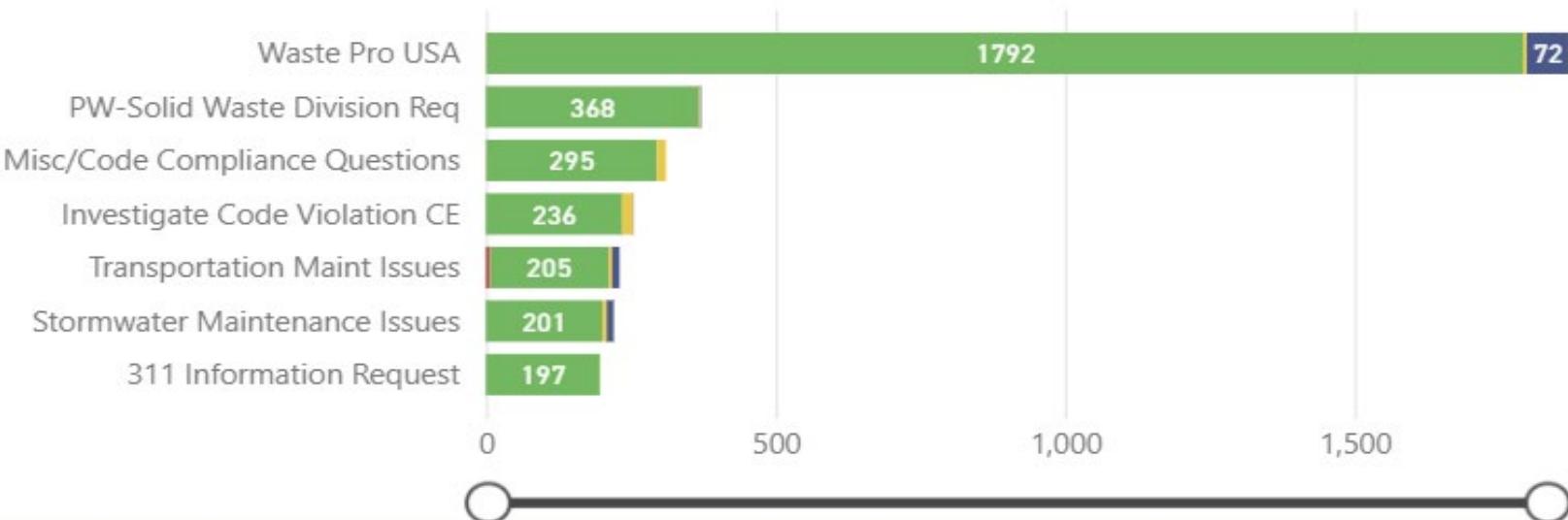
Total Requests: 4,992

Number of 311 Topics by District

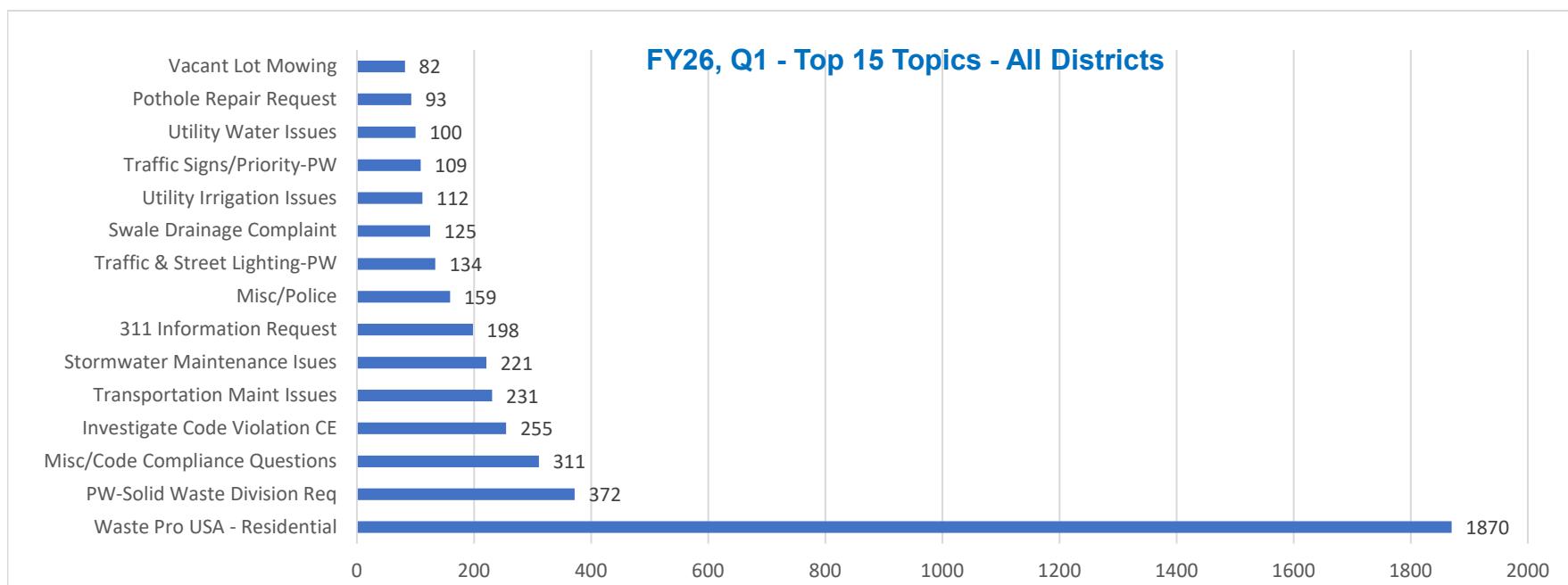


Number of Topics by Status

Status ● Cancelled ● Closed ● Investigating ● Working



<u>Top 15 Topics</u>	<u>Types of Issues</u>	<u>Ticket Counts (10/1-12/31)</u>	
		<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	<i>Damaged or missing totes; missed waste/recycling pick-up</i>	1870	37.46%
PW-Solid Waste Division Req	<i>Totes left at the curb on non-trash day; excessive trash at curb</i>	372	7.45%
Misc/Code Compliance Questions	<i>Reports of Improper trash dumping, overgrown lots</i>	311	6.23%
Investigate Code Violation CE	<i>RV's, boats, and commercial vehicles parking in yards overnight</i>	255	5.11%
Transportation Maint Issues	<i>Materials dumped in ROW &/or vacant lot, median bush obstruction</i>	231	4.63%
Stormwater Maintenance Issues	<i>Sinkhole and storm drain pipe issues</i>	221	4.43%
311 Information Request	<i>Emails received via 311 Inbox transferred to correct dept</i>	198	3.97%
Misc/Police	<i>Loud music, speeding cars, 4-wheeler racing, etc.</i>	159	3.19%
Traffic & Street Lighting-PW	<i>Street lights out or not working correctly</i>	134	2.68%
Swale Drainage Complaint	<i>Flooding/drainage issues (longer than 72 hours)</i>	125	2.50%
Utility Irrigation Issues	<i>Water leak at box, snail filter requests, sprinkler maint, no pressure</i>	112	2.24%
Traffic Signs/Priority-PW	<i>Stop signs/other directional signs down or facing the wrong way</i>	109	2.18%
Utility Water Issues	<i>Water main break or water leak (coming from City's end)</i>	100	2.00%
Pothole Repair Request	<i>Citizen reports of specific locations to check</i>	93	1.86%
Vacant Lot Mowing	<i>Overgrown lots and owl burrow trim requests</i>	82	1.64%



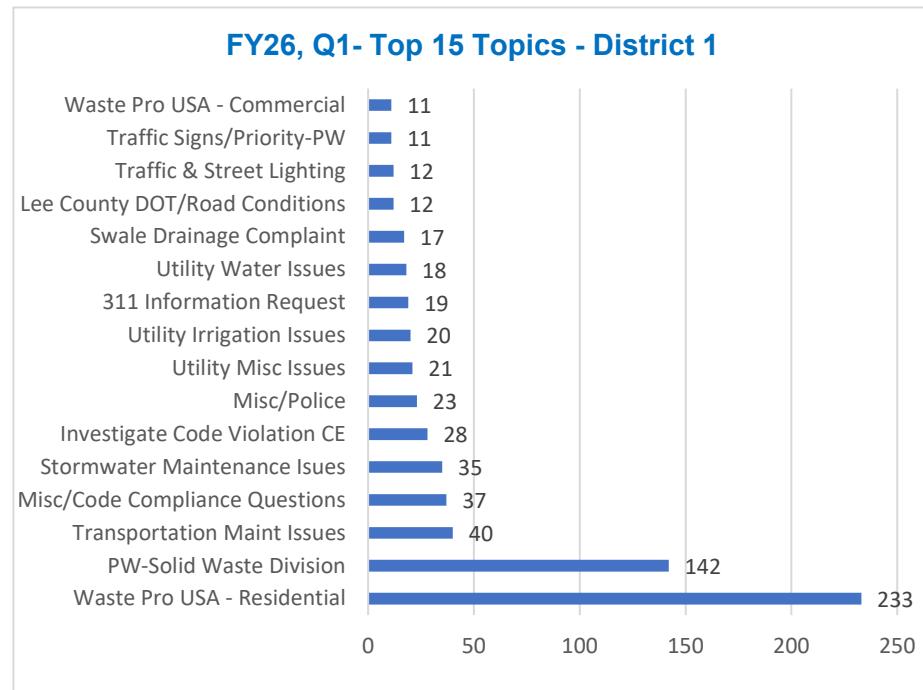
311 Topic Tracker Report - District 1

FY26, Qrtr 1

10/1/25-12/31/25

Total Requests: 747

Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	233	31.19%
PW-Solid Waste Division	142	19.01%
Transportation Maint Issues	40	5.35%
Misc/Code Compliance Questions	37	4.95%
Stormwater Maintenance Issues	35	4.69%
Investigate Code Violation CE	28	3.75%
Misc/Police	23	3.08%
Utility Misc Issues	21	2.81%
Utility Irrigation Issues	20	2.68%
311 Information Request	19	2.54%
Utility Water Issues	18	2.41%
Swale Drainage Complaint	17	2.28%
Lee County DOT/Road Conditions	12	1.61%
Traffic & Street Lighting	12	1.61%
Traffic Signs/Priority-PW	11	1.47%
Waste Pro USA - Commercial	11	1.47%



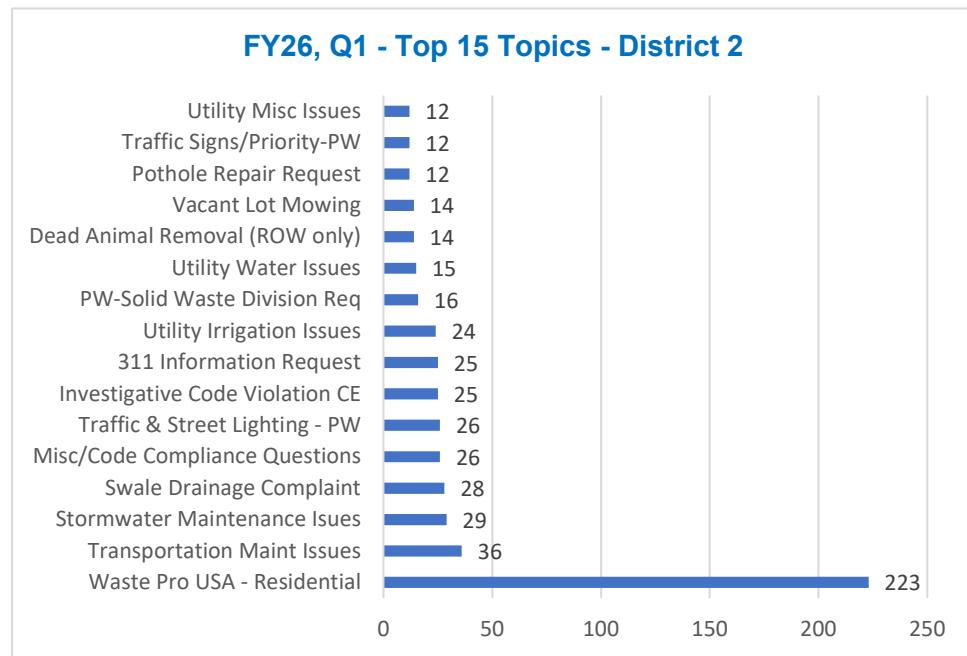
311 Topic Tracker Report - District 2

FY26, Qrtr 1

10/1/25-12/31/25

Total Requests: 612

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	223	36.44%
Transportation Maint Issues	36	5.88%
Stormwater Maintenance Issues	29	4.74%
Swale Drainage Complaint	28	4.58%
Misc/Code Compliance Questions	26	4.25%
Traffic & Street Lighting - PW	26	4.25%
Investigative Code Violation CE	25	4.08%
311 Information Request	25	4.08%
Utility Irrigation Issues	24	3.92%
PW-Solid Waste Division Req	16	2.61%
Utility Water Issues	15	2.45%
Dead Animal Removal (ROW only)	14	2.29%
Vacant Lot Mowing	14	2.29%
Pothole Repair Request	12	1.96%
Traffic Signs/Priority-PW	12	1.96%
Utility Misc Issues	12	1.96%



311 Topic Tracker Report - District 3

FY26, Qrtr 1

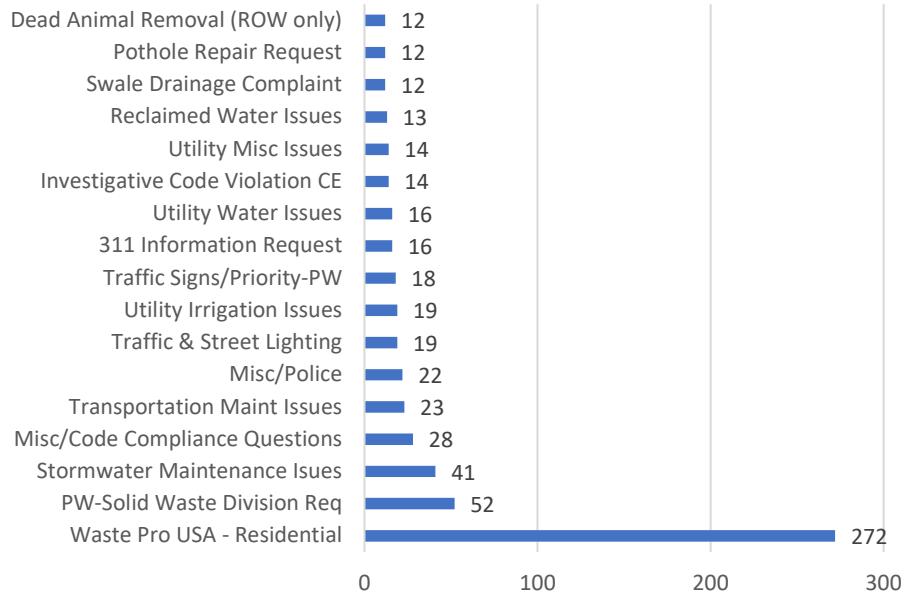
10/1/25-12/31/25

Total Requests: 652

Top 15 Topics

	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	272	41.72%
PW-Solid Waste Division Req	52	7.98%
Stormwater Maintenance Issues	41	6.29%
Misc/Code Compliance Questions	28	4.29%
Transportation Maint Issues	23	3.53%
Misc/Police	22	3.37%
Traffic & Street Lighting	19	2.91%
Utility Irrigation Issues	19	2.91%
Traffic Signs/Priority-PW	18	2.76%
311 Information Request	16	2.45%
Utility Water Issues	16	2.45%
Investigative Code Violation CE	14	2.15%
Utility Misc Issues	14	2.15%
Reclaimed Water Issues	13	1.99%
Swale Drainage Complaint	12	1.84%
Pothole Repair Request	12	1.84%
Dead Animal Removal (ROW only)	12	1.84%

FY26, Q1 - Top 15 Topics - District 3



311 Topic Tracker Report - District 4

FY26, Qrtr 1

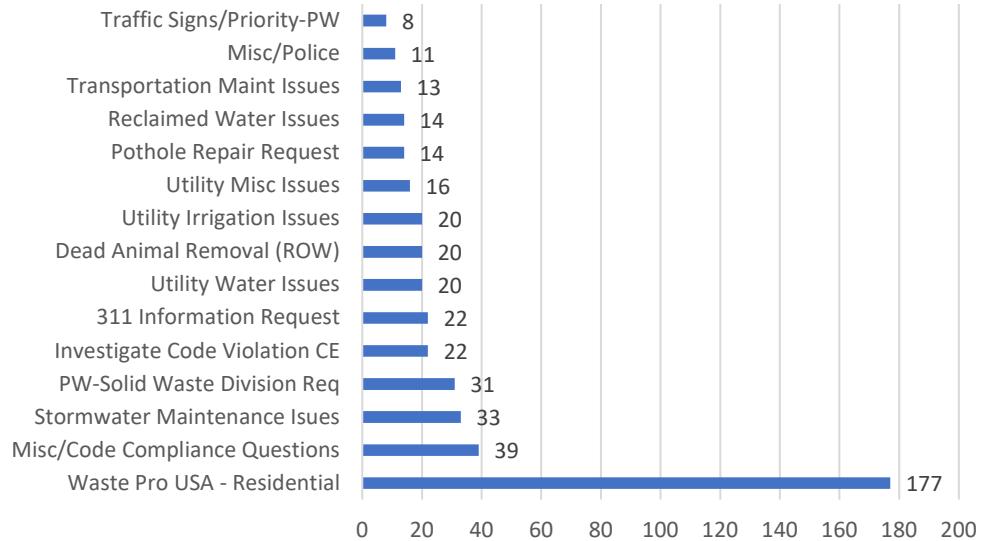
10/1/25-12/31/25

Total Requests: 513

Top 15 Topics

	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	177	34.50%
Misc/Code Compliance Questions	39	7.60%
Stormwater Maintenance Issues	33	6.43%
PW-Solid Waste Division Req	31	6.04%
Investigate Code Violation CE	22	4.29%
311 Information Request	22	4.29%
Utility Water Issues	20	3.90%
Dead Animal Removal (ROW)	20	3.90%
Utility Irrigation Issues	20	3.90%
Utility Misc Issues	16	3.12%
Pothole Repair Request	14	2.73%
Reclaimed Water Issues	14	2.73%
Transportation Maint Issues	13	2.53%
Misc/Police	11	2.14%
Traffic Signs/Priority-PW	8	1.56%

FY26, Q1 - Top 15 Topics - District 4



311 Topic Tracker Report - District 5

FY26, Qrtr 1

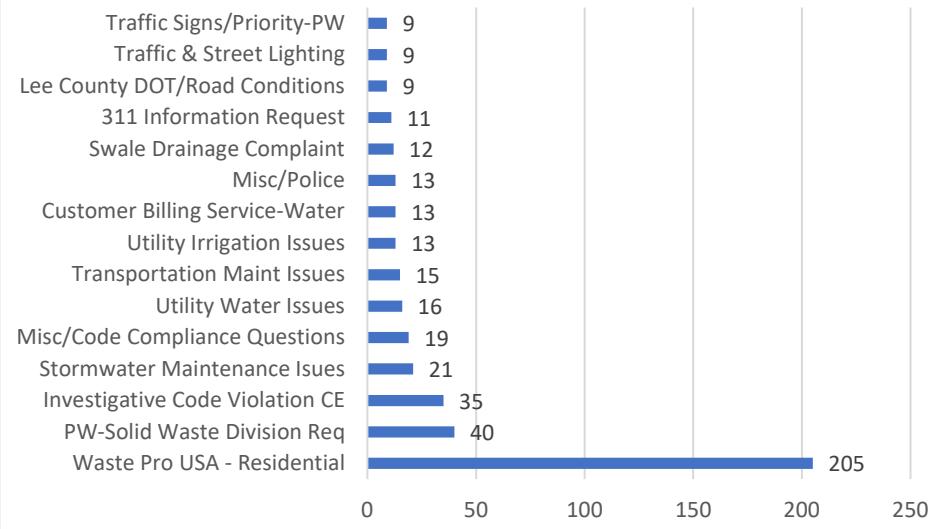
10/1/25-12/31/25

Total Requests: 492

Top 15 Topics

	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	205	41.67%
PW-Solid Waste Division Req	40	8.13%
Investigative Code Violation CE	35	7.11%
Stormwater Maintenance Issues	21	4.27%
Misc/Code Compliance Questions	19	3.86%
Utility Water Issues	16	3.25%
Transportation Maint Issues	15	3.05%
Utility Irrigation Issues	13	2.64%
Customer Billing Service-Water	13	2.64%
Misc/Police	13	2.64%
Swale Drainage Complaint	12	2.44%
311 Information Request	11	2.24%
Lee County DOT/Road Conditions	9	1.83%
Traffic & Street Lighting	9	1.83%
Traffic Signs/Priority-PW	9	1.83%

FY26, Q1 - Top 15 Topics - District 5



311 Topic Tracker Report - District 6

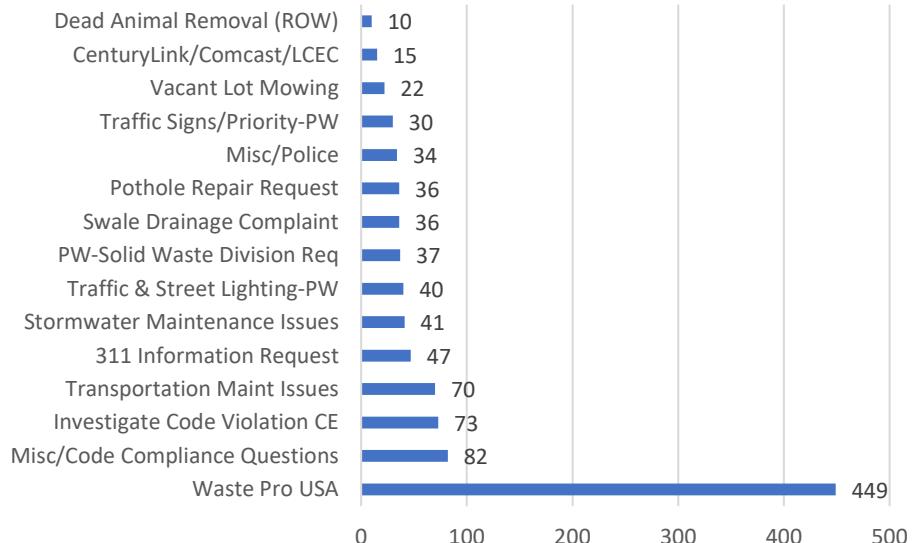
FY26, Qrtr 1

10/1/25-12/31/25

Total Requests: 1,101

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	449	40.78%
Misc/Code Compliance Questions	82	7.45%
Investigate Code Violation CE	73	6.63%
Transportation Maint Issues	70	6.36%
311 Information Request	47	4.27%
Stormwater Maintenance Issues	41	3.72%
Traffic & Street Lighting-PW	40	3.63%
PW-Solid Waste Division Req	37	3.36%
Swale Drainage Complaint	36	3.27%
Pothole Repair Request	36	3.27%
Misc/Police	34	3.09%
Traffic Signs/Priority-PW	30	2.72%
Vacant Lot Mowing	22	2.00%
CenturyLink/Comcast/LCEC	15	1.36%
Dead Animal Removal (ROW)	10	0.91%

FY26, Q1 - Top 15 Topics - District 6



311 Topic Tracker Report - District 7

FY26, Qrtr 1

10/1/25-12/31/25

Total Requests: 875

Top 15 Topics

	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	311	35.54%
Misc/Code Compliance Questions	80	9.14%
Investigate Code Violation CE	58	6.63%
311 Information Request	58	6.63%
PW-Solid Waste Division Req	54	6.17%
Misc/Police	45	5.14%
Transportation Maint Issues	34	3.89%
Vacant Lot Mowing	28	3.20%
Traffic & Street Lighting-PW	23	2.63%
Stormwater Maintenance Issues	21	2.40%
Traffic Signs/Priority-PW	21	2.40%
Swale Drainage Complaint	15	1.71%
Utility Extension Questions	15	1.71%
Pothole Repair Request	12	1.37%
Utility Irrigation Issues	12	1.37%

FY26, Q1 - Top 15 Topics - District 7

