



COMMUNICATIONS QUARTERLY REPORT FY2024: QUARTER 3

AGENDA

Campaigns, Projects, Events

Measurables

311



Priority Campaign Topics Q3 2024

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

1. Fertilizer Ordinance
2. HR Hiring posts
3. FY 2025 Budget
4. Unlicensed Contractors
5. Department Stats
6. Median Beautification
7. Water Conservation
8. Solid waste
9. Parks and Rec Month (July)
10. Rental Registration
11. Press Releases
12. Bulk Waste Site
13. Follow us On Social Media
14. Cape Quest
15. 311 App
16. Backflow Prevention
17. Boater Safety
18. Boat Ramp etiquette
19. Targeted Economic Business Development Ads
20. 2024 Hurricane Season
21. Sign up for e-newsletters
22. City Accomplishments/Awards
23. Videos: Telling our Story (City info)
24. Videos: Here We Grow (EBD specific)
25. Celebrating Our Veterans
26. Utilities Messaging

Third quarter Priority Projects

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

1. FEMA Press Conferences and Messaging
2. Festival Park Groundbreaking Event planning
3. CRA Building Ribbon Cutting Event and planning
4. Internal Messaging: City Pulse newsletter, posters and flyers
5. FY 2025 Budget Video
6. Event Recap Videos for: ribbon cuttings, groundbreakings, Bike Night, Culture Fest
7. New Video Series: Telling Our Story
8. New Video Series: Here We Grow
9. City Branding Guide
10. Kiosk Screen Covers
11. Florida Trend ad
12. Florida Trend spread
13. Park Amenities Video Series
14. Fall On The Move planning
15. Billboard graphic planning, creation, scheduling
16. BTR Letter, Flyer, webpage
17. Veterans Video
18. Parks and Recreation Fall Activity Guide

Events

April

1. Arbor Day at Coviello Park
2. April Business Roundtable
3. Water Conservation Town Hall

May

1. CRA Building Grand Opening
2. May Business Roundtable
3. Veterans Day Parade
4. Citizen's Academy
5. EBD Business Roundtable

June

1. Budget Workshop
2. Second Annual Flag Day Celebration
3. Jaycee Park 30% Design Public Mtg

Ongoing

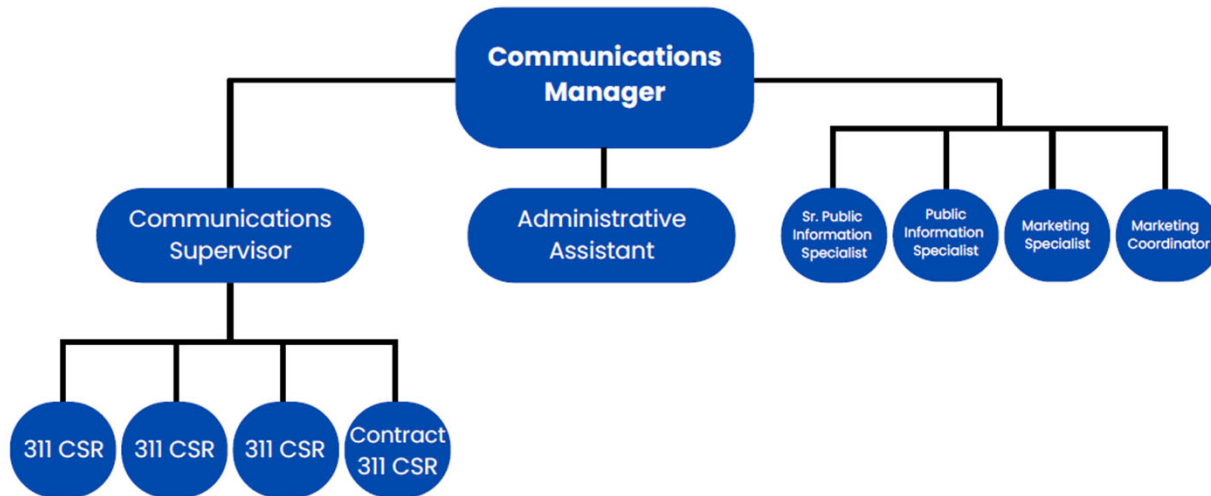
- Citizens Academy
- Communications Plan Development
- Citizens Academy
- Website Management
- Social Media Management
- Monthly e-newsletters
- Responding to Media Inquiries
- Press Release Dissemination
- Scheduling Media Interviews
- Oversee CapeTV programming
- Good Vibes Tribe/Employee Morale

Measurables

The higher number of press releases in FY2023 is due to emergency messaging related to Hurricane Ian, which was crucial for resident safety.

FY	Press Releases	Facebook Followers	Website Views	Instagram Followers	Twitter Followers	App Downloads	Media Inquiries Fielded
2019	~30	6,192	3,605,029	*	*	*	*
2020	59	8,661	3,776,906	*	*	*	*
2021	99	9,746	4,208,757	465	4,046	*	*
2022	195	20,499	4,722,797	2,116	6,033		*
2023	293	22,226	4,765,503	3,100	6,766	5,818	*
Q3/2024	182	24,720	3,125,757	4,283	7,503	10,071	166

Communications Office Organizational Chart



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



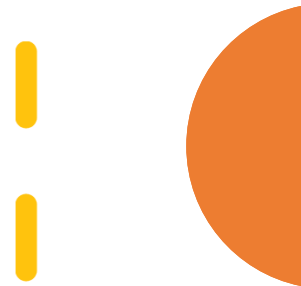
311 Cape Coral App

1. More than 7,500 downloads
2. Users report they enjoy:
 - a. Ease of use and
 - b. Receiving receipts

CITY GOVERNMENT AT YOUR FINGERTIPS



**THANK
YOU!**

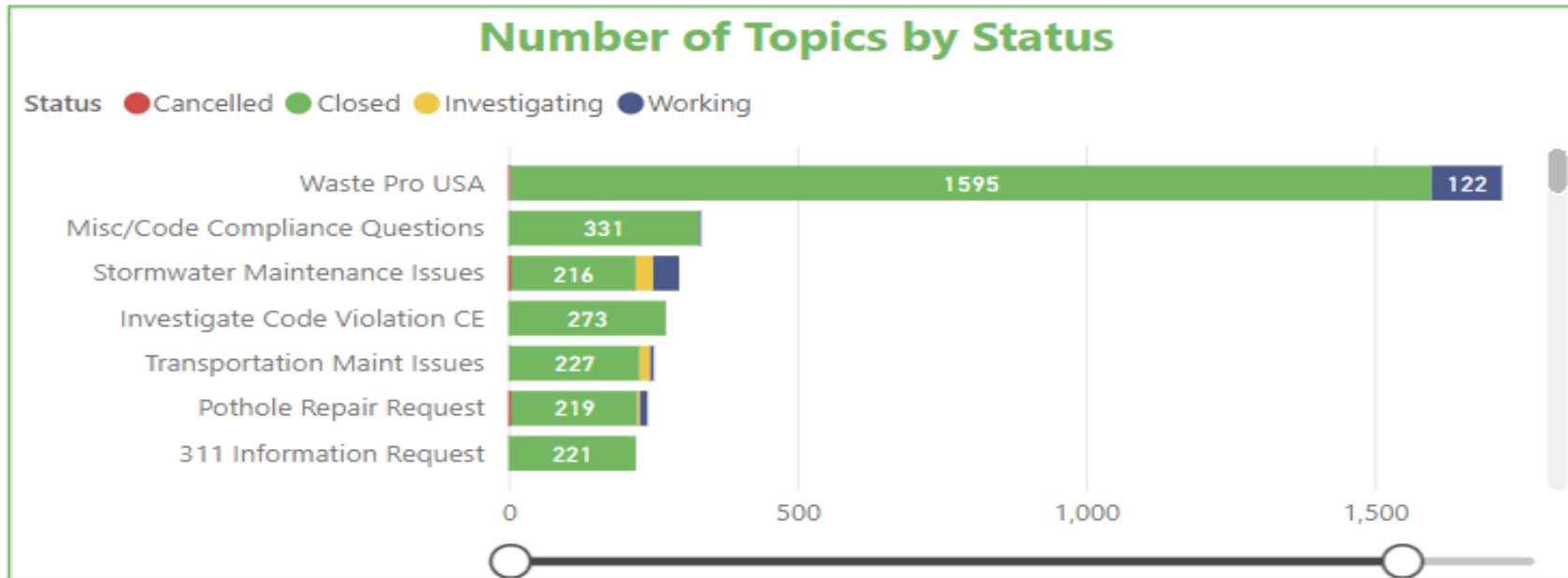
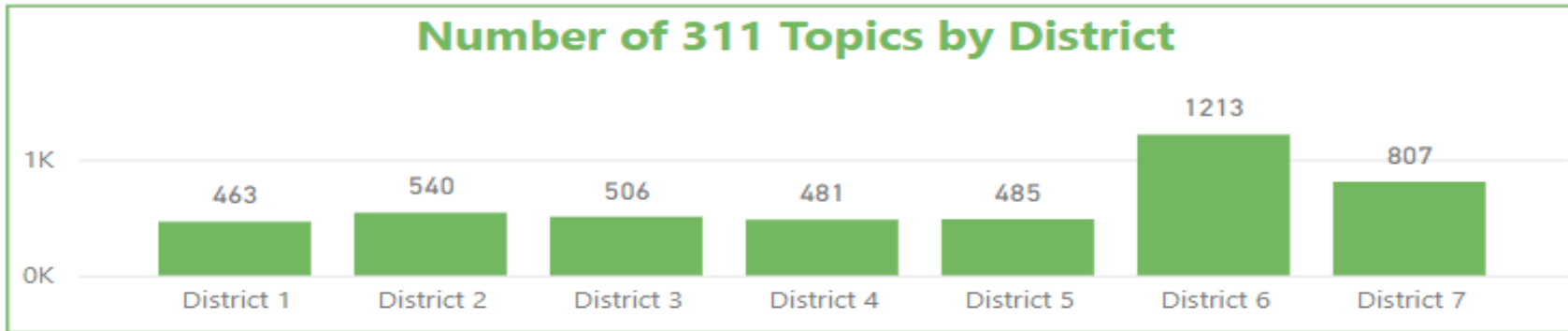


311 Topic Report - All Districts

FY24, Qtr 3

4/1/24-6/30/24

Total Requests: 4,495



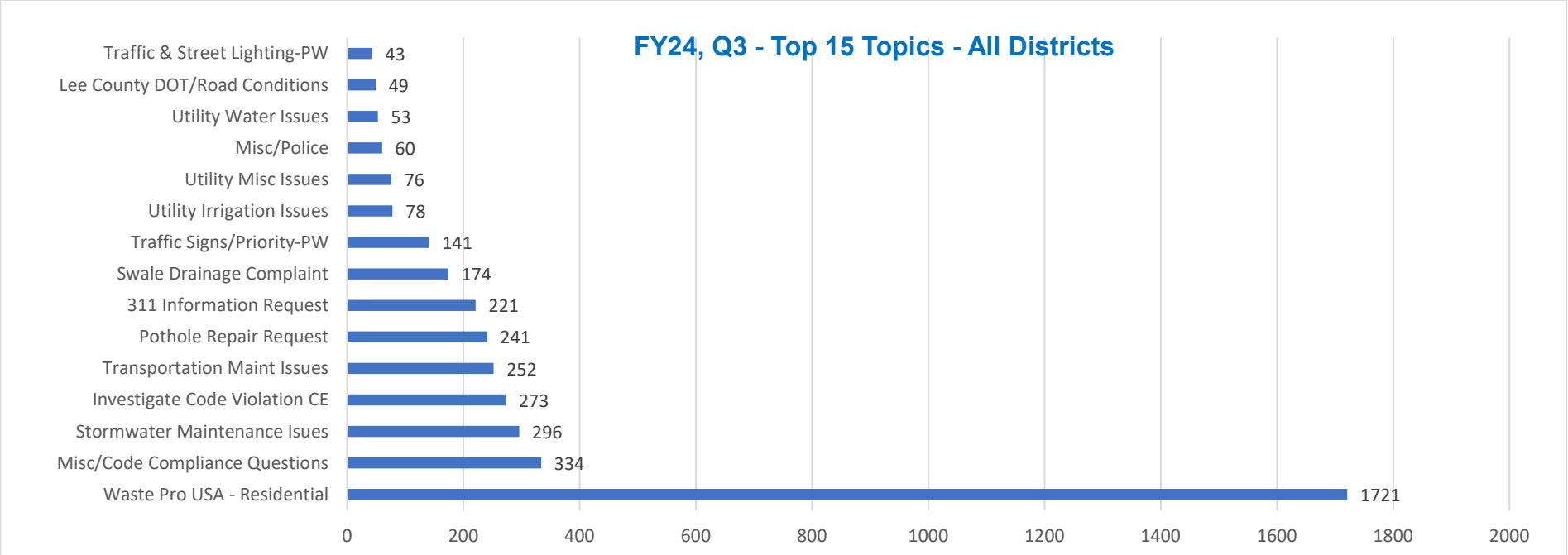
Ticket Counts (4/1-6/30)

- Top 15 Topics**
- Waste Pro USA - Residential
 - Misc/Code Compliance Questions
 - Stormwater Maintenance Issues
 - Investigate Code Violation CE
 - Transportation Maint Issues
 - Pothole Repair Request
 - 311 Information Request
 - Swale Drainage Complaint
 - Traffic Signs/Priority-PW
 - Utility Irrigation Issues
 - Utility Misc Issues
 - Misc/Police
 - Utility Water Issues
 - Lee County DOT/Road Conditions
 - Traffic & Street Lighting-PW

- Types of Issues**
- Damaged or missing totes; missed waste/recycling pick-up*
 - Reports of Improper trash dumping, overgrown lots*
 - Sinkhole and storm drain pipe issues*
 - RV's, boats, and commercial vehicles parking in yards overnight*
 - Materials dumped in ROW &/or vacant lot, median bush obstruction*
 - Citizen reports of specific locations to check*
 - Emails received via 311 Inbox transferred to correct dept*
 - Flooding/drainage issues (longer than 72 hours)*
 - Stop signs/other directional signs down or facing the wrong way*
 - Water leak at box, snail filter requests, sprinkler maint, no pressure*
 - Fire hydrant open, leak after or unlaidd sod after utilities work*
 - Loud music, speeding cars, 4-wheeler racing, etc.*
 - Water main break or water leak (coming from City's end)*
 - Road signs down or obstructed from view*
 - Street lights out or not working correctly*

Count	% of Total
1721	38.29%
334	7.43%
296	6.59%
273	6.07%
252	5.61%
241	5.36%
221	4.92%
174	3.87%
141	3.14%
78	1.74%
76	1.69%
60	1.33%
53	1.18%
49	1.09%
43	0.96%

FY24, Q3 - Top 15 Topics - All Districts



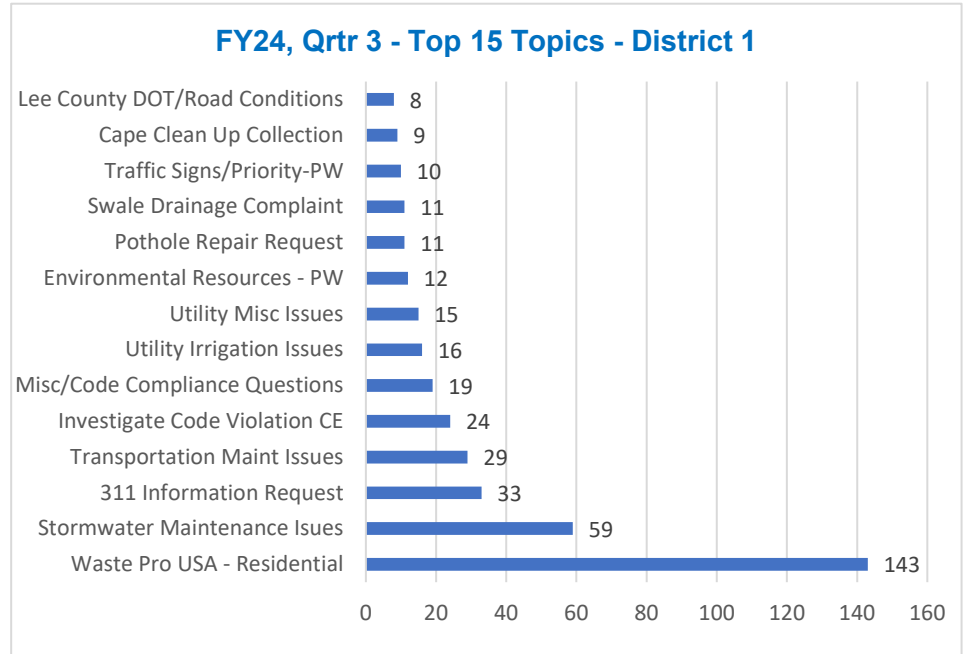
311 Topic Tracker Report - District 1

FY24, Qtr 3

4/1/24-6/30/24

Total Requests: 463

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	143	30.30%
Stormwater Maintenance Issues	59	12.37%
311 Information Request	33	6.92%
Transportation Maint Issues	29	6.08%
Investigate Code Violation CE	24	5.03%
Misc/Code Compliance Questions	19	3.98%
Utility Irrigation Issues	16	3.35%
Utility Misc Issues	15	3.14%
Environmental Resources - PW	12	2.52%
Pothole Repair Request	11	2.31%
Swale Drainage Complaint	11	2.31%
Traffic Signs/Priority-PW	10	2.10%
Cape Clean Up Collection	9	1.89%
Lee County DOT/Road Conditions	8	1.68%
Utility Water Issues	7	1.47%



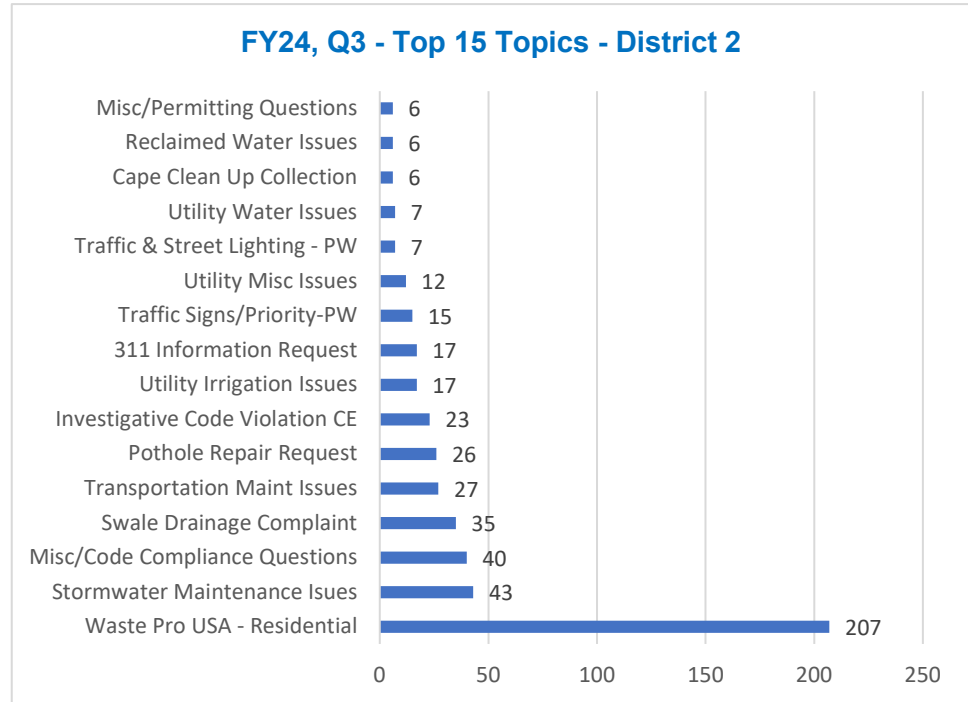
311 Topic Tracker Report - District 2

FY24, Qtr 3

4/1/24-6/30/24

Total Requests: 540

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	207	30.76%
Stormwater Maintenance Issues	43	6.39%
Misc/Code Compliance Questions	40	5.94%
Swale Drainage Complaint	35	5.20%
Transportation Maint Issues	27	4.01%
Pothole Repair Request	26	3.86%
Investigative Code Violation CE	23	3.42%
Utility Irrigation Issues	17	2.53%
311 Information Request	17	2.53%
Traffic Signs/Priority-PW	15	2.23%
Utility Misc Issues	12	1.78%
Traffic & Street Lighting - PW	7	1.04%
Utility Water Issues	7	1.04%
Cape Clean Up Collection	6	0.89%
Reclaimed Water Issues	6	0.89%
Misc/Permitting Questions	6	0.89%



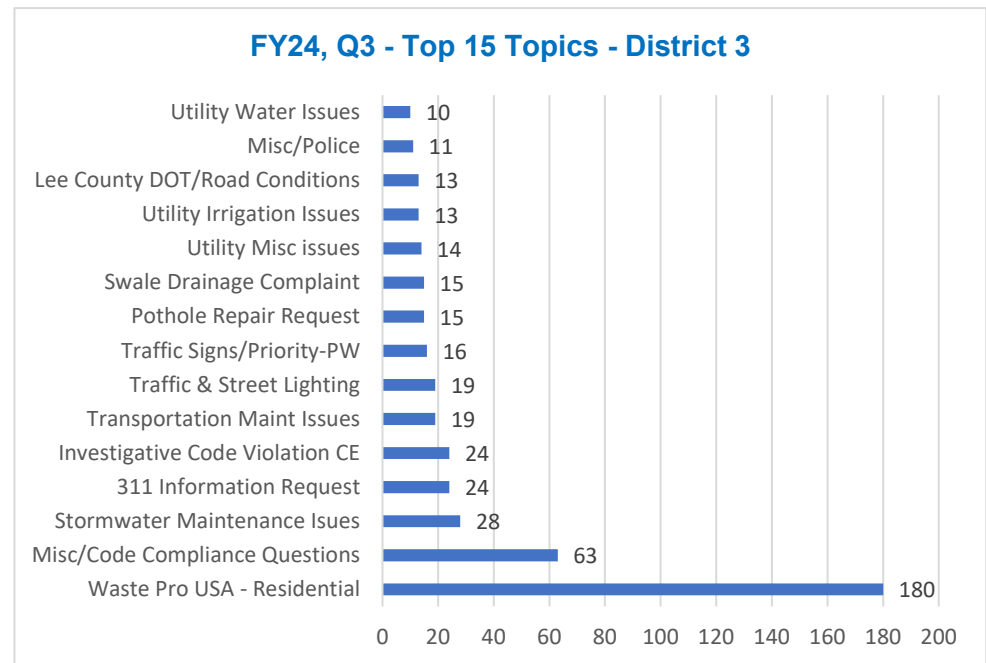
311 Topic Tracker Report - District 3

FY24, Qtr 3

4/1/24-6/30/24

Total Requests: 506

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	180	35.57%
Misc/Code Compliance Questions	63	12.45%
Stormwater Maintenance Issues	28	5.53%
311 Information Request	24	4.74%
Investigative Code Violation CE	24	4.74%
Transportation Maint Issues	19	3.75%
Traffic & Street Lighting	19	3.75%
Traffic Signs/Priority-PW	16	3.16%
Pothole Repair Request	15	2.96%
Swale Drainage Complaint	15	2.96%
Utility Misc issues	14	2.77%
Utility Irrigation Issues	13	2.57%
Lee County DOT/Road Conditions	13	2.57%
Misc/Police	11	2.17%
Utility Water Issues	10	1.98%



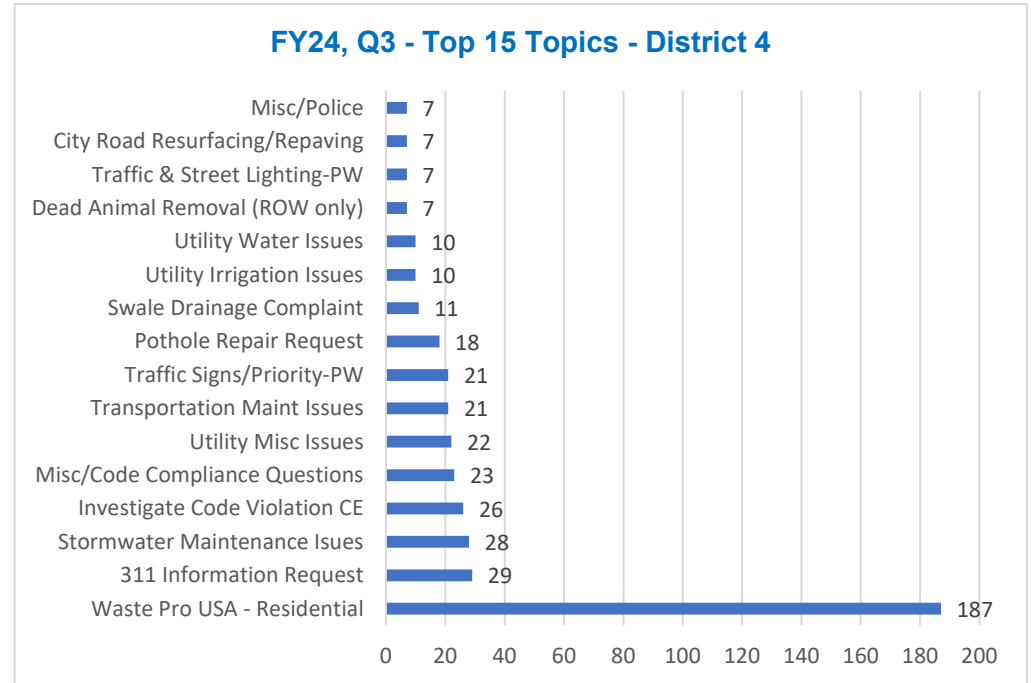
311 Topic Tracker Report - District 4

FY24, Qtr 3

4/1/24-6/30/24

Total Requests: 481

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	187	38.88%
311 Information Request	29	6.03%
Stormwater Maintenance Issues	28	5.82%
Investigate Code Violation CE	26	5.41%
Misc/Code Compliance Questions	23	4.78%
Utility Misc Issues	22	4.57%
Transportation Maint Issues	21	4.37%
Traffic Signs/Priority-PW	21	4.37%
Pothole Repair Request	18	3.74%
Swale Drainage Complaint	11	2.29%
Utility Irrigation Issues	10	2.08%
Utility Water Issues	10	2.08%
Dead Animal Removal (ROW only)	7	1.46%
Traffic & Street Lighting-PW	7	1.46%
City Road Resurfacing/Repaving	7	1.46%
Misc/Police	7	1.46%



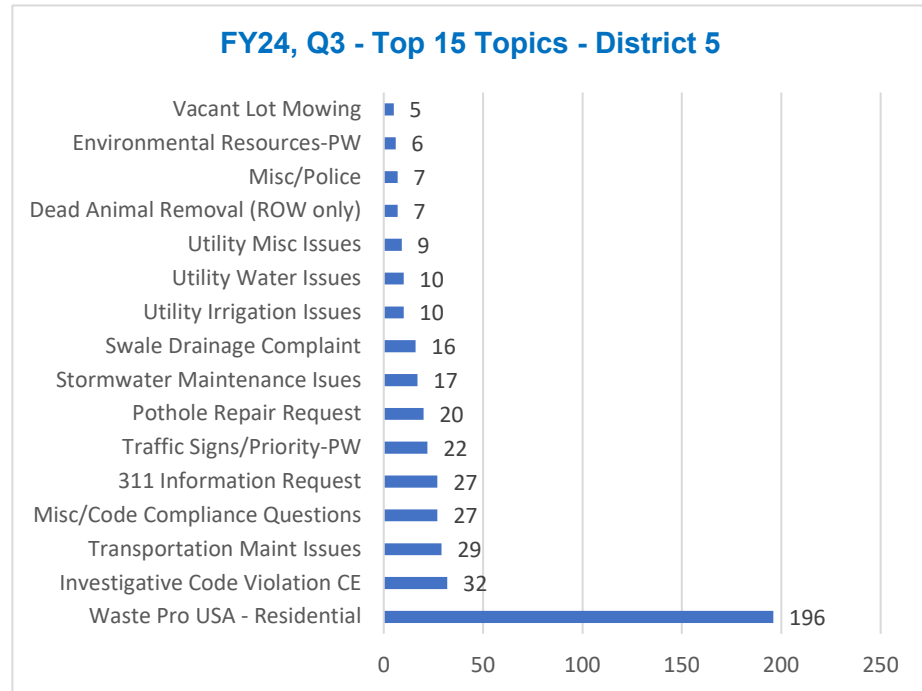
311 Topic Tracker Report - District 5

FY24, Qtr 3

4/1/24-6/30/24

Total Requests: 485

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	196	40.41%
Investigative Code Violation CE	32	6.60%
Transportation Maint Issues	29	5.98%
Misc/Code Compliance Questions	27	5.57%
311 Information Request	27	5.57%
Traffic Signs/Priority-PW	22	4.54%
Pothole Repair Request	20	4.12%
Stormwater Maintenance Issues	17	3.51%
Swale Drainage Complaint	16	3.30%
Utility Irrigation Issues	10	2.06%
Utility Water Issues	10	2.06%
Utility Misc Issues	9	1.86%
Dead Animal Removal (ROW only)	7	1.44%
Misc/Police	7	1.44%
Environmental Resources-PW	6	1.24%
Vacant Lot Mowing	5	1.03%



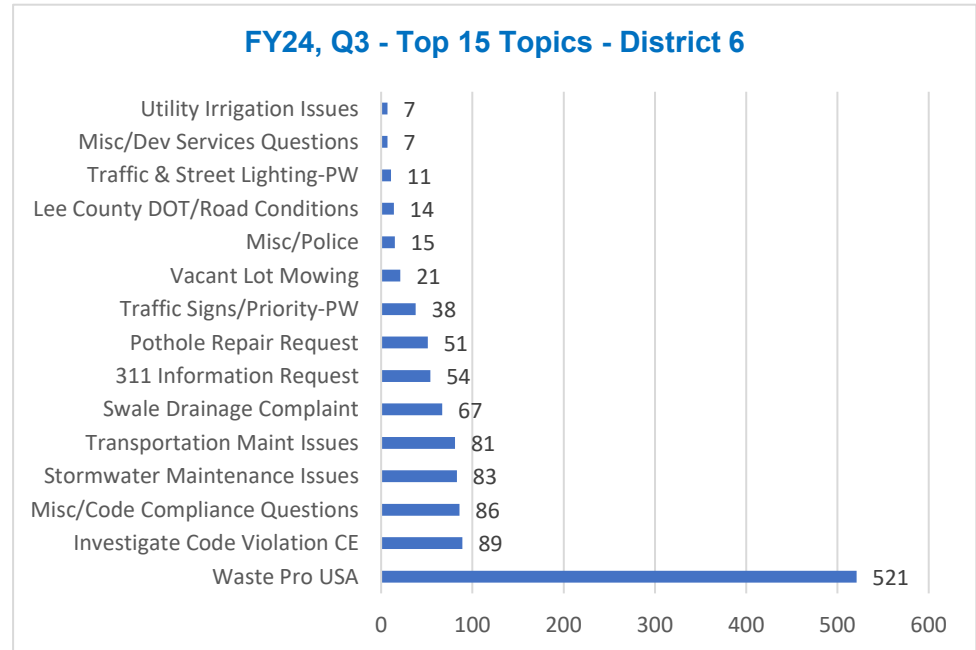
311 Topic Tracker Report - District 6

FY24, Qtr 3

4/1/24-6/30/24

Total Requests: 1213

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	521	42.95%
Investigate Code Violation CE	89	7.34%
Misc/Code Compliance Questions	86	7.09%
Stormwater Maintenance Issues	83	6.84%
Transportation Maint Issues	81	6.68%
Swale Drainage Complaint	67	5.52%
311 Information Request	54	4.45%
Pothole Repair Request	51	4.20%
Traffic Signs/Priority-PW	38	3.13%
Vacant Lot Mowing	21	1.73%
Misc/Police	15	1.24%
Lee County DOT/Road Conditions	14	1.15%
Traffic & Street Lighting-PW	11	0.91%
Misc/Dev Services Questions	7	0.58%
Utility Irrigation Issues	7	0.58%



311 Topic Tracker Report - District 7

FY24, Qtr 3

4/1/24-6/30/24

Total Requests: 807

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	287	35.56%
Pothole Repair Request	100	12.39%
Misc/Code Compliance Questions	76	9.42%
Investigate Code Violation CE	55	6.82%
Transportation Maint Issues	46	5.70%
Stormwater Maintenance Issues	38	4.71%
311 Information Request	37	4.58%
Utility Extension Questions	23	2.85%
Traffic Signs/Priority-PW	19	2.35%
Swale Drainage Complaint	19	2.35%
Misc/Police	14	1.73%
City Damage Claims	9	1.12%
CIP-Capital Improvements	8	0.99%
Misc/Dev. Services Questions	8	0.99%
Lee County DOT/Road Conditions	7	0.87%
Dead Animal Removal (ROW only)	7	0.87%

