COMMUNICATIONS QUARTERLY REPORT
FY2024: QUARTER 4

AGENDA

Campaigns, Projects, Events

Measurables

311 Call Center

Priority Campaign Topics Q4 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. Emergency Management Messaging
5. Department Stats
6. City Infrastructure
7. Median Beautification
8. Water Conservation
9. Solid waste
10. Parks and Rec Month (July)
11. Rental Registration
12. Bulk Waste Site
13. Stay Connected/Let's Get Social
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. City Accomplishments/Awards
22. Videos: Telling our Story (City info)
23. Videos: Here We Grow (EBD specific)
24. Celebrating Our Veterans
25. Utilities Messaging

Fourth quarter Priority Projects

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

1. Festival Park Groundbreaking Event planning
2. 9/11 Event Planning
3. 9/11 Recap Video
4. Internal Messaging: newsletter, posters and flyers
5. FY 2025 Budget Video
6. Event Recap Videos for: ribbon cuttings, groundbreakings
7. FEMA Video – NFIP information
8. FEMA Community Rating System video
9. Bike Night Commercial
10. **New Video Series: Telling Our Story;** Utilities Rate Update
11. **New Video Series: Here We Grow;** Old Golf Course; Bimini Purchase; Coral Grove
12. City Branding Guide
10. Tropical Storm Debby Flooding Video
11. New Residents Guide
12. Kiosk Screen Covers
13. Stay Connected Hurricane Season Video
14. Florida Trend spread
15. Park Amenities Video Series
16. Fall On The Move planning
17. Billboard and e-sign marketing
18. BTR Letter, Flyer, webpage
19. Hire a Veteran Day Video
20. Parks and Recreation Fall Activity Guide
21. Red, White & Boom 2024 recap video

July

1. Red, White & Boom
2. Parks and Recreation Month
3. Festival Park Groundbreaking

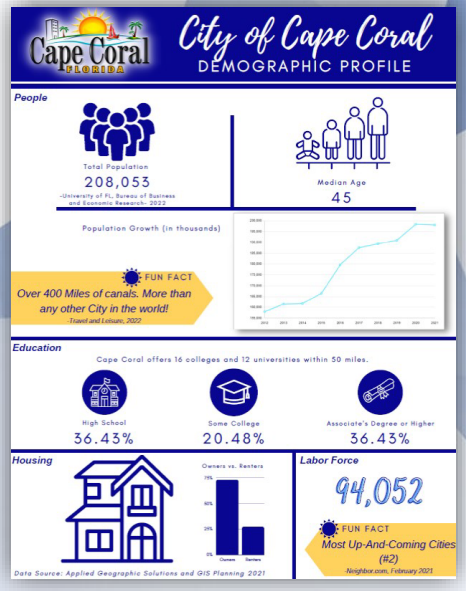
August

1. Finance Industry Business Roundtable
2. Media Event: Pet-Friendly City Certification
3. Tree Planting Event

September

1. 9/11 Remembrance Event
2. Ribbon Cutting for Southwest Water Reclamation Facility Operations Building
3. Restaurant Industry Business Roundtable

Ongoing Communications Efforts



- Media Relations
- Social Media Management
- Website Content Management
- Digital Content Creation
- Publications and Print Media
- Community Engagement
- Crisis and Emergency Communications
- Internal Communications
- Brand Management
- Public Information Campaigns
- Graphic and Content Design
- Community Surveys and Feedback Collection
- Event Promotion and Management
- Stakeholder Relations
- Metrics and Reporting
- Training and Support for City Staff

Measurables

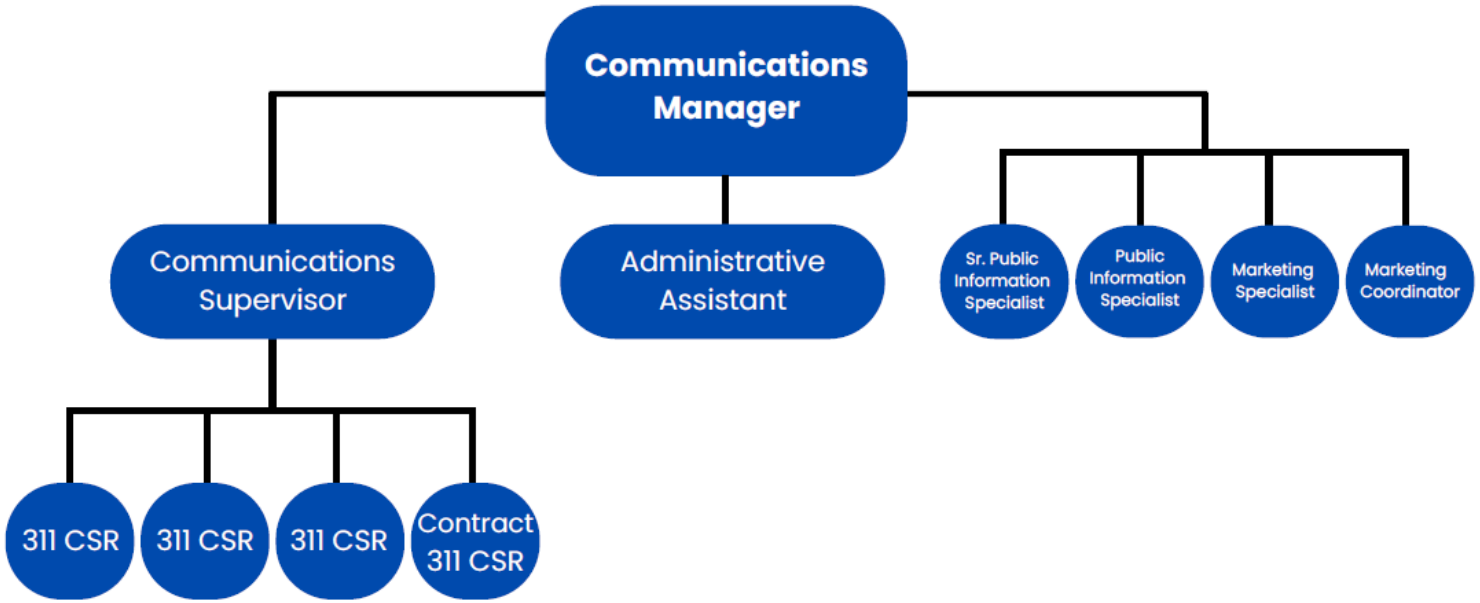
FY	Press Releases	Facebook Followers	Website Views	Instagram Followers	X (Twitter) Followers	App Downloads	Media Inquiries Handled	311 Calls Handled
2019	>30	6,192	3,605,029	*	*	*	Not Tracked	Different System
2020	59	8,661	3,776,906	*	*	*	*	*
2021	99	9,746	4,208,757	465	4,046	*	*	*
2022	195	20,499	4,722,797	2,116	6,033	*	*	11,627
2023	293*	22,226	4,765,503	3,100	6,766	5,818	*	25,307
2024	**256**	**26,170**	4,153,344	**4,749**	**7,732**	**11,042**	**369***	**19,980**

***Increased number of Press Releases in FY23 is result of Hurricane Ian**

***Q3 and Q4 numbers only – previously not tracked**

311 Calls spiked in 2023 as a result of Hurricane Ian as well.

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

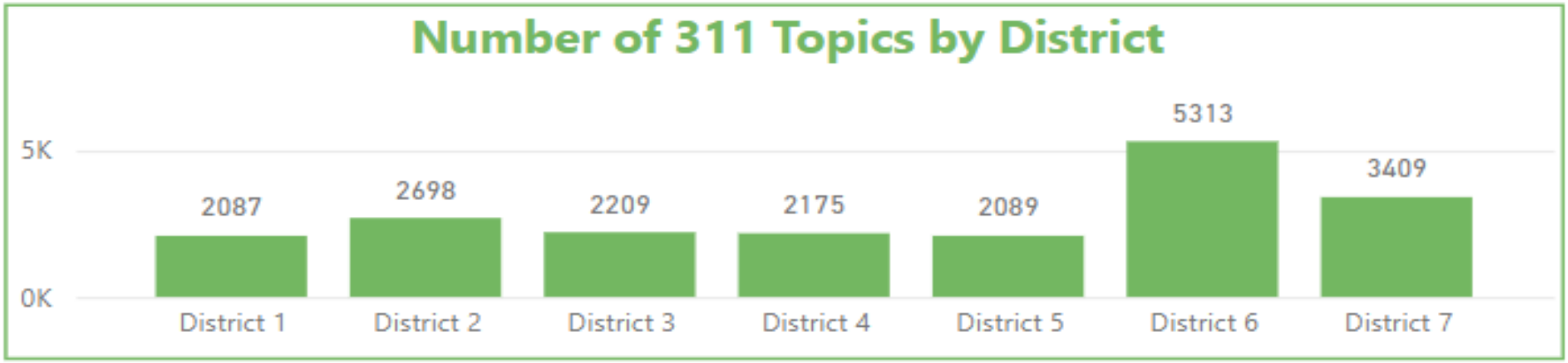
311 Cape Coral App

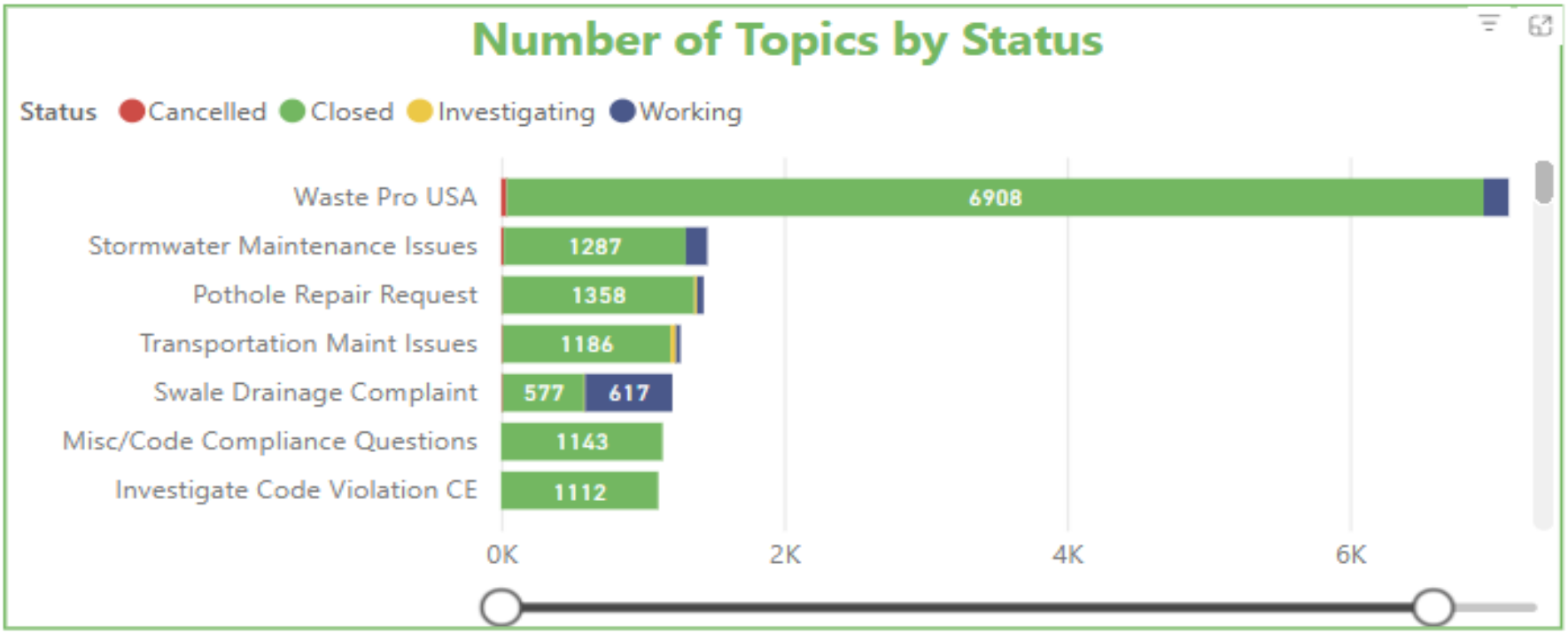
1. More than 11,000 downloads
2. Users report they enjoy:
   a. Ease of use and
   b. Receiving receipts

THANK YOU!

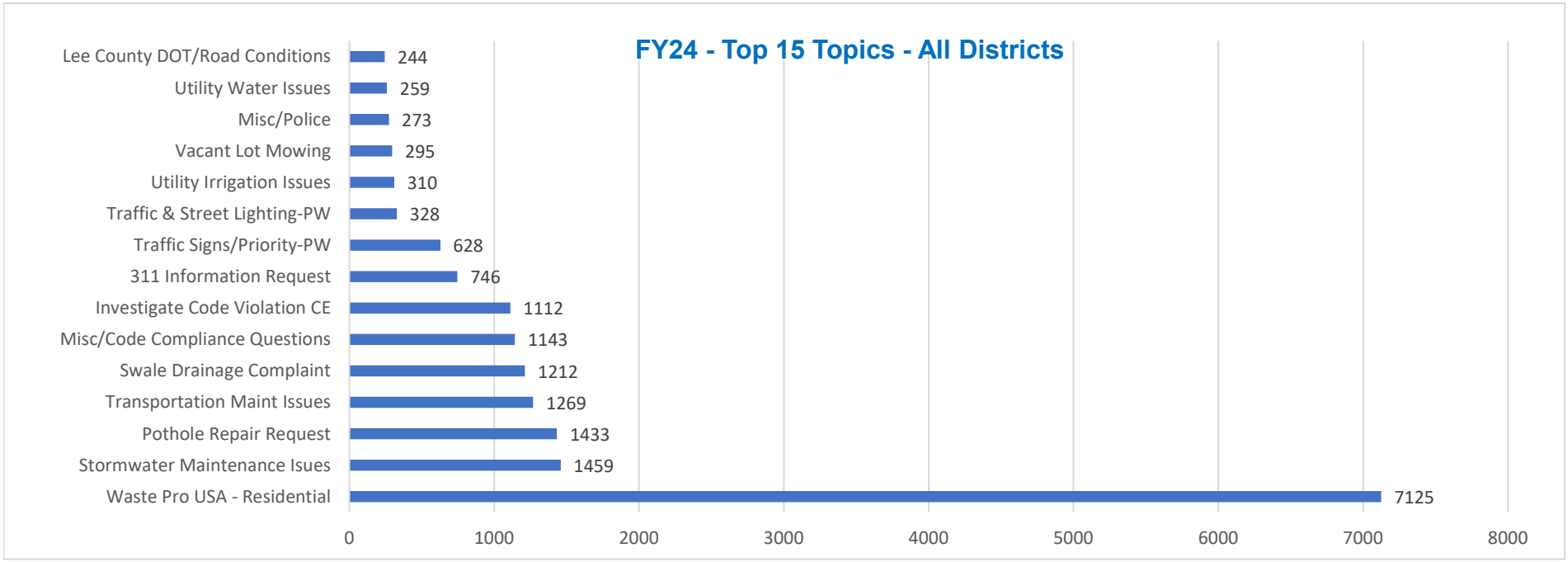
311 Topic Report - All Districts
FY2024
10/1/23-9/30/24

Total Requests: 19,980





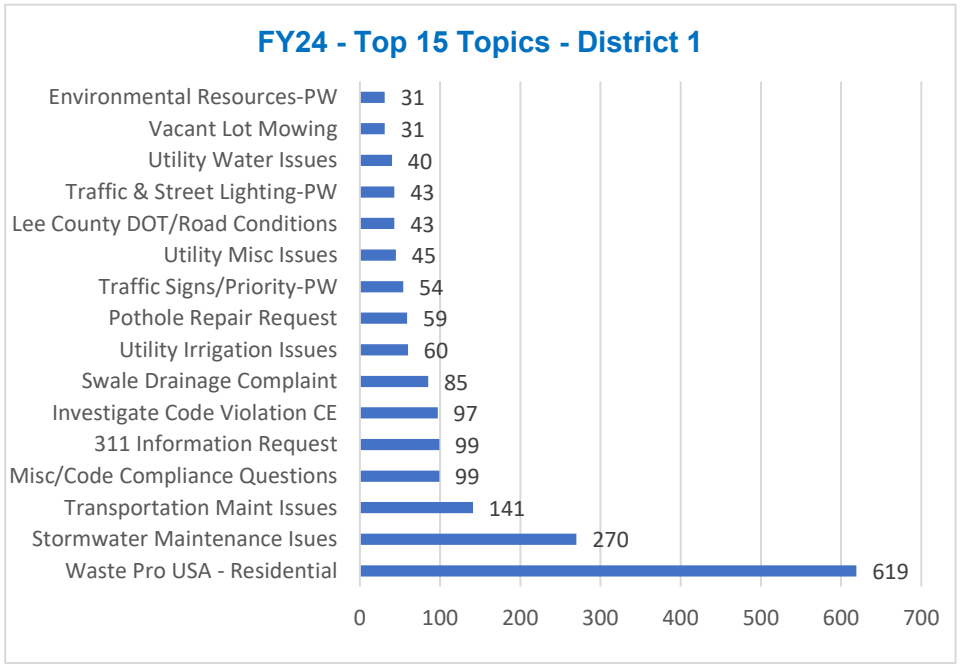
Top 15 Topics	Types of Issues	Ticket Counts (10/1/23-9/30/24) Count	% of Total
Waste Pro USA - Residential	*Damaged or missing totes; missed waste/recyling pick-up*	7125	35.66%
Stormwater Maintenance Isues	*Sinkhole and storm drain pipe issues*	1459	7.30%
Pothole Repair Request	*Citizen reports of specific locations to check*	1433	7.17%
Transportation Maint Issues	*Materials dumped in ROW &/or vacant lot, median bush obstruction*	1269	6.35%
Swale Drainage Complaint	*Flooding/drainage issues (longer than 72 hours)*	1212	6.07%
Misc/Code Compliance Questions	*Reports of Improper trash dumping, overgrown lots*	1143	5.72%
Investigate Code Violation CE	*RV's, boats, and commercial vehicles parking in yards overnight*	1112	5.57%
311 Information Request	*Emails received via 311 Inbox transferred to correct dept*	746	3.73%
Traffic Signs/Priority-PW	*Stop signs/other directional signs down or facing the wrong way*	628	3.14%
Traffic & Street Lighting-PW	*Street lights out or not working correctly*	328	1.64%
Utility Irrigation Issues	*Water leak at box, snail filter requests, sprinkler maint, no pressure*	310	1.55%
Vacant Lot Mowing	*Missed lot mowing, overgrowth, unsatisfactory mowing*	295	1.48%
Misc/Police	*Loud music, speeding cars, 4-wheeler racing, etc.*	273	1.37%
Utility Water Issues	*Water main break or water leak (coming from City's end)*	259	1.30%
Lee County DOT/Road Conditions	*Road signs down or obstructed from view*	244	1.22%



311 Topic Tracker Report - District 1
FY2024
10/1/23-9/30/24

Total Requests: 2087

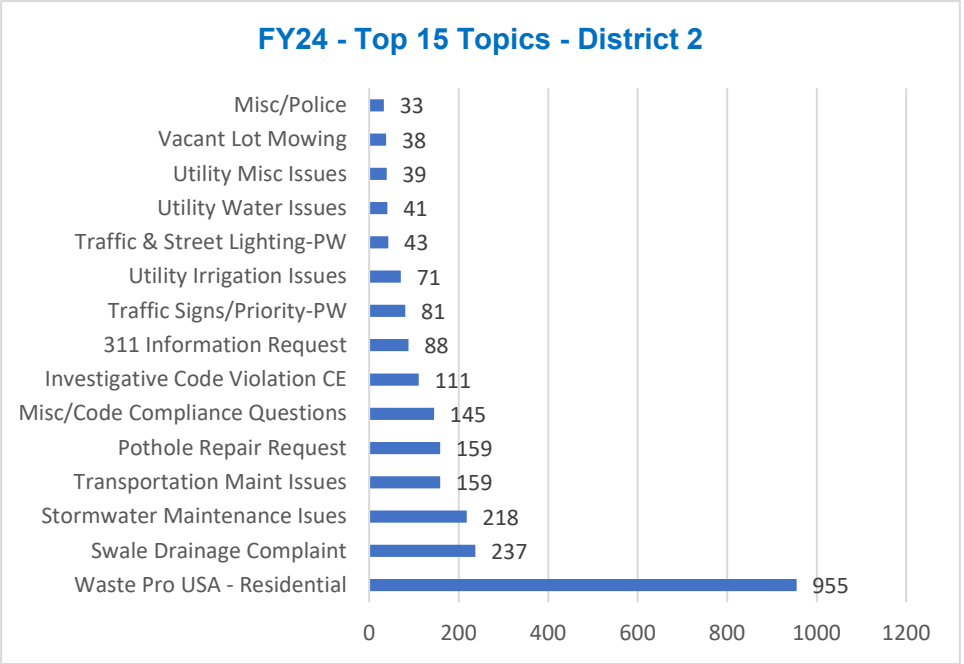
Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	619	29.66%
Stormwater Maintenance Isues	270	12.94%
Transportation Maint Issues	141	6.76%
Misc/Code Compliance Questions	99	4.74%
311 Information Request	99	4.74%
Investigate Code Violation CE	97	4.65%
Swale Drainage Complaint	85	4.07%
Utility Irrigation Issues	60	2.87%
Pothole Repair Request	59	2.83%
Traffic Signs/Priority-PW	54	2.59%
Utility Misc Issues	45	2.16%
Lee County DOT/Road Conditions	43	2.06%
Traffic & Street Lighting-PW	43	2.06%
Utility Water Issues	40	1.92%
Vacant Lot Mowing	31	1.49%
Environmental Resources-PW	31	1.49%



311 Topic Tracker Report - District 2
FY2024
10/1/23-9/30/24

Total Requests: 2698

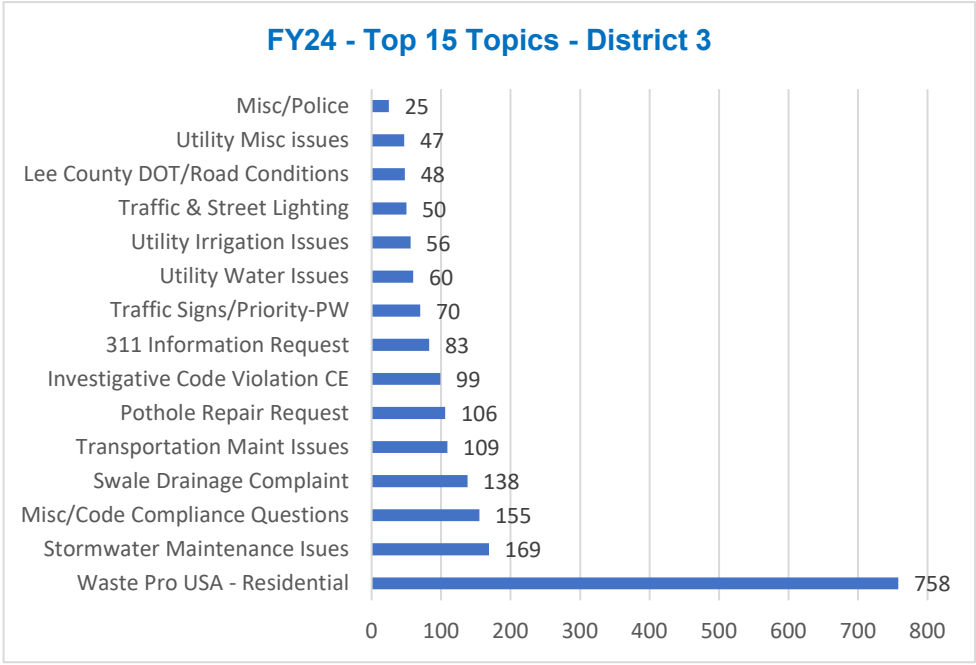
Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	955	35.40%
Swale Drainage Complaint	237	8.78%
Stormwater Maintenance Isues	218	8.08%
Transportation Maint Issues	159	5.89%
Pothole Repair Request	159	5.89%
Misc/Code Compliance Questions	145	5.37%
Investigative Code Violation CE	111	4.11%
311 Information Request	88	3.26%
Traffic Signs/Priority-PW	81	3.00%
Utility Irrigation Issues	71	2.63%
Traffic & Street Lighting-PW	43	1.59%
Utility Water Issues	41	1.52%
Utility Misc Issues	39	1.45%
Vacant Lot Mowing	38	1.41%
Misc/Police	33	1.22%



311 Topic Tracker Report - District 3
FY2024
10/1/23-9/30/24

Total Requests: 2209

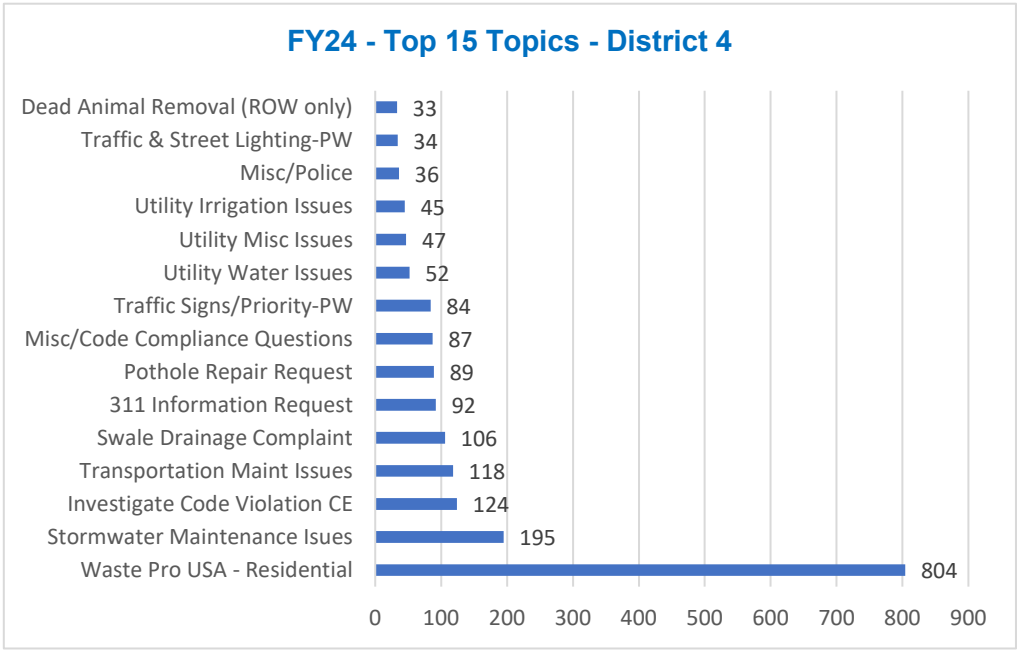
Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	758	34.31%
Stormwater Maintenance Isues	169	7.65%
Misc/Code Compliance Questions	155	7.02%
Swale Drainage Complaint	138	6.25%
Transportation Maint Issues	109	4.93%
Pothole Repair Request	106	4.80%
Investigative Code Violation CE	99	4.48%
311 Information Request	83	3.76%
Traffic Signs/Priority-PW	70	3.17%
Utility Water Issues	60	2.72%
Utility Irrigation Issues	56	2.54%
Traffic & Street Lighting	50	2.26%
Lee County DOT/Road Conditions	48	2.17%
Utility Misc issues	47	2.13%
Misc/Police	25	1.13%



311 Topic Tracker Report - District 4
FY2024
10/1/23-9/30/24

Total Requests: 2175

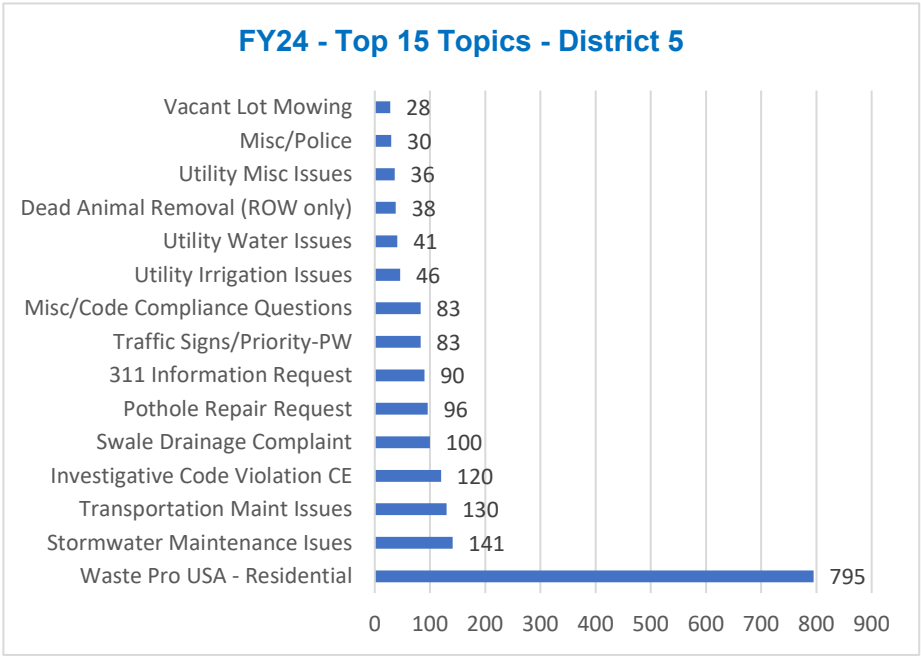
Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	804	36.97%
Stormwater Maintenance Isues	195	8.97%
Investigate Code Violation CE	124	5.70%
Transportation Maint Issues	118	5.43%
Swale Drainage Complaint	106	4.87%
311 Information Request	92	4.23%
Pothole Repair Request	89	4.09%
Misc/Code Compliance Questions	87	4.00%
Traffic Signs/Priority-PW	84	3.86%
Utility Water Issues	52	2.39%
Utility Misc Issues	47	2.16%
Utility Irrigation Issues	45	2.07%
Misc/Police	36	1.66%
Traffic & Street Lighting-PW	34	1.56%
Dead Animal Removal (ROW only)	33	1.52%



311 Topic Tracker Report - District 5
FY2024
10/1/23-9/30/24

Total Requests: 2089

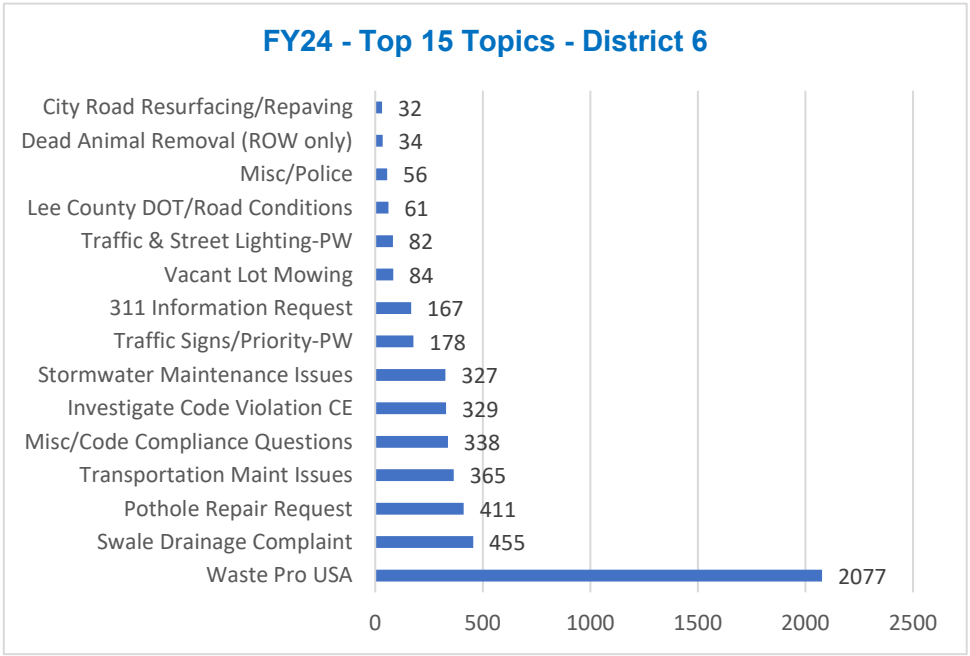
Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	795	38.06%
Stormwater Maintenance Isues	141	6.75%
Transportation Maint Issues	130	6.22%
Investigative Code Violation CE	120	5.74%
Swale Drainage Complaint	100	4.79%
Pothole Repair Request	96	4.60%
311 Information Request	90	4.31%
Traffic Signs/Priority-PW	83	3.97%
Misc/Code Compliance Questions	83	3.97%
Utility Irrigation Issues	46	2.20%
Utility Water Issues	41	1.96%
Dead Animal Removal (ROW only)	38	1.82%
Utility Misc Issues	36	1.72%
Misc/Police	30	1.44%
Vacant Lot Mowing	28	1.34%



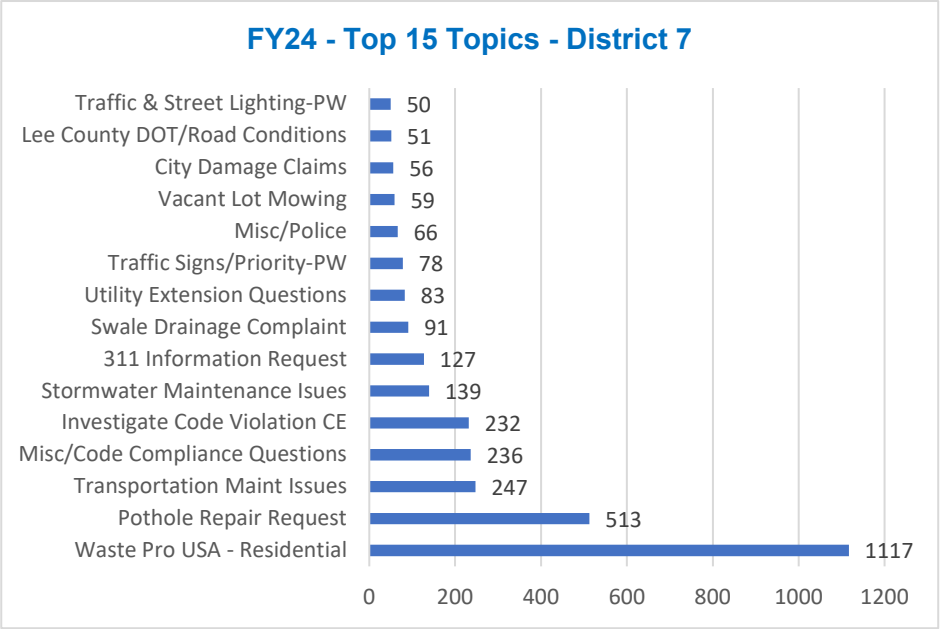
311 Topic Tracker Report - District 6
FY2024
10/1/23-9/30/24

Total Requests: 5313

Top 15 Topics	Count	% of Total
Waste Pro USA	2077	39.09%
Swale Drainage Complaint	455	8.56%
Pothole Repair Request	411	7.74%
Transportation Maint Issues	365	6.87%
Misc/Code Compliance Questions	338	6.36%
Investigate Code Violation CE	329	6.19%
Stormwater Maintenance Issues	327	6.15%
Traffic Signs/Priority-PW	178	3.35%
311 Information Request	167	3.14%
Vacant Lot Mowing	84	1.58%
Traffic & Street Lighting-PW	82	1.54%
Lee County DOT/Road Conditions	61	1.15%
Misc/Police	56	1.05%
Dead Animal Removal (ROW only)	34	0.64%
City Road Resurfacing/Repaving	32	0.60%



311 Topic Tracker Report - District 7
FY2024
10/1/23-9/30/24

Total Requests: 3409

Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	1117	32.77%
Pothole Repair Request	513	15.05%
Transportation Maint Issues	247	7.25%
Misc/Code Compliance Questions	236	6.92%
Investigate Code Violation CE	232	6.81%
Stormwater Maintenance Isues	139	4.08%
311 Information Request	127	3.73%
Swale Drainage Complaint	91	2.67%
Utility Extension Questions	83	2.43%
Traffic Signs/Priority-PW	78	2.29%
Misc/Police	66	1.94%
Vacant Lot Mowing	59	1.73%
City Damage Claims	56	1.64%
Lee County DOT/Road Conditions	51	1.50%
Traffic & Street Lighting-PW	50	1.47%