



# COMMUNICATIONS QUARTERLY REPORT FY2025: QUARTER 3



# **AGENDA**

**Projects, Events**

**Measurables**

**311 Call Center**

# Priority Projects

## Q3 FY25

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

1. Website Refresh
2. New informative social media video series: ***Keeping Up with the Cape***
3. Summer edition of On The Move
4. FY 2026 Budget Informational Article
5. Schedule/Plan: Chiquita Lock “Unblock” Party
6. Schedule/Plan: Crystal Lake Ribbon Cutting
7. Messaging: Water Shortage
8. Messaging: City Accomplishments/Awards
9. Messaging: Rental Registration
10. Messaging: Hurricane Season
11. Marketing: Hurricane Expo
12. Video: Budget FY 2026
13. Video: Open Finance Tool (How To Use)
14. Video: Park Amenities Series
15. Video: Mayor’s Message
16. New Residents Guide
17. Parks & Rec Social Media Takeover
18. Streamlining 311/Ticket Issues
19. Cape Connect: Monthly resident e-newsletter
20. City Pulse: Monthly internal e-newsletter

# Event Marketing

## April

1. Bike Night
2. Concert in the Park
3. Culture Fest

## May

1. Hurricane Expo

## June

1. “Unblock” Party for Chiquita Lock
2. Flag Day Event
3. Crystal Lake Ribbon Cutting

# Measurables

FY	Press Releases	Facebook Followers	Website Views	Instagram Followers	X (Twitter) Followers	App Downloads	Media Inquiries Handled	Internal Work Requests	311 Calls Handled
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)
2024	256	26,170	4,153,344	4,749	7,732	11,042	369	*	36,582
<b>Q3, 2025</b>	<b>219</b>	<b>34,101</b>	<b>3,275,278</b>	<b>6,732</b>	<b>8,600</b>	<b>13,557</b>	<b>459</b>	<b>Q3 219</b>	<b>27,357</b>

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

\*Increased website views in 2022 & 2023 result of Hurricane Ian

# 311 Topic Tracker

1. Visit [www.CapeCoral.gov](http://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

# CITY GOVERNMENT AT YOUR FINGERTIPS

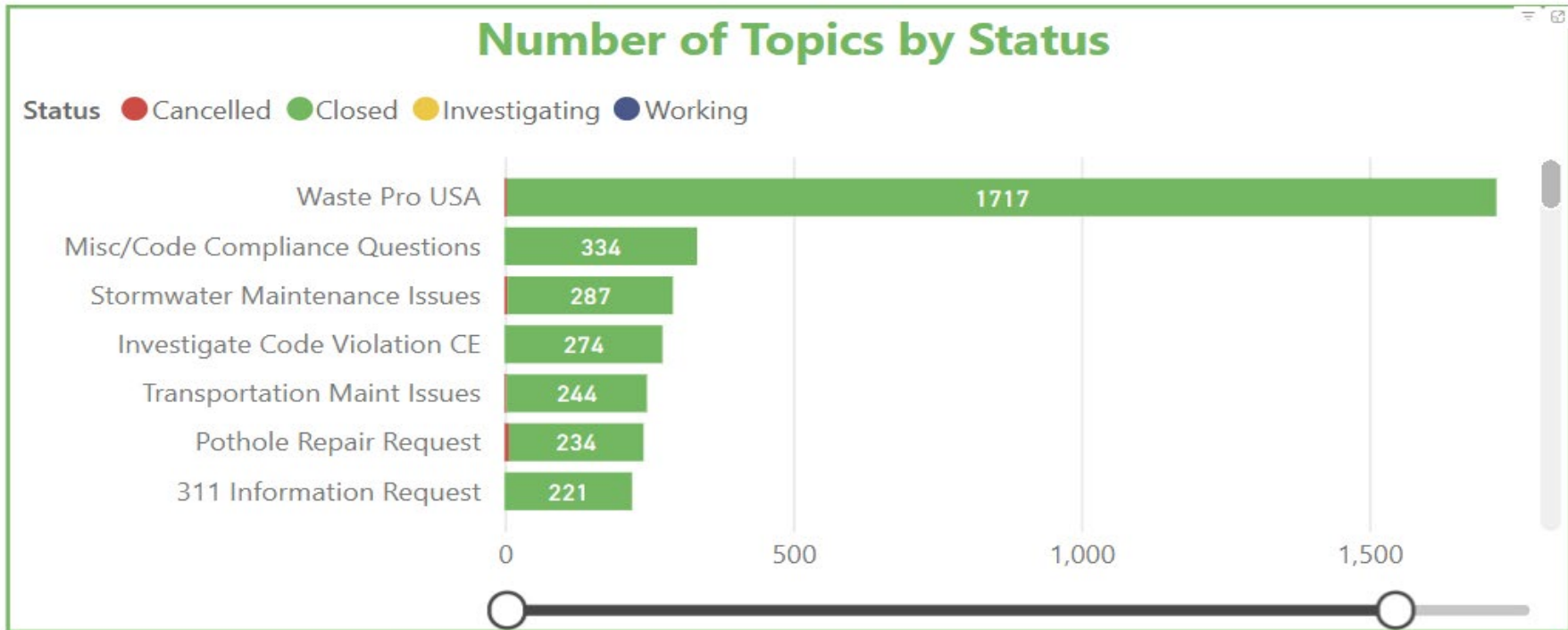
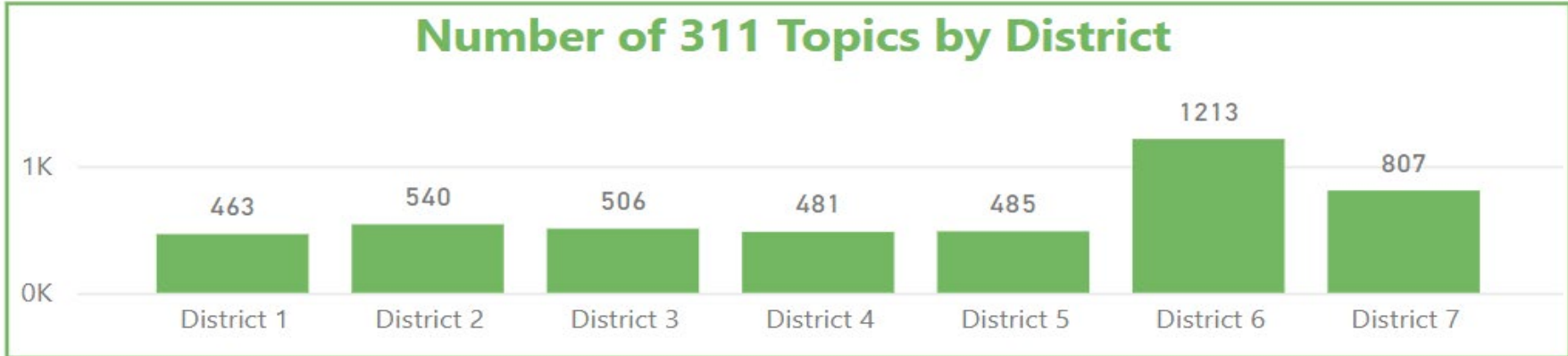


# 311 Topic Report - All Districts

FY25, Qtr 3

4/1/25-6/30/25

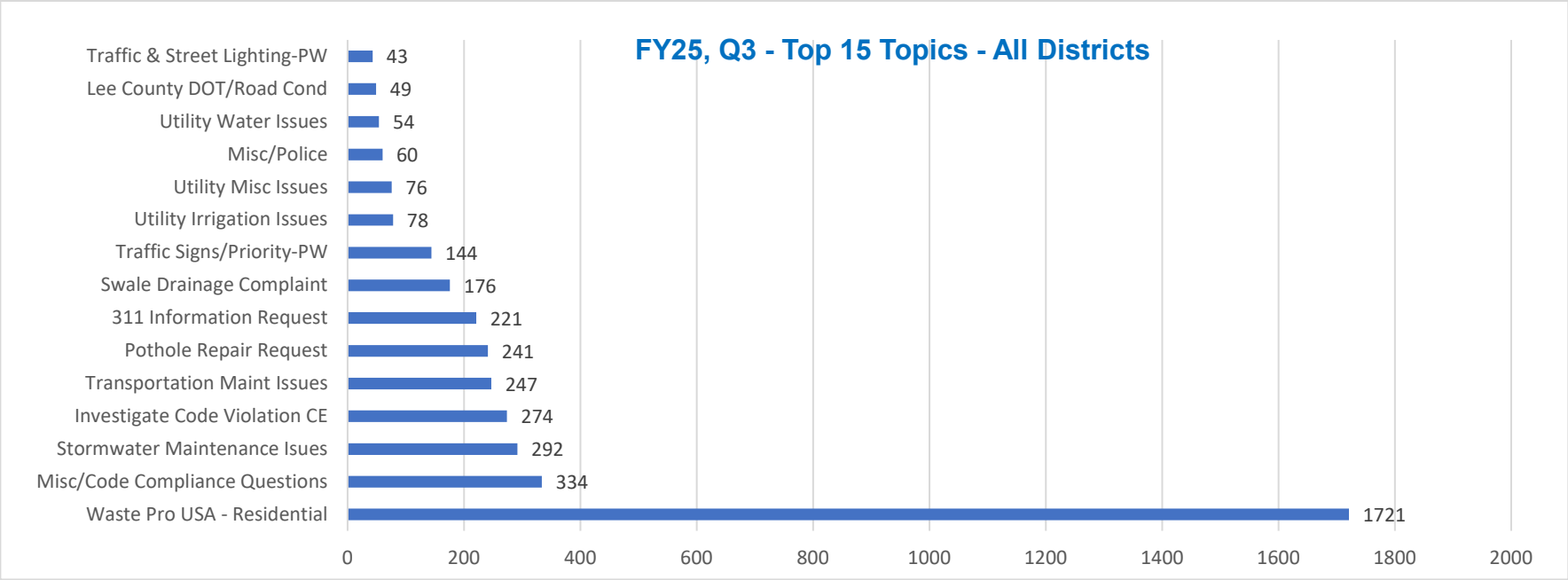
Total Requests: 5,031





**Ticket Counts (4/1-6/30)**

<b>Top 15 Topics</b>	<b>Types of Issues</b>	<b>Count</b>	<b>% of Total</b>
Waste Pro USA - Residential	<i>Damaged or missing totes; missed waste/recycling pick-up</i>	1721	34.21%
Misc/Code Compliance Questions	<i>Reports of Improper trash dumping, overgrown lots</i>	334	6.64%
Stormwater Maintenance Issues	<i>Sinkhole and storm drain pipe issues</i>	292	5.80%
Investigate Code Violation CE	<i>RV's, boats, and commercial vehicles parking in yards overnight</i>	274	5.45%
Transportation Maint Issues	<i>Materials dumped in ROW &amp;/or vacant lot, median bush obstruction</i>	247	4.91%
Pothole Repair Request	<i>Citizen reports of specific locations to check</i>	241	4.79%
311 Information Request	<i>Emails received via 311 Inbox transferred to correct dept</i>	221	4.39%
Swale Drainage Complaint	<i>Flooding/drainage issues (longer than 72 hours)</i>	176	3.50%
Traffic Signs/Priority-PW	<i>Stop signs/other directional signs down or facing the wrong way</i>	144	2.86%
Utility Irrigation Issues	<i>Water leak at box, snail filter requests, sprinkler maint, no pressure</i>	78	1.55%
Utility Misc Issues	<i>Fire hydrant open, leak after or unlaidd sod after utilities work</i>	76	1.51%
Misc/Police	<i>Loud music, speeding cars, 4-wheeler racing, etc.</i>	60	1.19%
Utility Water Issues	<i>Water main break or water leak (coming from City's end)</i>	54	1.07%
Lee County DOT/Road Cond	<i>Road signs down or obstructed from view</i>	49	0.97%
Traffic & Street Lighting-PW	<i>Street lights out or not working correctly</i>	43	0.85%



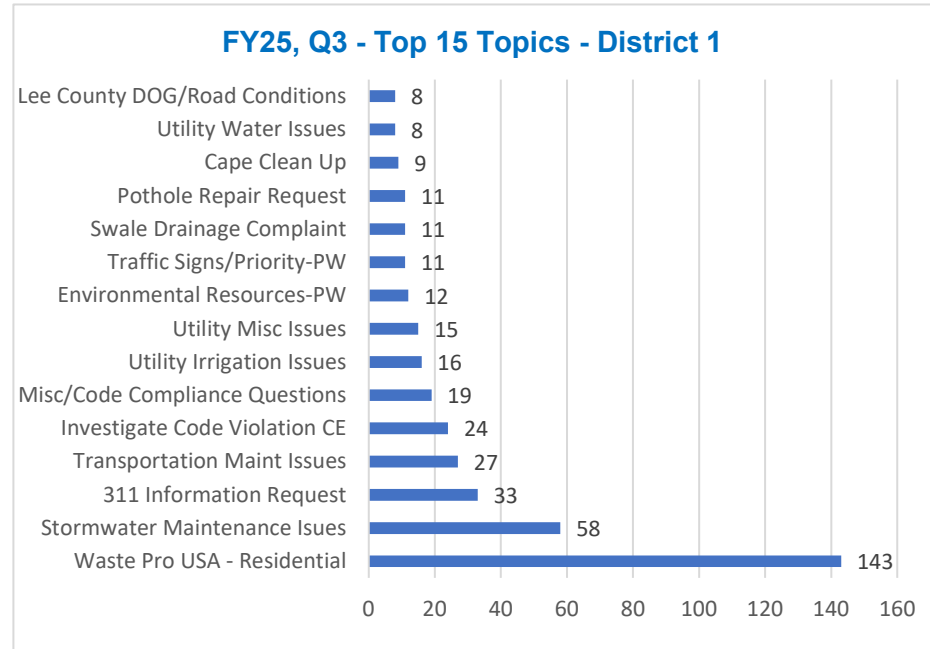
### 311 Topic Tracker Report - District 1

FY25, Qtr 3

4/1/25-6/30/25

**Total Requests: 463**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	143	30.89%
Stormwater Maintenance Issues	58	12.53%
311 Information Request	33	7.13%
Transportation Maint Issues	27	5.83%
Investigate Code Violation CE	24	5.18%
Misc/Code Compliance Questions	19	4.10%
Utility Irrigation Issues	16	3.46%
Utility Misc Issues	15	3.24%
Environmental Resources-PW	12	2.59%
Traffic Signs/Priority-PW	11	2.38%
Swale Drainage Complaint	11	2.38%
Pothole Repair Request	11	2.38%
Cape Clean Up	9	1.94%
Utility Water Issues	8	1.73%
Lee County DOG/Road Conditions	8	1.73%



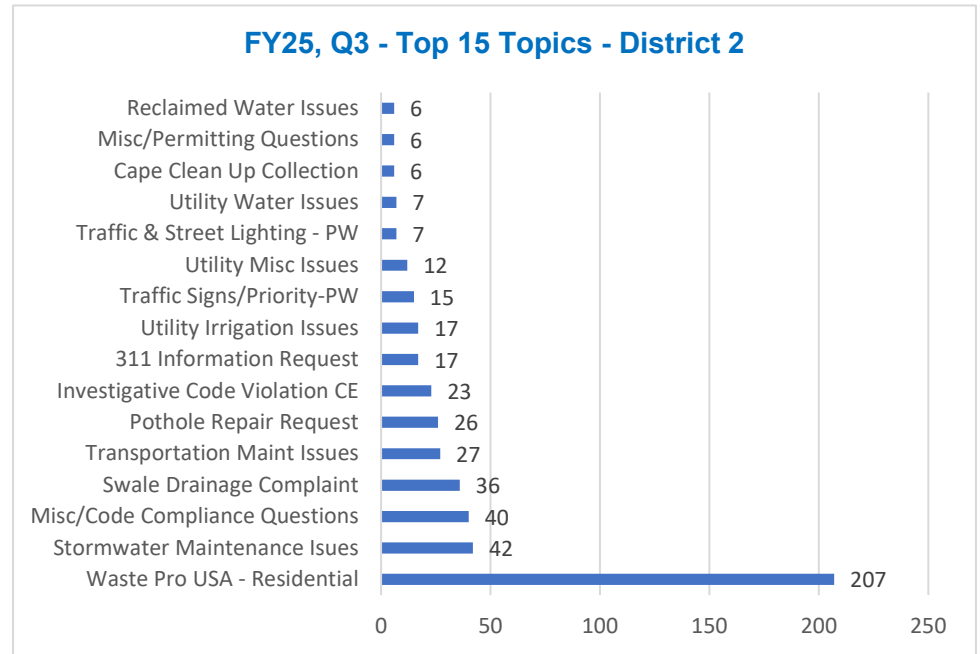
## 311 Topic Tracker Report - District 2

FY25, Qtr 3

4/1/25-6/30/25

**Total Requests: 540**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	207	38.33%
Stormwater Maintenance Issues	42	7.78%
Misc/Code Compliance Questions	40	7.41%
Swale Drainage Complaint	36	6.67%
Transportation Maint Issues	27	5.00%
Pothole Repair Request	26	4.81%
Investigative Code Violation CE	23	4.26%
311 Information Request	17	3.15%
Utility Irrigation Issues	17	3.15%
Traffic Signs/Priority-PW	15	2.78%
Utility Misc Issues	12	2.22%
Traffic & Street Lighting - PW	7	1.30%
Utility Water Issues	7	1.30%
Cape Clean Up Collection	6	1.11%
Misc/Permitting Questions	6	1.11%
Reclaimed Water Issues	6	1.11%



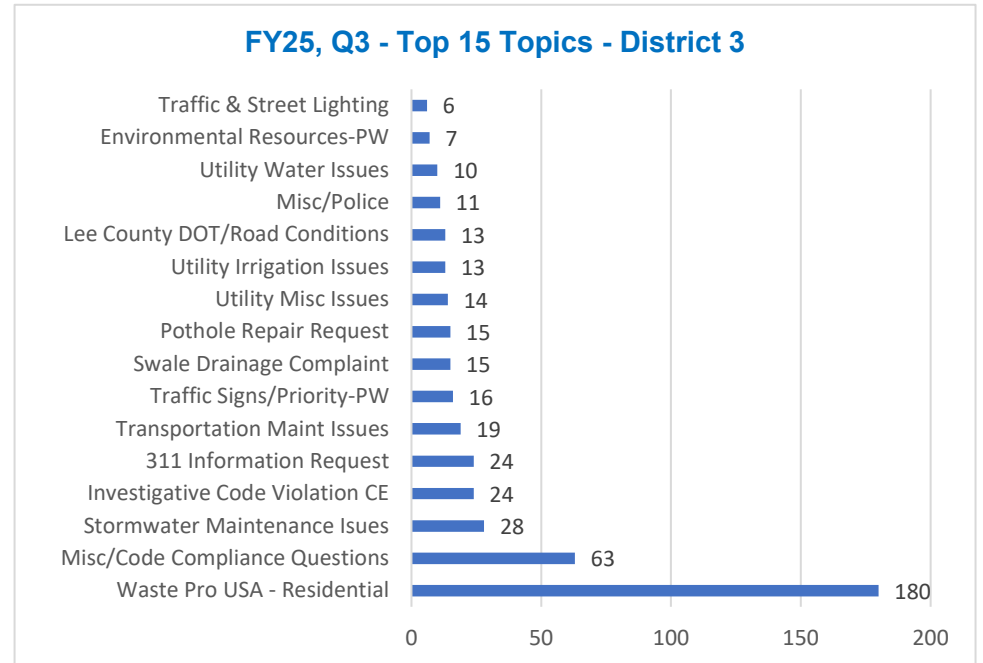
## 311 Topic Tracker Report - District 3

FY25, Qtr 3

4/1/25-6/30/25

**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%
Investigative Code Violation CE	24	4.74%
311 Information Request	24	4.74%
Transportation Maint Issues	19	3.75%
Traffic Signs/Priority-PW	16	3.16%
Swale Drainage Complaint	15	2.96%
Pothole Repair Request	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%
Environmental Resources-PW	7	1.38%
Traffic & Street Lighting	6	1.19%



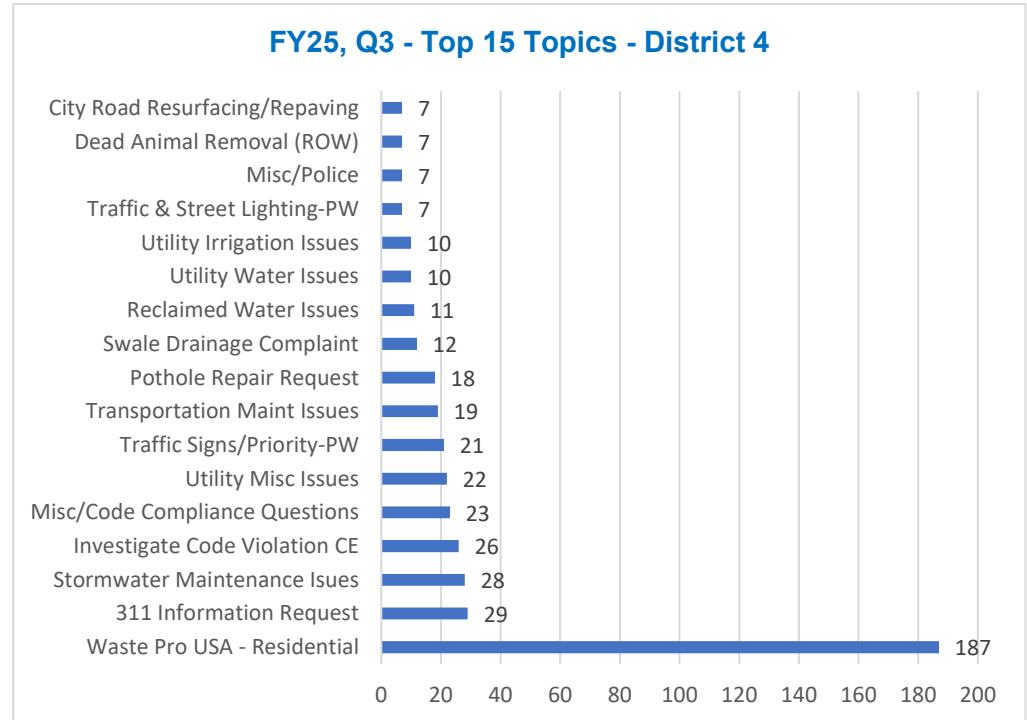
## 311 Topic Tracker Report - District 4

FY25, Qtr 3

4/1/25-6/30/25

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%
Traffic Signs/Priority-PW	21	4.37%
Transportation Maint Issues	19	3.95%
Pothole Repair Request	18	3.74%
Swale Drainage Complaint	12	2.49%
Reclaimed Water Issues	11	2.29%
Utility Water Issues	10	2.08%
Utility Irrigation Issues	10	2.08%
Traffic & Street Lighting-PW	7	1.46%
Misc/Police	7	1.46%
Dead Animal Removal (ROW)	7	1.46%
City Road Resurfacing/Repaving	7	1.46%



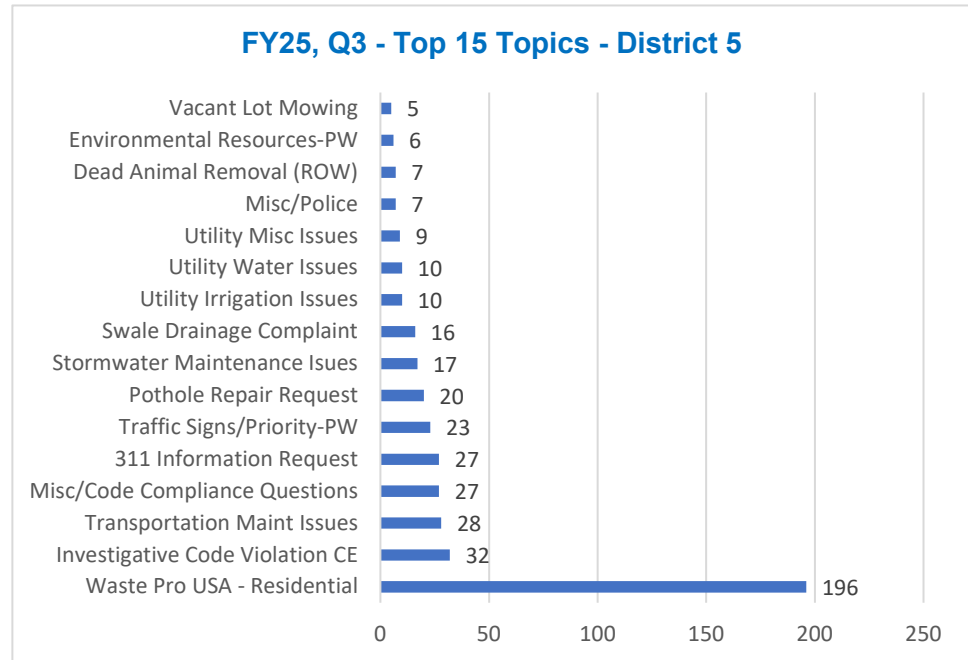
## 311 Topic Tracker Report - District 5

FY25, Qtr 3

4/1/25-6/30/25

**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	28	5.77%
Misc/Code Compliance Questions	27	5.57%
311 Information Request	27	5.57%
Traffic Signs/Priority-PW	23	4.74%
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%
Misc/Police	7	1.44%
Dead Animal Removal (ROW)	7	1.44%
Environmental Resources-PW	6	1.24%
Vacant Lot Mowing	5	1.03%



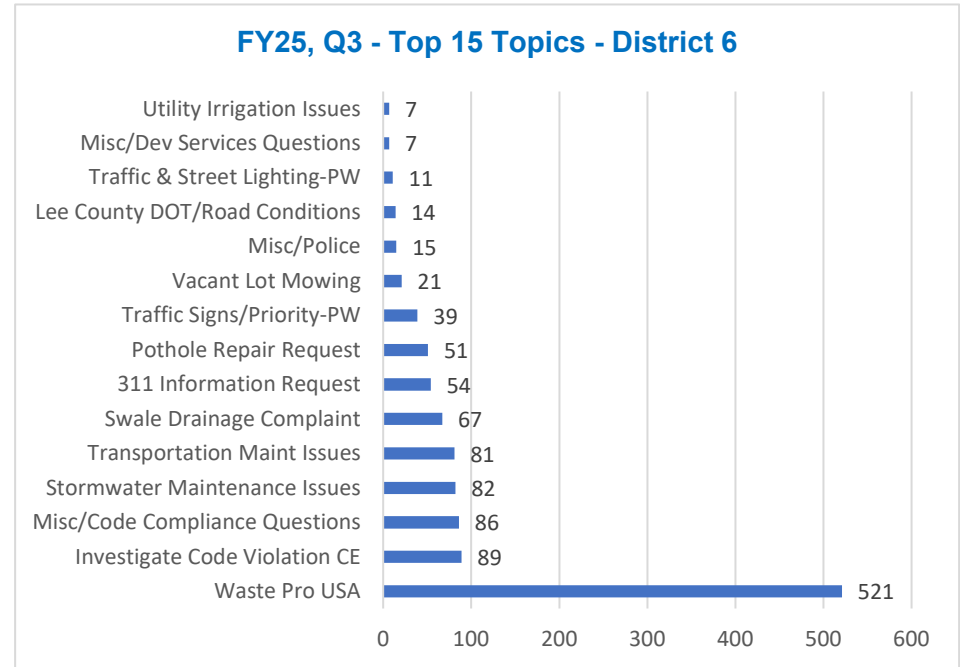
## 311 Topic Tracker Report - District 6

FY25, Qtr 3

4/1/25-6/30/25

**Total Requests: 1,213**

<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	82	6.76%
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	39	3.22%
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%



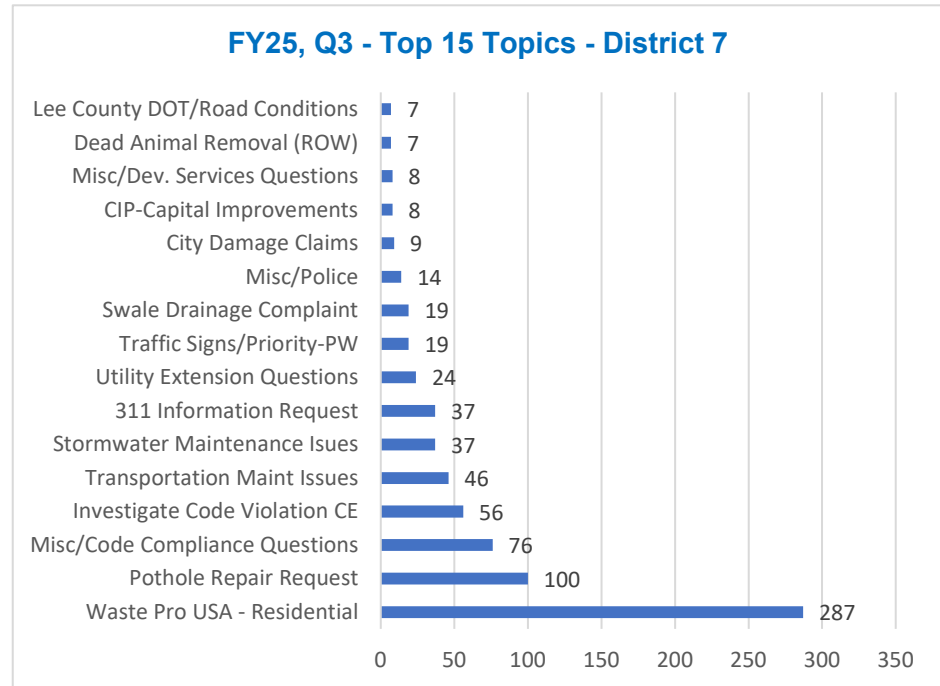
## 311 Topic Tracker Report - District 7

FY25, Qtr 3

4/1/25-6/30/25

**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	56	6.94%
Transportation Maint Issues	46	5.70%
Stormwater Maintenance Issues	37	4.58%
311 Information Request	37	4.58%
Utility Extension Questions	24	2.97%
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%
Dead Animal Removal (ROW)	7	0.87%
Lee County DOT/Road Conditions	7	0.87%







**THANK YOU!**