



# COMMUNICATIONS QUARTERLY REPORT FY2025: QUARTER 4 (JULY 1-SEPTEMBER 30)

# **AGENDA**

**Public Information**

**Marketing/Advertising**

**Website/Digital Content**

**Key Performance Indicators**

**311 Call Center**

# Public Information Priority Projects

## Q4 FY25 (July 1 – Sept. 30)

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

1. PRESS RELEASES disseminated: 67
2. Produce Weekly Video series: **Keeping Up with the Cape**
3. Disseminated Summer On The Move Magazine
4. Design and Content for Fall On The Move
5. Schedule/Plan: Crystal Lake Ribbon Cutting
6. Schedule/Plan: Chiquita Lock “Unblock” party
7. Produce recap video: Crystal Lake Ribbon Cutting
8. Produce recap video: Chiquita Lock “Unblock” ribbon cutting
9. Produce monthly Mayor’s Message Video
10. Design and Content for “New Resident’s Guide”
11. Responded to 246 media inquiries.
12. Design, Produce and disseminate monthly internal City e-newsletter, City Pulse.
13. Share messaging via press release, digital newsletter, print publications and social media posts on awards received by City departments/divisions/staff.
14. Share messaging via press release, social media, digital newsletters and print publications on City infrastructure and project updates.
15. Most of our videos are placed in rotation on the CapeTV channel and shared on social media.

# Marketing/Advertising Priority Projects

## Q4 FY25

\*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 “Trunk or Treat” and “Bike Night”.
2. Oversaw planning and design of 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 placements by collaborating with digital channels and local TV news outlets to maximize campaign reach.
6. Refreshed the Cape Connect monthly e-newsletter to maintain timely communication with residents

# Website & Digital Content Priority Projects

## Q4 FY25

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

1. Working on 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. **Solid Waste Collection Day Changes**
2. **Rental Registration**
3. **Commercial Vehicle Parking**
4. **Continued monthly updates on Jaycee Park**
5. **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 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
<b>2025</b>	<b>286</b>	<b>36,161</b>	<b>4,187,333</b>	<b>7,666</b>	<b>8,816</b>	<b>15,490</b>	<b>705</b>	<b>Q3 &amp; Q4 585</b>	<b>33,660</b>	<b>13,005</b>

\*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 2024



# 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

# CITY GOVERNMENT AT YOUR FINGERTIPS



1. More than 13,000 downloads
2. Users report they enjoy:
  - a. Ease of use and
  - b. Receiving receipts



### 311 Call Center

### FY 2025

10/1/24-9/30/25

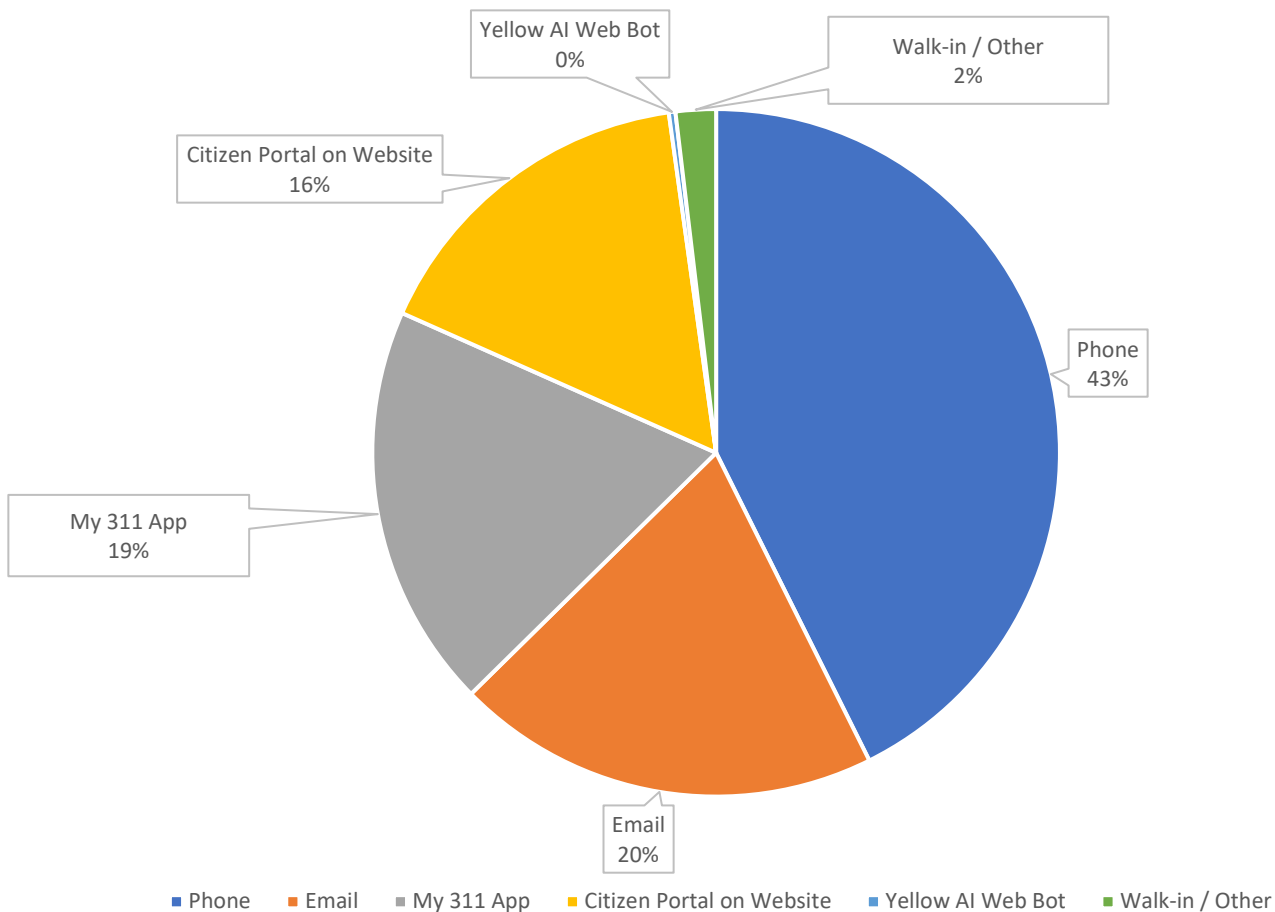
#### Incoming Call Center Calls

	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<b><u>TOTAL</u></b>
Calls Presented	10613	8222	8522	9127	36484
Calls Handled	10380	8053	8267	8815	<b>35515</b>
% of Calls Handled	97.8%	97.9%	97.0%	96.6%	97.3%

#### 311 Requests Created Citywide

	<u>Q1</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<b><u>TOTAL</u></b>	<u>%</u>
Phone	3662	2123	1943	2456	10184	42.6%
Email	1331	1104	1096	1240	4771	20.0%
My 311 App	1125	856	1296	1269	4546	19.0%
Citizen Portal on Website	1128	919	870	935	3852	16.1%
Yellow AI Web Bot	0	0	0	74	74	0.3%
Walk-in / Other <i>(Reported by solid waste staff)</i>	45	40	38	329	452	1.9%
<b>TOTAL REQUESTS (Citywide)</b>	<b>7291</b>	<b>5042</b>	<b>5243</b>	<b>6303</b>	<b>23879</b>	

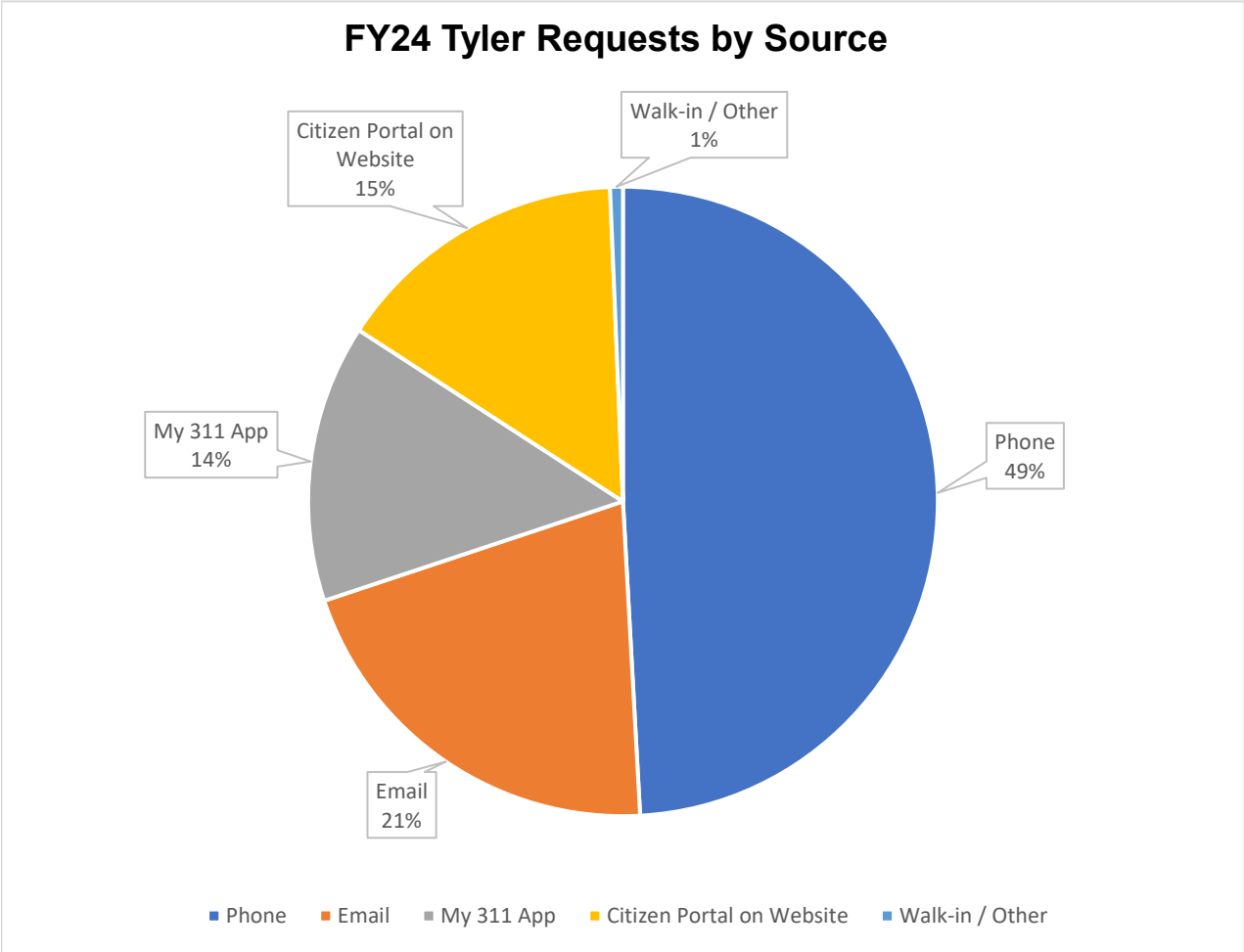
### FY25 Tyler Requests by Source



**311 Call Center  
FY 2024  
10/1/23-9/30/24**

<b><u>Incoming Call Center Calls</u></b>	<b><u>Q1</u></b>	<b><u>Q2</u></b>	<b><u>Q3</u></b>	<b><u>Q4</u></b>	<b><u>TOTAL</u></b>
Calls Presented	7829	9090	9813	10713	37445
Calls Handled	7698	8828	9515	10341	<b>36382</b>
<b>% of Calls Handled</b>	98.3%	97.1%	97.0%	96.5%	97.2%

<b><u>311 Requests Created Citywide</u></b>	<b><u>Q1</u></b>	<b><u>Q2</u></b>	<b><u>Q3</u></b>	<b><u>Q4</u></b>	<b><u>TOTAL</u></b>	<b><u>%</u></b>
Phone	2081	2289	2148	3572	10090	42.3%
Email	885	1115	929	1334	4263	17.9%
My 311 App	582	716	675	958	2931	12.3%
Citizen Portal on Website	654	860	805	799	3118	13.1%
Walk-in / Other	36	19	37	43	135	0.6%
<b>TOTAL REQUESTS (Citywide)</b>	<b>4238</b>	<b>4999</b>	<b>4594</b>	<b>6706</b>	<b>20537</b>	



## FY25 to FY24 Comparison

### Incoming Call Center Calls

Calls Handled

**FY24**

36382

**FY25**

35515

**Change**

**-867**

**% Change**

**-2.4%**

### 311 Requests Created Citywide

Phone

10090

10184

Email

4263

4771

My 311 App

2931

4546

Citizen Portal on Website

3118

3852

Yellow AI

0

74

Walk-in / Other\*

135

452

**TOTAL REQUESTS (Citywide)**

**20537**

**23879**

**Change**

**94**

**508**

**1615**

**734**

**74**

**317**

**3342**

**% Change**

**0.9%**

**11.9%**

**55.1%**

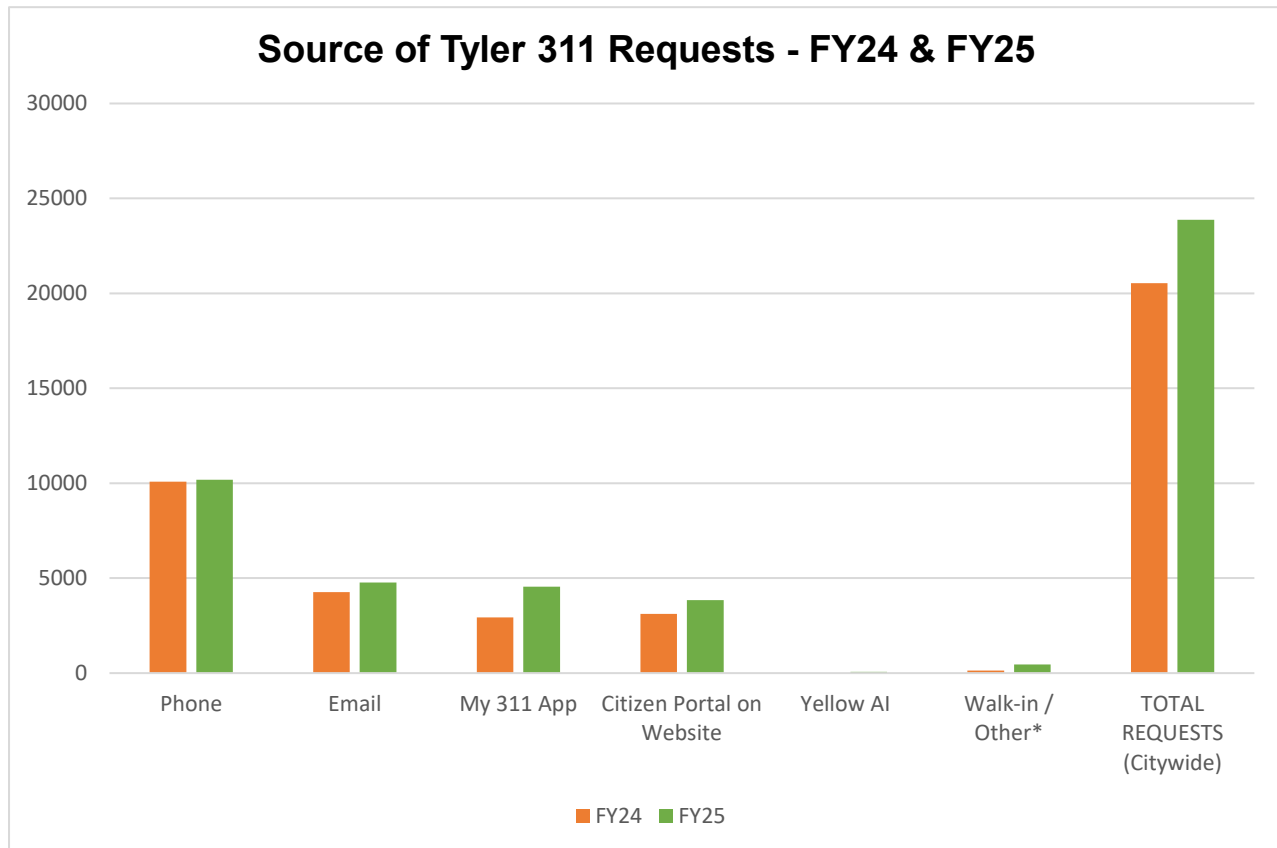
**23.5%**

**n/a**

**234.8%**

**16.3%**

*\*Note: Solid waste staff started creating requests in Tyler during FY25Q4 using "other" as the source.*

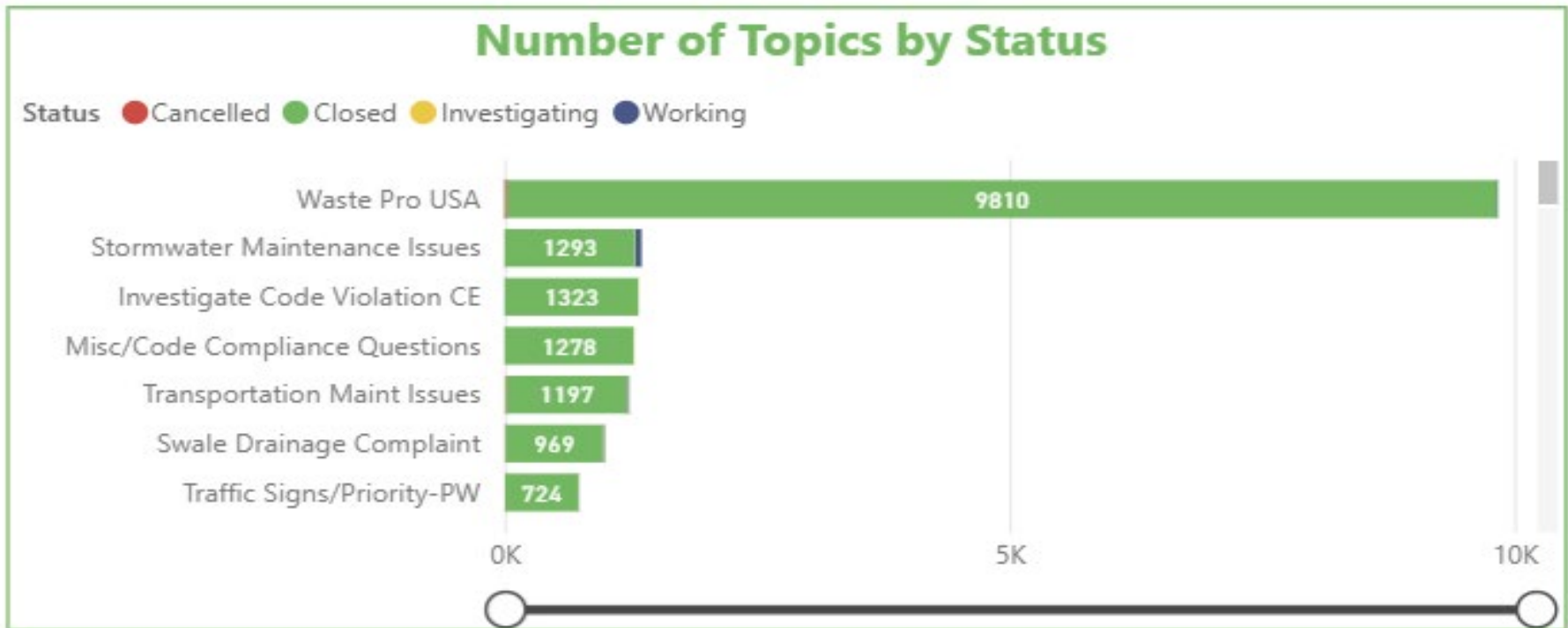
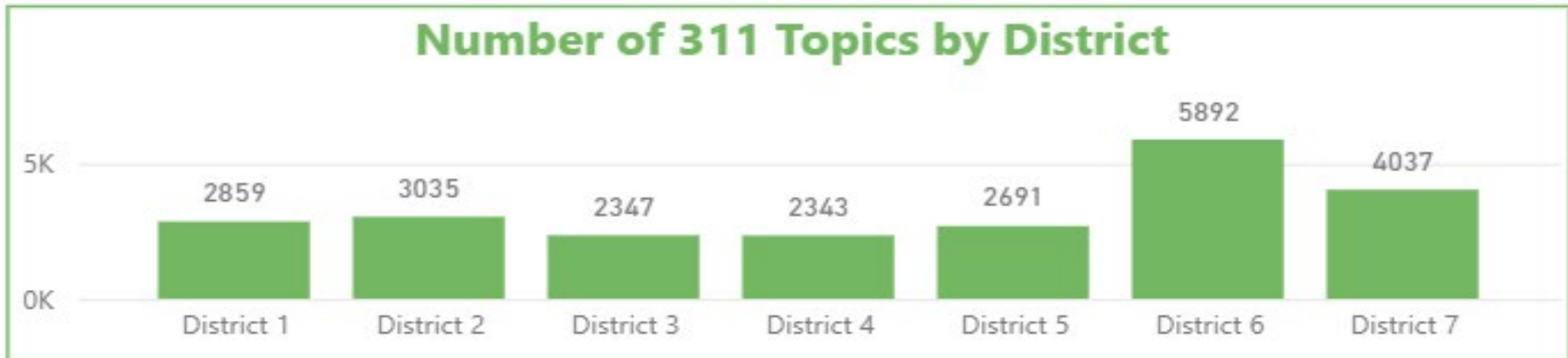


# 311 Topic Report - All Districts

FY 2025

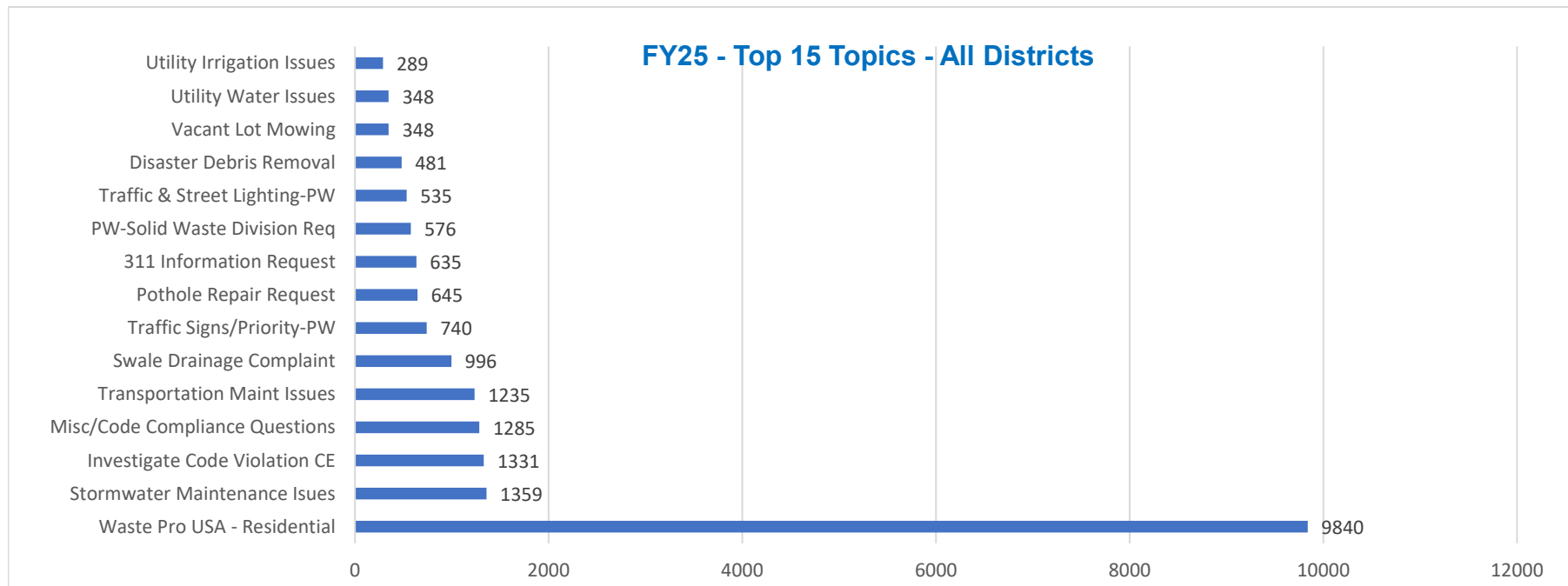
10/1/24-9/30/25

Total Requests: 23,204



**Ticket Counts (10/1/24-9/30/25)**

<u>Top 15 Topics</u>	<u>Types of Issues</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	<i>Damaged or missing totes; missed waste/recycling pick-up</i>	9840	42.41%
Stormwater Maintenance Issues	<i>Sinkhole and storm drain pipe issues</i>	1359	5.86%
Investigate Code Violation CE	<i>RV's, boats, and commercial vehicles parking in yards overnight</i>	1331	5.74%
Misc/Code Compliance Questions	<i>Reports of Improper trash dumping, overgrown lots</i>	1285	5.54%
Transportation Maint Issues	<i>Materials dumped in ROW &amp;/or vacant lot, median bush obstruction</i>	1235	5.32%
Swale Drainage Complaint	<i>Flooding/drainage issues (longer than 72 hours)</i>	996	4.29%
Traffic Signs/Priority-PW	<i>Stop signs/other directional signs down or facing the wrong way</i>	740	3.19%
Pothole Repair Request	<i>Citizen reports of specific locations to check</i>	645	2.78%
311 Information Request	<i>Emails received via 311 Inbox transferred to correct dept</i>	635	2.74%
PW-Solid Waste Division Req	<i>Totes left at the curb on non-trash day; excessive trash at curb</i>	576	2.48%
Traffic & Street Lighting-PW	<i>Street lights out or not working correctly</i>	535	2.31%
Disaster Debris Removal	<i>Large debris removal associated with Hurricane Milton</i>	481	2.07%
Vacant Lot Mowing	<i>Missed lot mowing, overgrowth, unsatisfactory mowing</i>	348	1.50%
Utility Water Issues	<i>Water main break or water leak (coming from City's end)</i>	348	1.50%
Utility Irrigation Issues	<i>Water leak at box, snail filter requests, sprinkler maint, no pressure</i>	289	1.25%



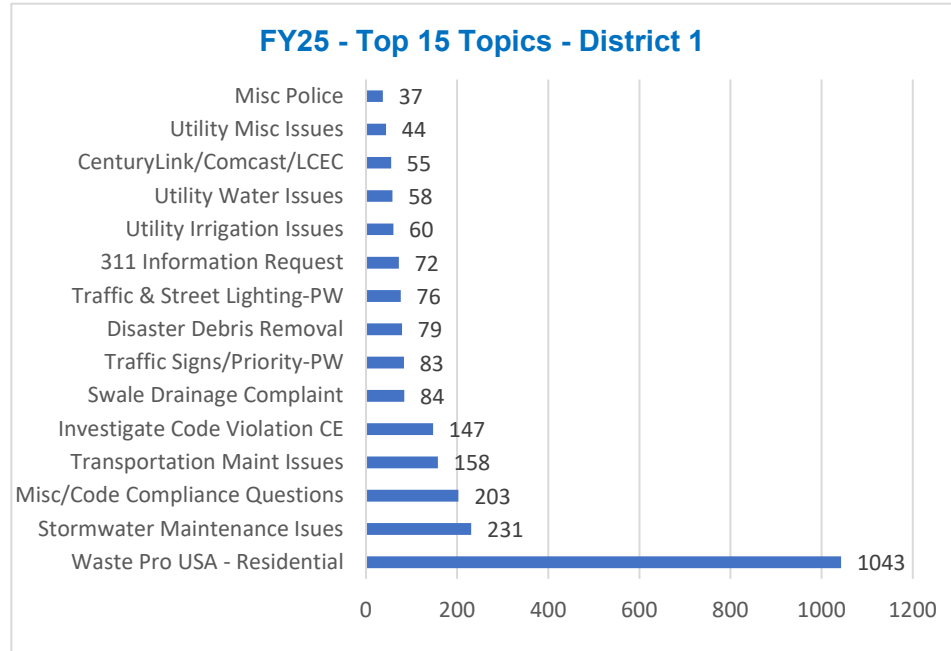
## 311 Topic Tracker Report - District 1

FY 2025

10/1/24-9/30/25

**Total Requests: 2,859**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	1043	36.48%
Stormwater Maintenance Issues	231	8.08%
Misc/Code Compliance Questions	203	7.10%
Transportation Maint Issues	158	5.53%
Investigate Code Violation CE	147	5.14%
Swale Drainage Complaint	84	2.94%
Traffic Signs/Priority-PW	83	2.90%
Disaster Debris Removal	79	2.76%
Traffic & Street Lighting-PW	76	2.66%
311 Information Request	72	2.52%
Utility Irrigation Issues	60	2.10%
Utility Water Issues	58	2.03%
CenturyLink/Comcast/LCEC	55	1.92%
Utility Misc Issues	44	1.54%
Misc Police	37	1.29%





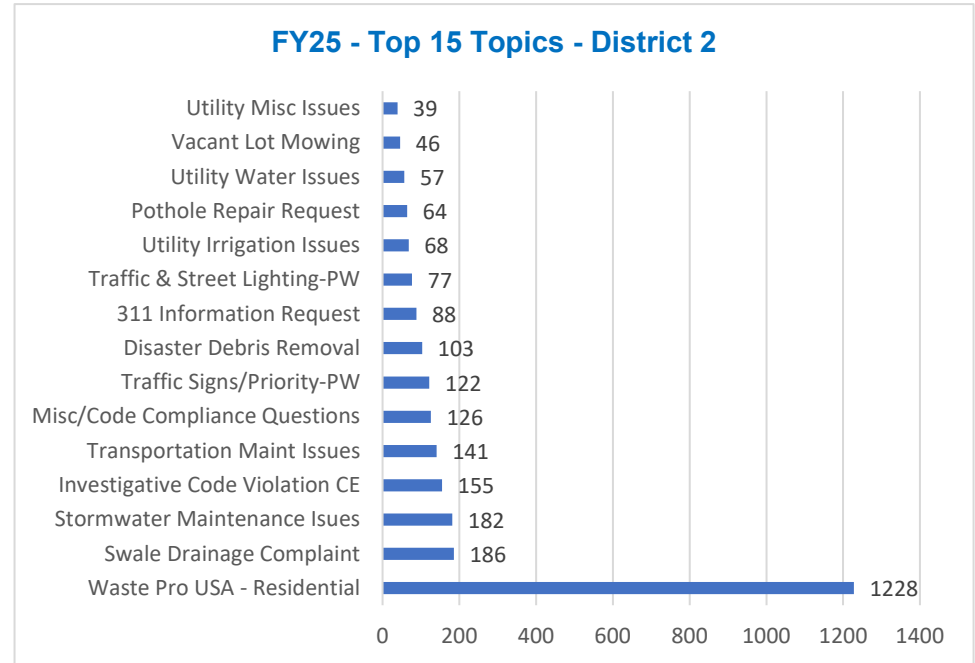
## 311 Topic Tracker Report - District 2

FY 2025

10/1/24-9/30/25

**Total Requests: 3,035**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	1228	40.46%
Swale Drainage Complaint	186	6.13%
Stormwater Maintenance Issues	182	6.00%
Investigative Code Violation CE	155	5.11%
Transportation Maint Issues	141	4.65%
Misc/Code Compliance Questions	126	4.15%
Traffic Signs/Priority-PW	122	4.02%
Disaster Debris Removal	103	3.39%
311 Information Request	88	2.90%
Traffic & Street Lighting-PW	77	2.54%
Utility Irrigation Issues	68	2.24%
Pothole Repair Request	64	2.11%
Utility Water Issues	57	1.88%
Vacant Lot Mowing	46	1.52%
Utility Misc Issues	39	1.29%



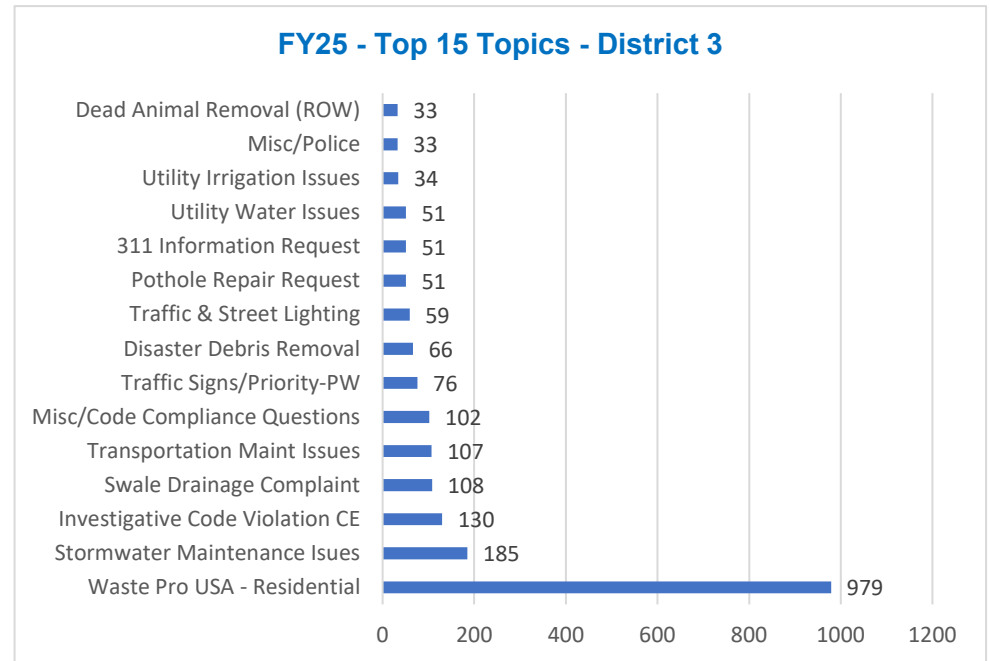
## 311 Topic Tracker Report - District 3

FY 2025

10/1/24-9/30/25

**Total Requests: 2,347**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	979	41.71%
Stormwater Maintenance Issues	185	7.88%
Investigative Code Violation CE	130	5.54%
Swale Drainage Complaint	108	4.60%
Transportation Maint Issues	107	4.56%
Misc/Code Compliance Questions	102	4.35%
Traffic Signs/Priority-PW	76	3.24%
Disaster Debris Removal	66	2.81%
Traffic & Street Lighting	59	2.51%
Pothole Repair Request	51	2.17%
311 Information Request	51	2.17%
Utility Water Issues	51	2.17%
Utility Irrigation Issues	34	1.45%
Misc/Police	33	1.41%
Dead Animal Removal (ROW)	33	1.41%



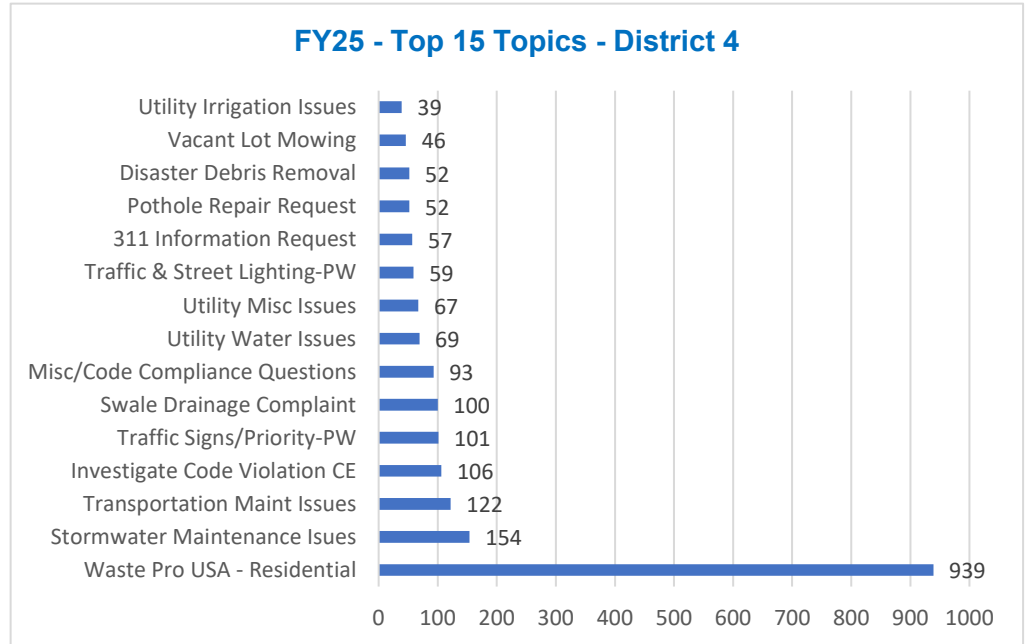
## 311 Topic Tracker Report - District 4

FY 2025

10/1/24-9/30/25

Total Requests: 2,343

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	939	40.08%
Stormwater Maintenance Issues	154	6.57%
Transportation Maint Issues	122	5.21%
Investigate Code Violation CE	106	4.52%
Traffic Signs/Priority-PW	101	4.31%
Swale Drainage Complaint	100	4.27%
Misc/Code Compliance Questions	93	3.97%
Utility Water Issues	69	2.94%
Utility Misc Issues	67	2.86%
Traffic & Street Lighting-PW	59	2.52%
311 Information Request	57	2.43%
Pothole Repair Request	52	2.22%
Disaster Debris Removal	52	2.22%
Vacant Lot Mowing	46	1.96%
Utility Irrigation Issues	39	1.66%



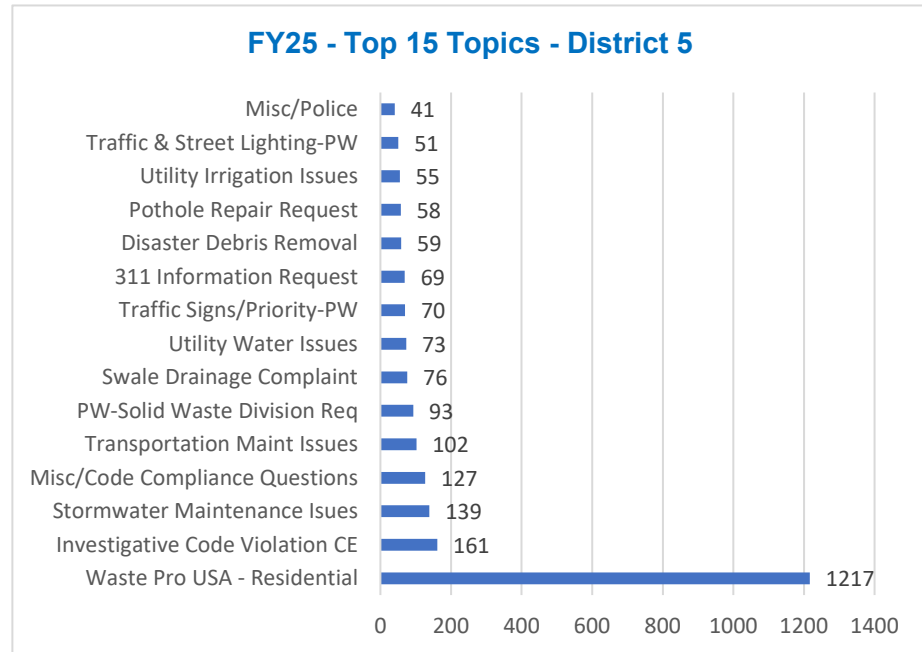
## 311 Topic Tracker Report - District 5

FY 2025

10/1/24-9/30/25

**Total Requests: 2,691**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	1217	45.22%
Investigative Code Violation CE	161	5.98%
Stormwater Maintenance Issues	139	5.17%
Misc/Code Compliance Questions	127	4.72%
Transportation Maint Issues	102	3.79%
PW-Solid Waste Division Req	93	3.46%
Swale Drainage Complaint	76	2.82%
Utility Water Issues	73	2.71%
Traffic Signs/Priority-PW	70	2.60%
311 Information Request	69	2.56%
Disaster Debris Removal	59	2.19%
Pothole Repair Request	58	2.16%
Utility Irrigation Issues	55	2.04%
Traffic & Street Lighting-PW	51	1.90%
Misc/Police	41	1.52%



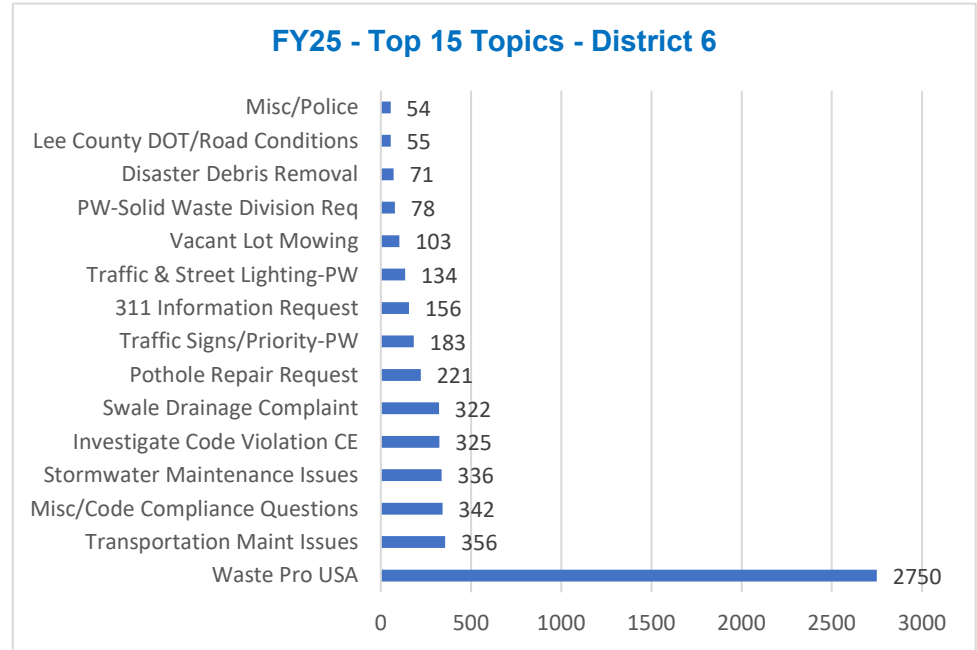
## 311 Topic Tracker Report - District 6

FY 2025

10/1/24-9/30/25

**Total Requests: 5,892**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	2750	46.67%
Transportation Maint Issues	356	6.04%
Misc/Code Compliance Questions	342	5.80%
Stormwater Maintenance Issues	336	5.70%
Investigate Code Violation CE	325	5.52%
Swale Drainage Complaint	322	5.47%
Pothole Repair Request	221	3.75%
Traffic Signs/Priority-PW	183	3.11%
311 Information Request	156	2.65%
Traffic & Street Lighting-PW	134	2.27%
Vacant Lot Mowing	103	1.75%
PW-Solid Waste Division Req	78	1.32%
Disaster Debris Removal	71	1.21%
Lee County DOT/Road Conditions	55	0.93%
Misc/Police	54	0.92%



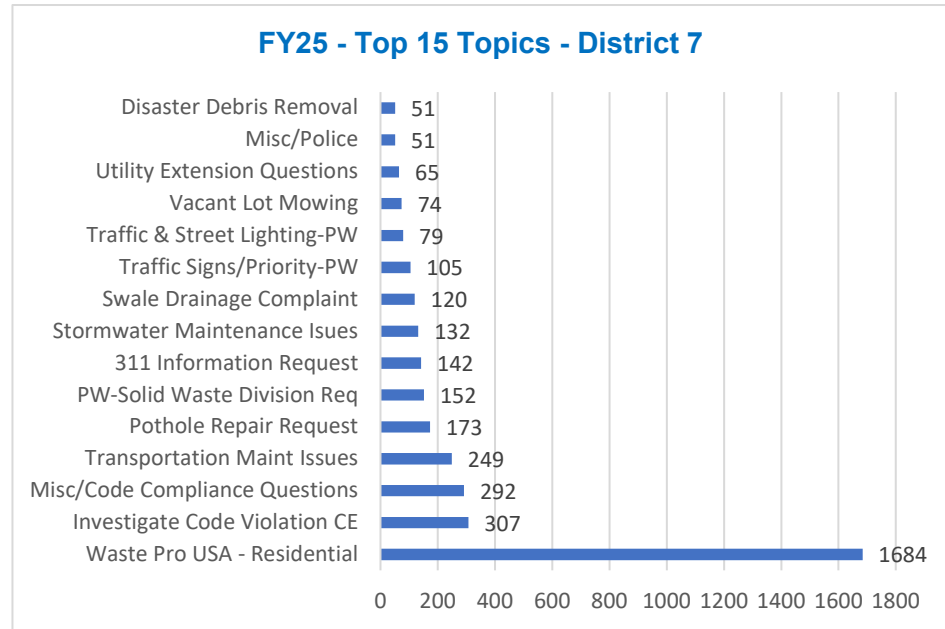
## 311 Topic Tracker Report - District 7

FY 2025

10/1/24-9/30/25

**Total Requests: 4,037**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	1684	41.71%
Investigate Code Violation CE	307	7.60%
Misc/Code Compliance Questions	292	7.23%
Transportation Maint Issues	249	6.17%
Pothole Repair Request	173	4.29%
PW-Solid Waste Division Req	152	3.77%
311 Information Request	142	3.52%
Stormwater Maintenance Issues	132	3.27%
Swale Drainage Complaint	120	2.97%
Traffic Signs/Priority-PW	105	2.60%
Traffic & Street Lighting-PW	79	1.96%
Vacant Lot Mowing	74	1.83%
Utility Extension Questions	65	1.61%
Misc/Police	51	1.26%
Disaster Debris Removal	51	1.26%





**THANK YOU!**