



Communications & Marketing Quarterly Report  
FY2026: Quarter 2 (January 1 – March 31)

# **AGENDA**

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

# Public Information Priority Projects

## Q2 FY26 (January 1 – March 31)

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

1. Share messaging via press release, social media, digital newsletters and print publications on **City infrastructure** and project updates.
2. PRESS RELEASES disseminated: 63
3. Produced Weekly Video series: **Keeping Up with the Cape**
4. Disseminated Winter On The Move Magazine
5. Held 3 ribbon-cutting ceremonies
6. Event Recap videos: Tour de Cape, Doxie Dash, ribbon cuttings
7. EBD Video: Bones Coffee Award
8. Continued ongoing **Unlicensed Contractor** messaging
9. Printed New Residents Guide
10. Produced 3 monthly Mayor's Message Videos
11. Completed design and content for "New Resident's Guide"
12. Responded to 112 media inquiries.
13. Disseminated monthly City e-newsletter (external), City Pulse (internal).
14. Share messaging via press release, digital newsletter, print publications and social media posts on **awards received** by City departments/divisions/staff.
15. Most 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: Tour de Cape, Bike Night, and Waterways Festival.
3. Oversaw planning and design of FY 2025 City Manager's Annual Report.
4. Produced award-winning video content, "Be In The Cape" series, which highlights local attractions.
5. Coordinated production of promotional videos for Sounds of Jazz, Parks & Recreation Facilities, and Park Amenities, from concept through execution.
6. Managed ad placement by collaborating with digital channels and local TV news outlets to maximize campaign reach.
7. 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. Researching ADA Accessibility solutions in coordination with IT to enhance website compliance and usability.
2. Developed and maintained City project update pages, ensuring timely updates on key municipal initiatives.
3. 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.
4. Updated and managed graphic ads on all City electronic signs to share timely emergency information and promote key City events, helping keep residents informed and engaged.

# Looking Ahead...

## The following topics are set for messaging in the future:

1. **Fertilizer Ordinance** Messaging
2. Messaging for **scams, Unlicensed Contractors, and Code Compliance**
3. Video Production: Parks and Recreation playground replacements; Event recap videos; Keeping Up With The Cape
4. Hurricane Season Messaging (prep)
5. Continued monthly **updates on Jaycee Park**
6. Continued updates on large projects such as the **Yacht Club, and infrastructure projects.**
7. **Ad Valorem Tax** education messaging

# 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
<b>2026</b>	<b>118</b>	<b>42,466</b>	<b>898,631</b>	<b>8,685</b>	<b>8,923</b>	<b>18,686</b>	<b>312</b>	<b>732</b>	<b>7,809</b>	<b>12,876</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 26

Views: Subscribers:

Stayed to watch: %

### 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](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 **18,000** downloads
2. Users report they enjoy:
  - A. Ease of use and
  - B. Receiving receipts

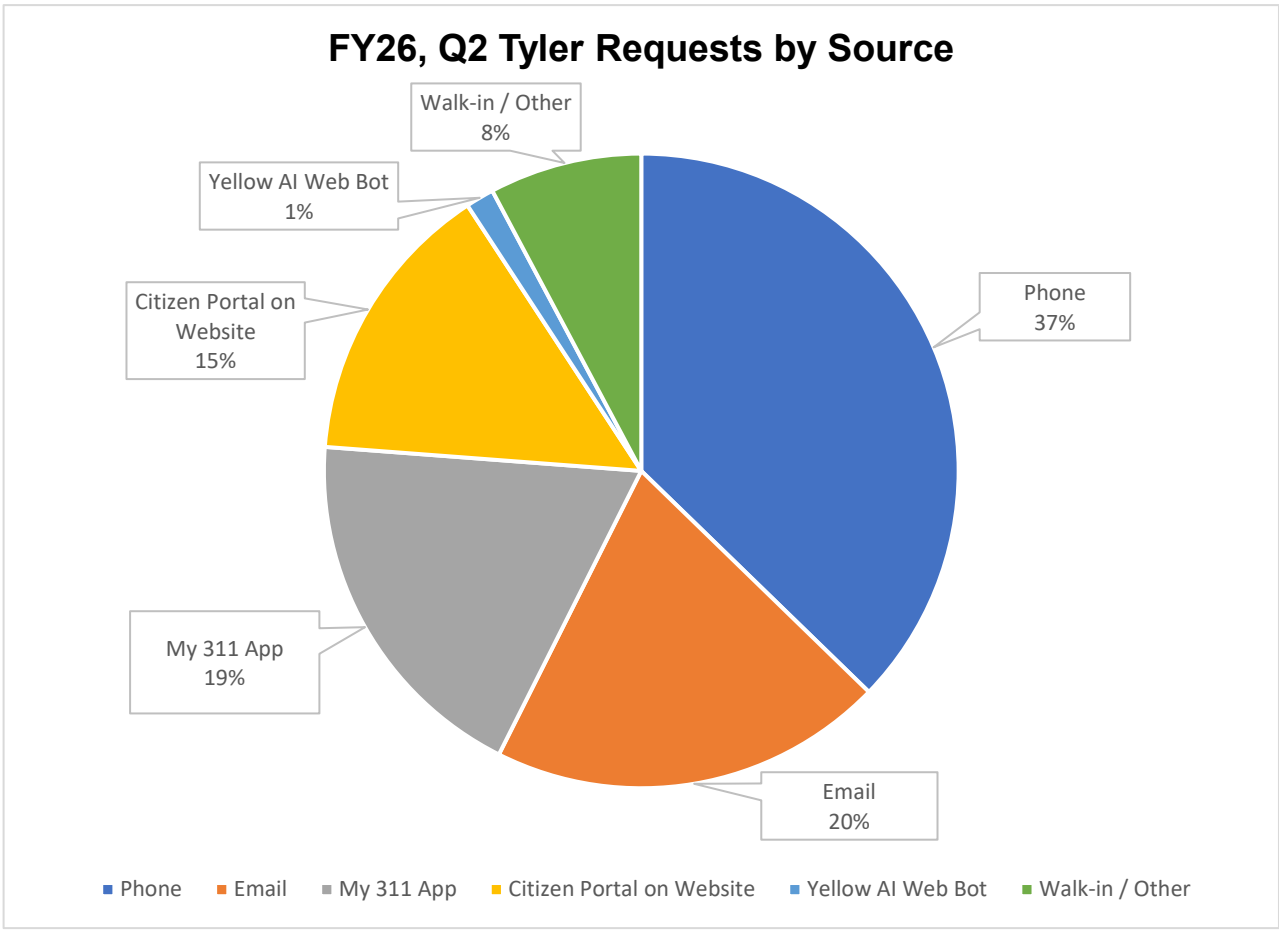
# CITY GOVERNMENT AT YOUR FINGERTIPS



**311 Call Center  
FY26, Quarter 2  
1/1/26-3/31/26**

<u>Incoming Call Center Calls</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<b>TOTAL</b>
Calls Presented	2468	2795	3219	<b>8482</b>
Calls Handled	2402	2711	3151	<b>8264</b>
<b>% of Calls Handled</b>	<b>97.33%</b>	<b>96.99%</b>	<b>97.89%</b>	<b>97.43%</b>

<u>311 Requests Created Citywide</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<b>TOTAL</b>	<u>% of Tickets</u>
Phone	588	636	784	2008	37.3%
Email	371	368	346	1085	20.1%
My 311 App	339	276	398	1013	18.8%
Citizen Portal on Website	277	223	285	785	14.6%
Yellow AI Web Bot	6	27	45	78	1.4%
Walk-in / Other <i>(reported by internal staff)</i>	156	159	104	419	7.8%
<b>TOTAL REQUESTS (Citywide)</b>	<b>1737</b>	<b>1689</b>	<b>1962</b>	<b>5388</b>	



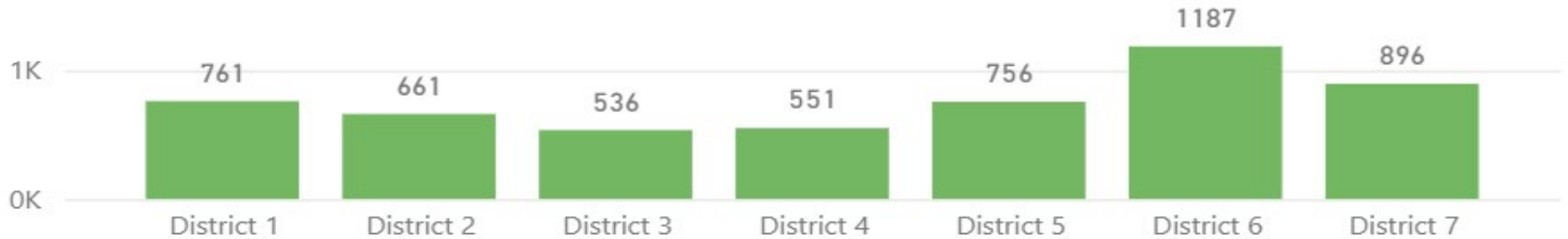
## 311 Topic Report - All Districts

FY26, Qtr 2

1/1/26-3/31/26

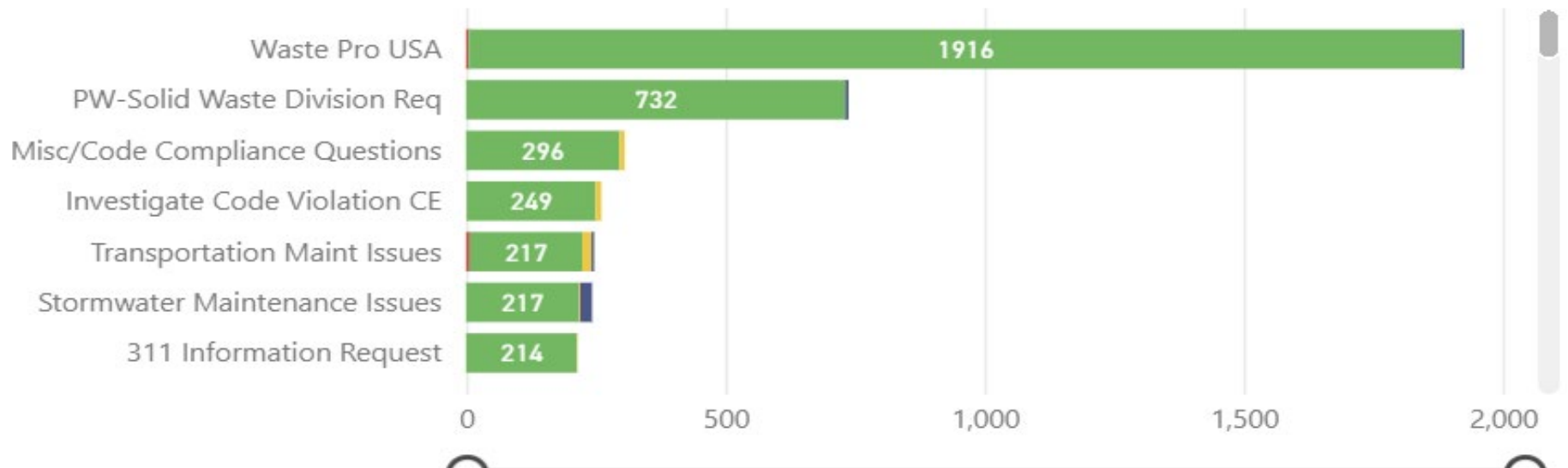
Total Requests: 5,348

### Number of 311 Topics by District



### Number of Topics by Status

Status ● Cancelled ● Closed ● Investigating ● Working





**Top 15 Topics**

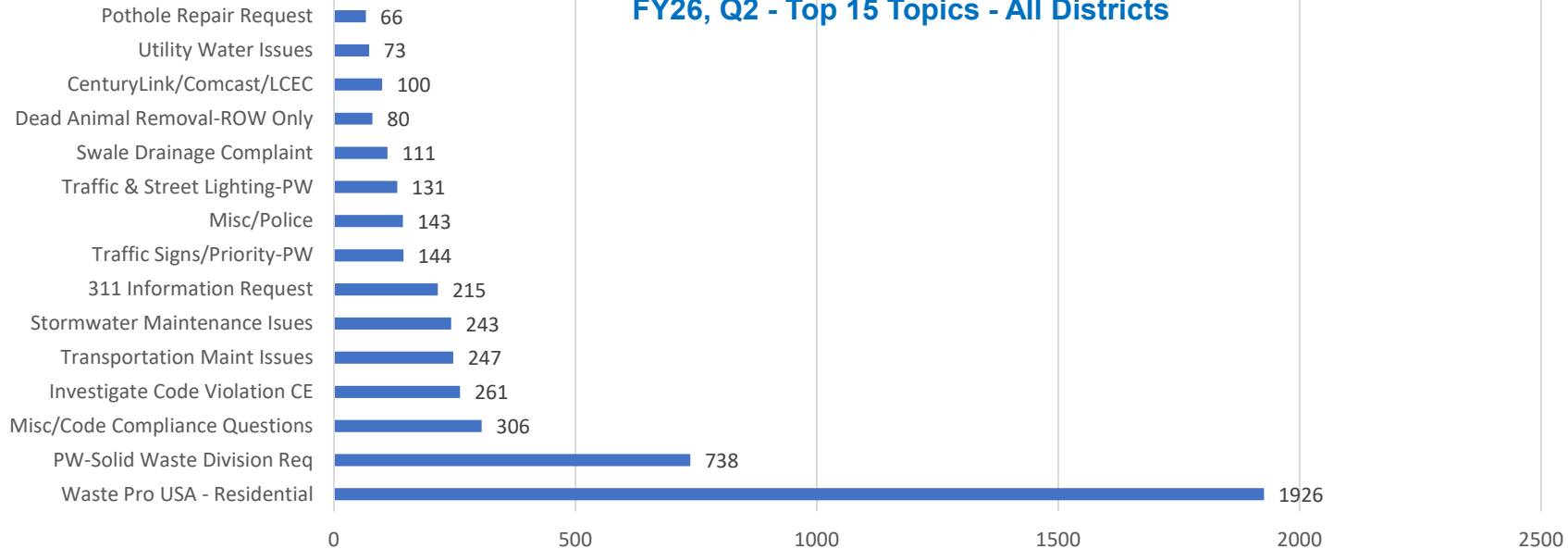
**Types of Issues**

**Count**

**% of Total**

Waste Pro USA - Residential	<i>Damaged or missing totes; missed waste/recycling pick-up</i>	1926	38.58%
PW-Solid Waste Division Req	<i>Totes left at the curb on non-trash day; excessive trash at curb</i>	738	14.78%
Misc/Code Compliance Questions	<i>Reports of Improper trash dumping, overgrown lots</i>	306	6.13%
Investigate Code Violation CE	<i>RV's, boats, and commercial vehicles parking in yards overnight</i>	261	5.23%
Transportation Maint Issues	<i>Materials dumped in ROW &amp;/or vacant lot, median bush obstruction</i>	247	4.95%
Stormwater Maintenance Issues	<i>Sinkhole and storm drain pipe issues</i>	243	4.87%
311 Information Request	<i>Emails received via 311 Inbox transferred to correct dept</i>	215	4.31%
Traffic Signs/Priority-PW	<i>Stop signs/other directional signs down or facing the wrong way</i>	144	2.88%
Misc/Police	<i>Loud music, speeding cars, 4-wheeler racing, etc.</i>	143	2.86%
Traffic & Street Lighting-PW	<i>Street lights out or not working correctly</i>	131	2.62%
Swale Drainage Complaint	<i>Flooding/drainage issues (longer than 72 hours)</i>	111	2.22%
Dead Animal Removal-ROW Only	<i>Citizen reports of dead animal in ROW</i>	80	1.60%
CenturyLink/Comcast/LCEC	<i>Lines down, connectivity issues</i>	100	2.00%
Utility Water Issues	<i>Water main break or water leak (coming from City's end)</i>	73	1.46%
Pothole Repair Request	<i>Citizen reports of specific locations to check</i>	66	1.32%

**FY26, Q2 - Top 15 Topics - All Districts**





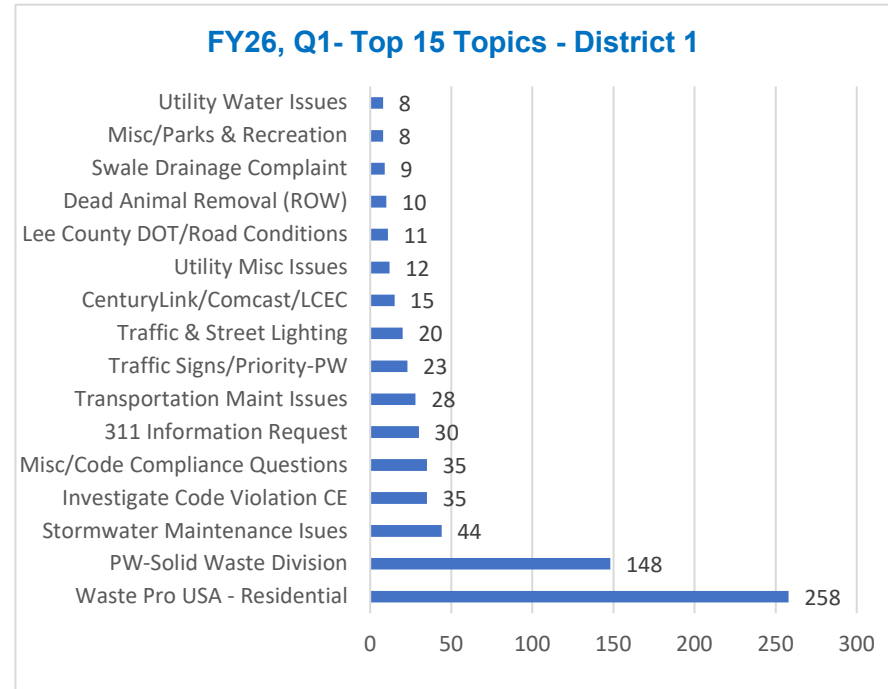
## 311 Topic Tracker Report - District 1

FY26, Qtr 2

1/1/26-3/31/26

**Total Requests: 761**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	258	34.54%
PW-Solid Waste Division	148	19.81%
Stormwater Maintenance Issues	44	5.89%
Investigate Code Violation CE	35	4.69%
Misc/Code Compliance Questions	35	4.69%
311 Information Request	30	4.02%
Transportation Maint Issues	28	3.75%
Traffic Signs/Priority-PW	23	3.08%
Traffic & Street Lighting	20	2.68%
CenturyLink/Comcast/LCEC	15	2.01%
Utility Misc Issues	12	1.61%
Lee County DOT/Road Conditions	11	1.47%
Dead Animal Removal (ROW)	10	1.34%
Swale Drainage Complaint	9	1.20%
Misc/Parks & Recreation	8	1.07%
Utility Water Issues	8	1.07%



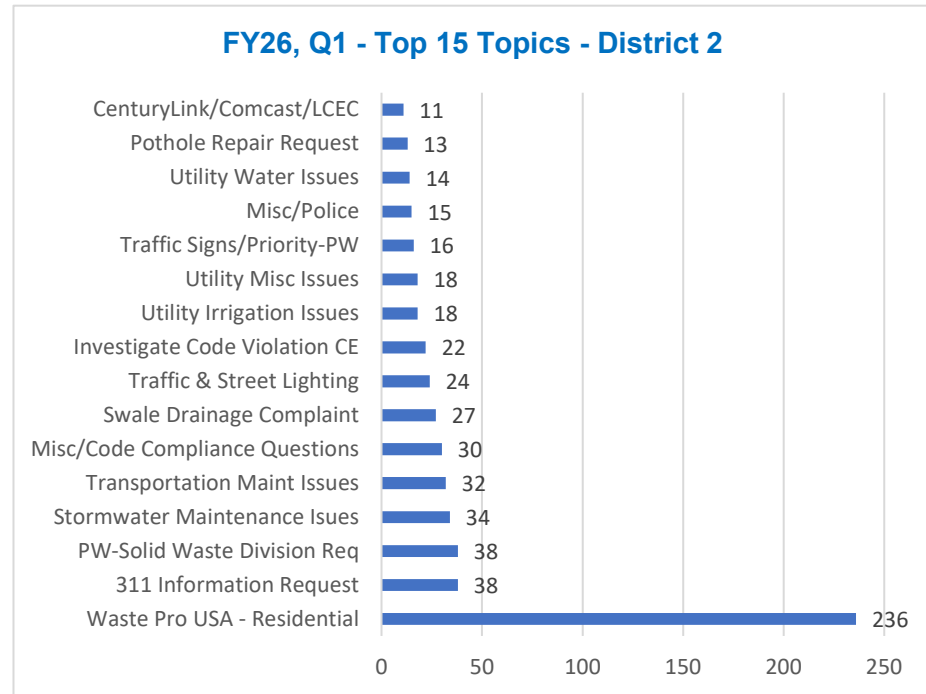
## 311 Topic Tracker Report - District 2

FY26, Qtr 2

1/1/26-3/31/26

**Total Requests: 661**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	236	38.56%
311 Information Request	38	6.21%
PW-Solid Waste Division Req	38	6.21%
Stormwater Maintenance Issues	34	5.56%
Transportation Maint Issues	32	5.23%
Misc/Code Compliance Questions	30	4.90%
Swale Drainage Complaint	27	4.41%
Traffic & Street Lighting	24	3.92%
Investigate Code Violation CE	22	3.59%
Utility Irrigation Issues	18	2.94%
Utility Misc Issues	18	2.94%
Traffic Signs/Priority-PW	16	2.61%
Misc/Police	15	2.45%
Utility Water Issues	14	2.29%
Pothole Repair Request	13	2.12%
CenturyLink/Comcast/LCEC	11	1.80%



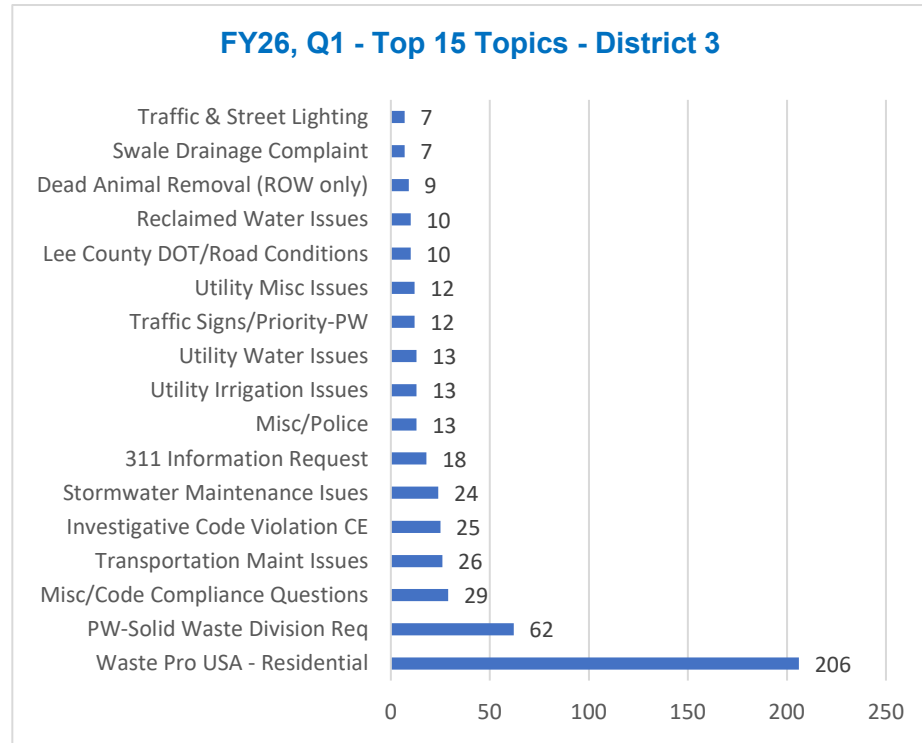
## 311 Topic Tracker Report - District 3

FY26, Qtr 2

1/1/26-3/31/26

**Total Requests: 536**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	206	31.60%
PW-Solid Waste Division Req	62	9.51%
Misc/Code Compliance Questions	29	4.45%
Transportation Maint Issues	26	3.99%
Investigative Code Violation CE	25	3.83%
Stormwater Maintenance Issues	24	3.68%
311 Information Request	18	2.76%
Misc/Police	13	1.99%
Utility Irrigation Issues	13	1.99%
Utility Water Issues	13	1.99%
Traffic Signs/Priority-PW	12	1.84%
Utility Misc Issues	12	1.84%
Lee County DOT/Road Conditions	10	1.53%
Reclaimed Water Issues	10	1.53%
Dead Animal Removal (ROW only)	9	1.38%
Swale Drainage Complaint	7	1.07%
Traffic & Street Lighting	7	1.07%



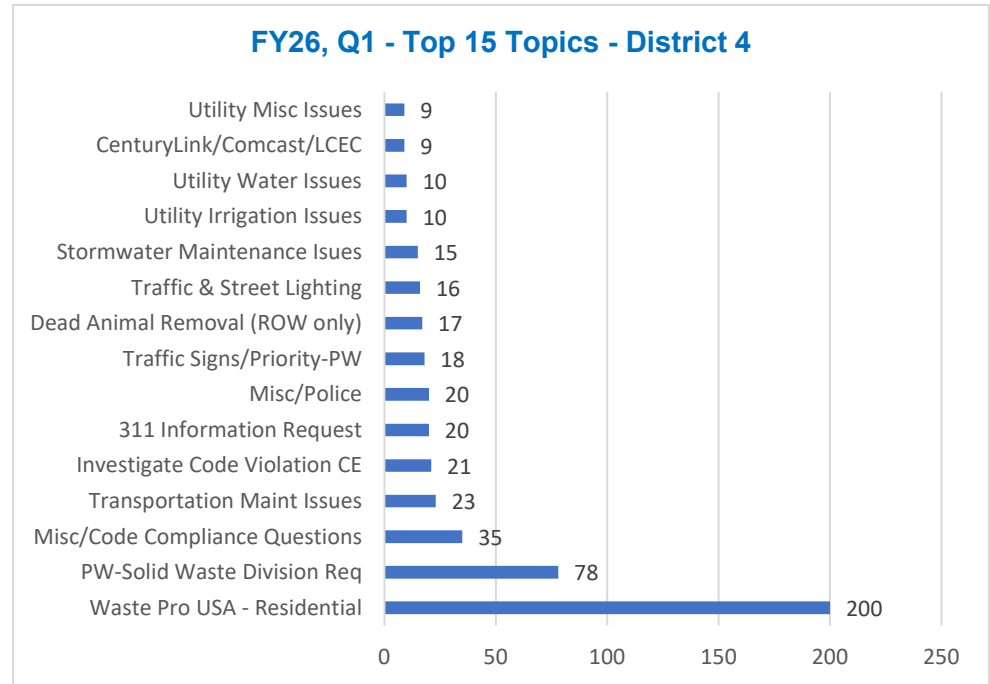
## 311 Topic Tracker Report - District 4

FY26, Qtr 2

1/1/26-3/31/26

Total Requests: 551

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	200	38.99%
PW-Solid Waste Division Req	78	15.20%
Misc/Code Compliance Questions	35	6.82%
Transportation Maint Issues	23	4.48%
Investigate Code Violation CE	21	4.09%
311 Information Request	20	3.90%
Misc/Police	20	3.90%
Traffic Signs/Priority-PW	18	3.51%
Dead Animal Removal (ROW only)	17	3.31%
Traffic & Street Lighting	16	3.12%
Stormwater Maintenance Issues	15	2.92%
Utility Irrigation Issues	10	1.95%
Utility Water Issues	10	1.95%
CenturyLink/Comcast/LCEC	9	1.75%
Utility Misc Issues	9	1.75%



## 311 Topic Tracker Report - District 5

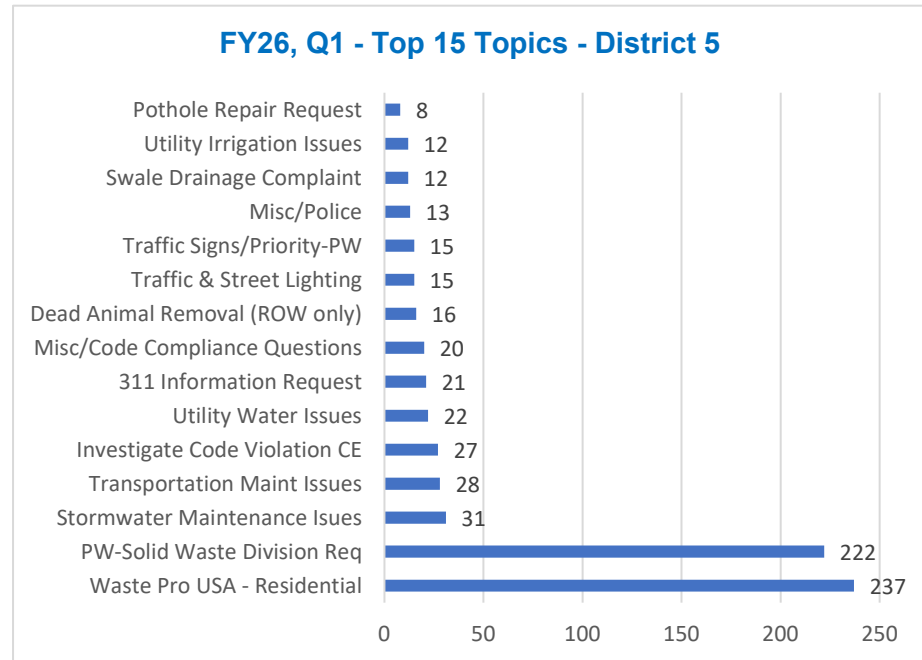
FY26, Qtr 2

1/1/26-3/31/26

**Total Requests: 756**

### Top 15 Topics

	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	237	48.17%
PW-Solid Waste Division Req	222	45.12%
Stormwater Maintenance Issues	31	6.30%
Transportation Maint Issues	28	5.69%
Investigate Code Violation CE	27	5.49%
Utility Water Issues	22	4.47%
311 Information Request	21	4.27%
Misc/Code Compliance Questions	20	4.07%
Dead Animal Removal (ROW only)	16	3.25%
Traffic & Street Lighting	15	3.05%
Traffic Signs/Priority-PW	15	3.05%
Misc/Police	13	2.64%
Swale Drainage Complaint	12	2.44%
Utility Irrigation Issues	12	2.44%
Pothole Repair Request	8	1.63%



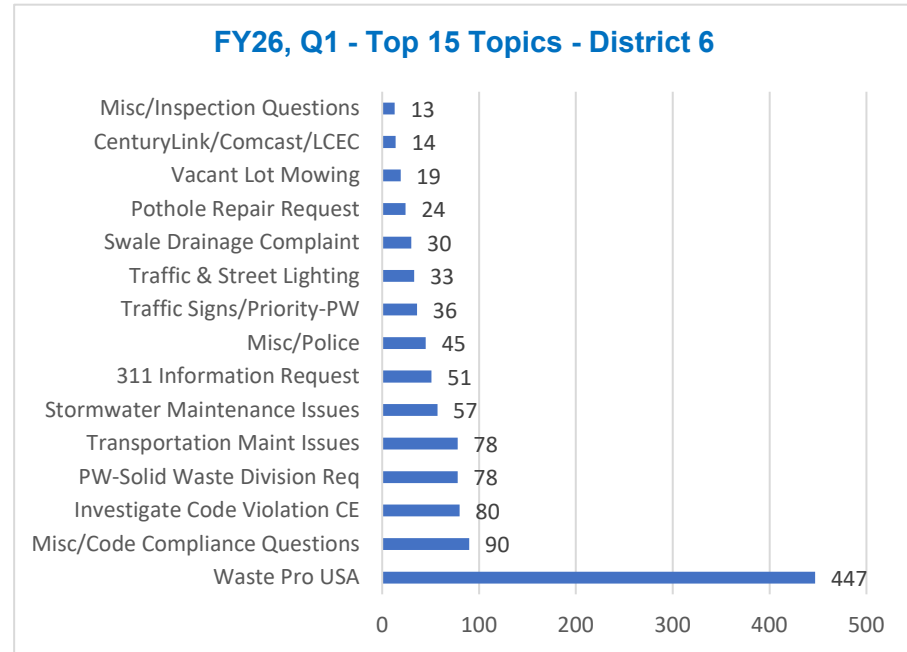
## 311 Topic Tracker Report - District 6

FY26, Qtr 2

1/1/26-3/31/26

**Total Requests: 1,187**

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	447	40.60%
Misc/Code Compliance Questions	90	8.17%
Investigate Code Violation CE	80	7.27%
PW-Solid Waste Division Req	78	7.08%
Transportation Maint Issues	78	7.08%
Stormwater Maintenance Issues	57	5.18%
311 Information Request	51	4.63%
Misc/Police	45	4.09%
Traffic Signs/Priority-PW	36	3.27%
Traffic & Street Lighting	33	3.00%
Swale Drainage Complaint	30	2.72%
Pothole Repair Request	24	2.18%
Vacant Lot Mowing	19	1.73%
CenturyLink/Comcast/LCEC	14	1.27%
Misc/Inspection Questions	13	1.18%



## 311 Topic Tracker Report - District 7

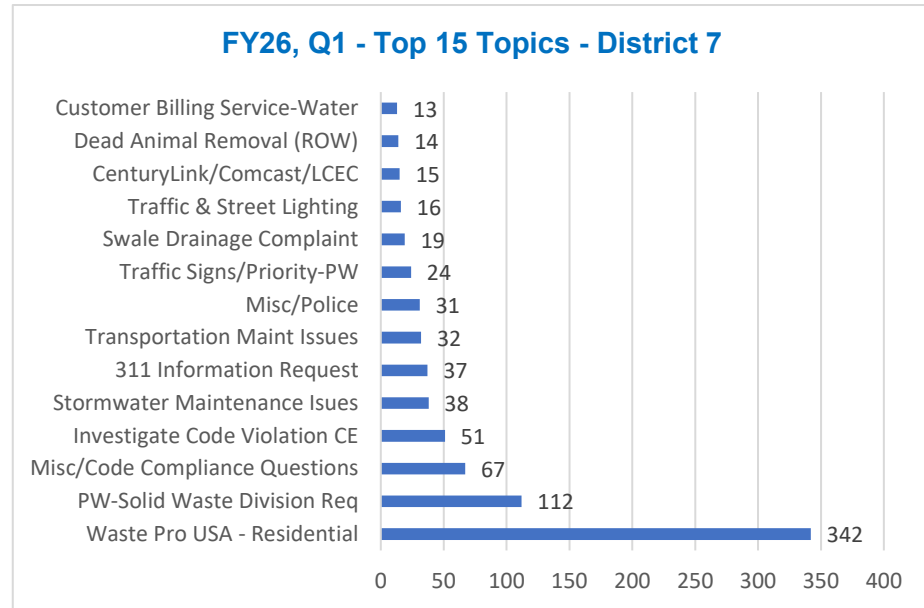
FY26, Qtr 2

1/1/26-3/31/26

**Total Requests: 896**

### Top 15 Topics

<u>Topic</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	342	39.09%
PW-Solid Waste Division Req	112	12.80%
Misc/Code Compliance Questions	67	7.66%
Investigate Code Violation CE	51	5.83%
Stormwater Maintenance Issues	38	4.34%
311 Information Request	37	4.23%
Transportation Maint Issues	32	3.66%
Misc/Police	31	3.54%
Traffic Signs/Priority-PW	24	2.74%
Swale Drainage Complaint	19	2.17%
Traffic & Street Lighting	16	1.83%
CenturyLink/Comcast/LCEC	15	1.71%
Dead Animal Removal (ROW)	14	1.60%
Customer Billing Service-Water	13	1.49%
Pothole Repair Request	11	1.26%





**THANK YOU!**