



## 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

## Q2 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

## Q2 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

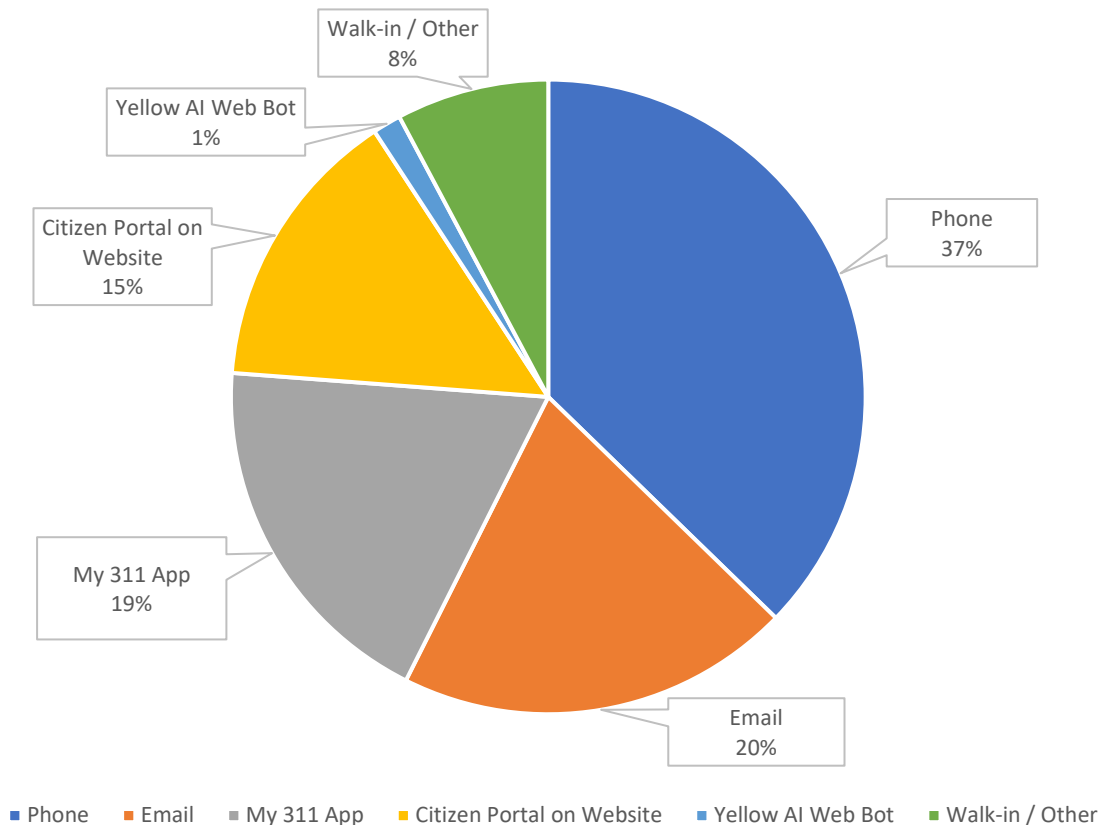


**311 Call Center  
FY26, Quarter 2  
1/1/26-3/31/26**

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

| <b><u>311 Requests Created Citywide</u></b>         | <b><u>Jan</u></b> | <b><u>Feb</u></b> | <b><u>Mar</u></b> | <b><u>TOTAL</u></b> | <b><u>% of Tickets</u></b> |
|-----------------------------------------------------|-------------------|-------------------|-------------------|---------------------|----------------------------|
| 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>         |                            |

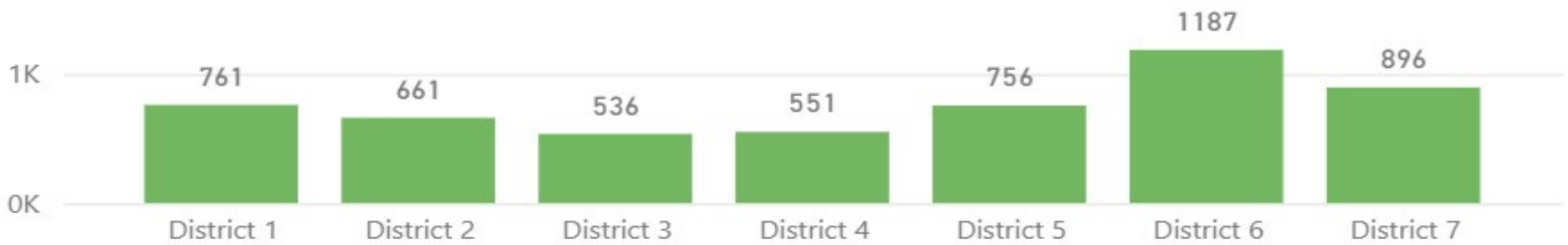
**FY26, Q2 Tyler Requests by Source**



311 Topic Report - All Districts  
FY26, Qtr 2  
1/1/26-3/31/26

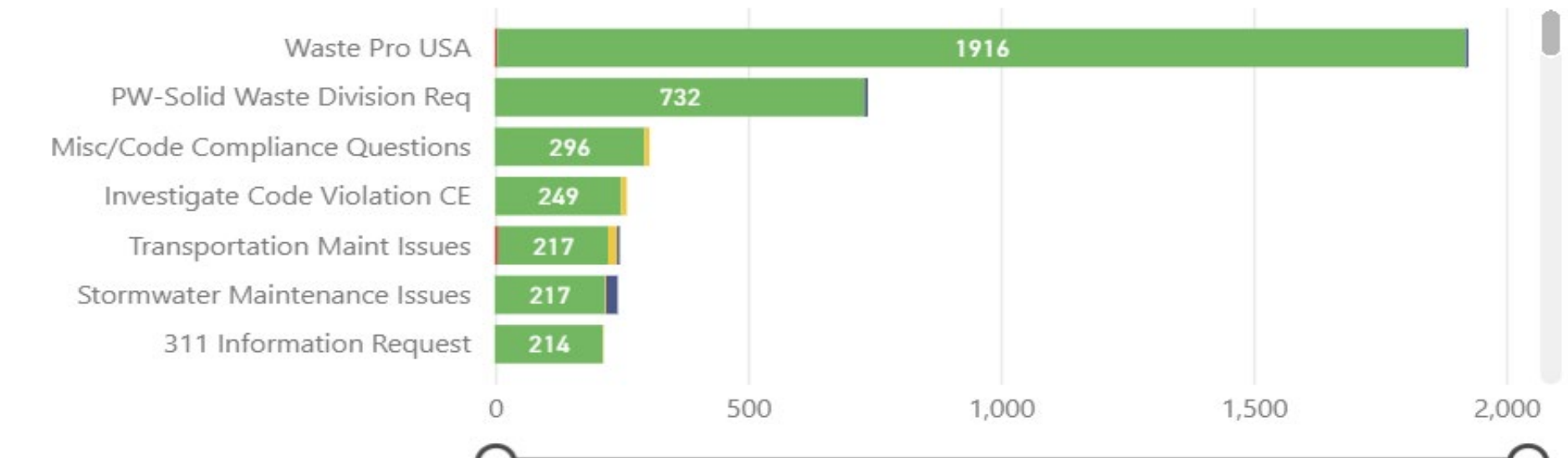
Total Requests: 5,348

Number of 311 Topics by District



Number of Topics by Status

Status ● Cancelled ● Closed ● Investigating ● Working





### Top 15 Topics

Waste Pro USA - Residential  
PW-Solid Waste Division Req  
Misc/Code Compliance Questions  
Investigate Code Violation CE  
Transportation Maint Issues  
Stormwater Maintenance Issues  
311 Information Request  
Traffic Signs/Priority-PW  
Misc/Police  
Traffic & Street Lighting-PW  
Swale Drainage Complaint  
Dead Animal Removal-ROW Only  
CenturyLink/Comcast/LCEC  
Utility Water Issues  
Pothole Repair Request

### Types of Issues

*Damaged or missing totes; missed waste/recycling pick-up*  
*Totes left at the curb on non-trash day; excessive trash at curb*  
*Reports of Improper trash dumping, overgrown lots*  
*RV's, boats, and commercial vehicles parking in yards overnight*  
*Materials dumped in ROW &/or vacant lot, median bush obstruction*  
*Sinkhole and storm drain pipe issues*  
*Emails received via 311 Inbox transferred to correct dept*  
*Stop signs/other directional signs down or facing the wrong way*  
*Loud music, speeding cars, 4-wheeler racing, etc.*  
*Street lights out or not working correctly*  
*Flooding/drainage issues (longer than 72 hours)*  
*Citizen reports of dead animal in ROW*  
*Lines down, connectivity issues*  
*Water main break or water leak (coming from City's end)*  
*Citizen reports of specific locations to check*

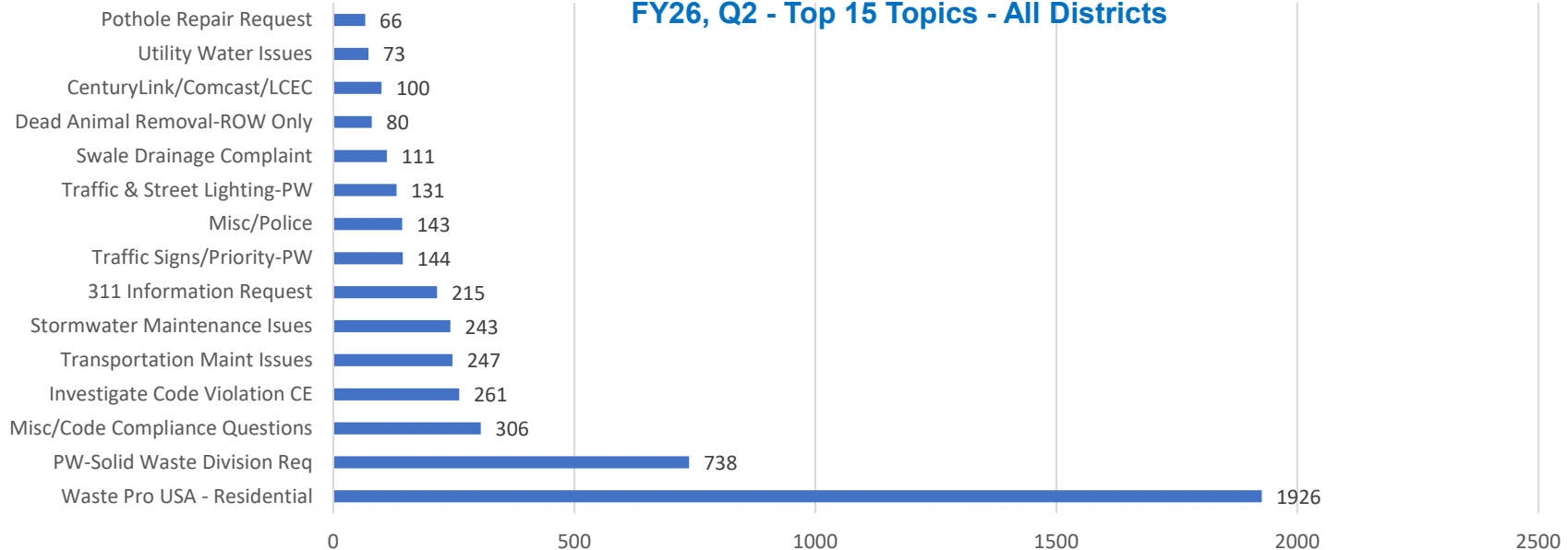
### Count

### % of Total

1926  
738  
306  
261  
247  
243  
215  
144  
143  
131  
111  
80  
100  
73  
66

38.58%  
14.78%  
6.13%  
5.23%  
4.95%  
4.87%  
4.31%  
2.88%  
2.86%  
2.62%  
2.22%  
1.60%  
2.00%  
1.46%  
1.32%

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







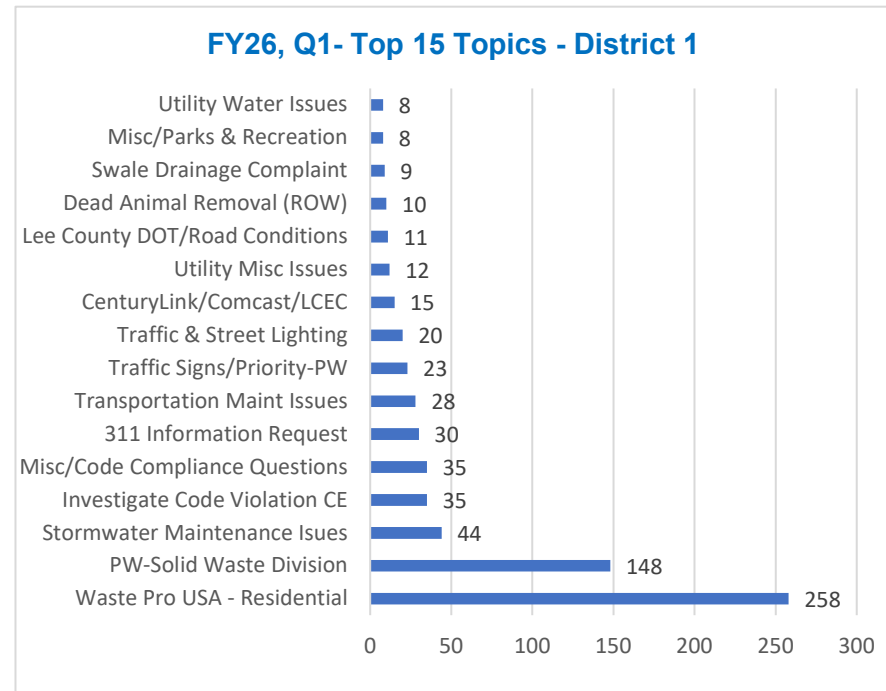
## 311 Topic Tracker Report - District 1

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%             |



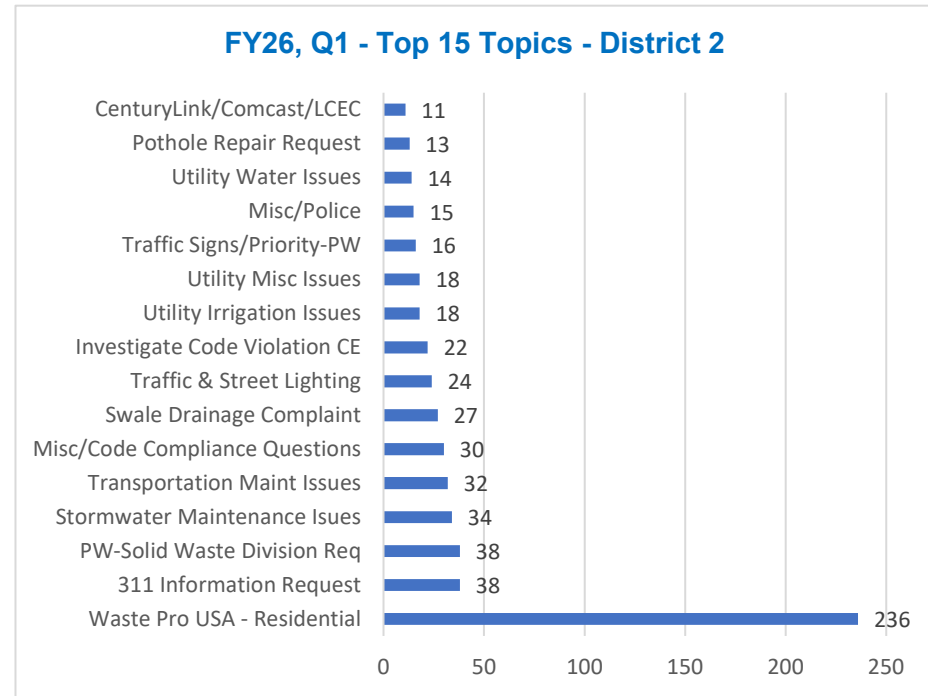
## 311 Topic Tracker Report - District 2

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%             |



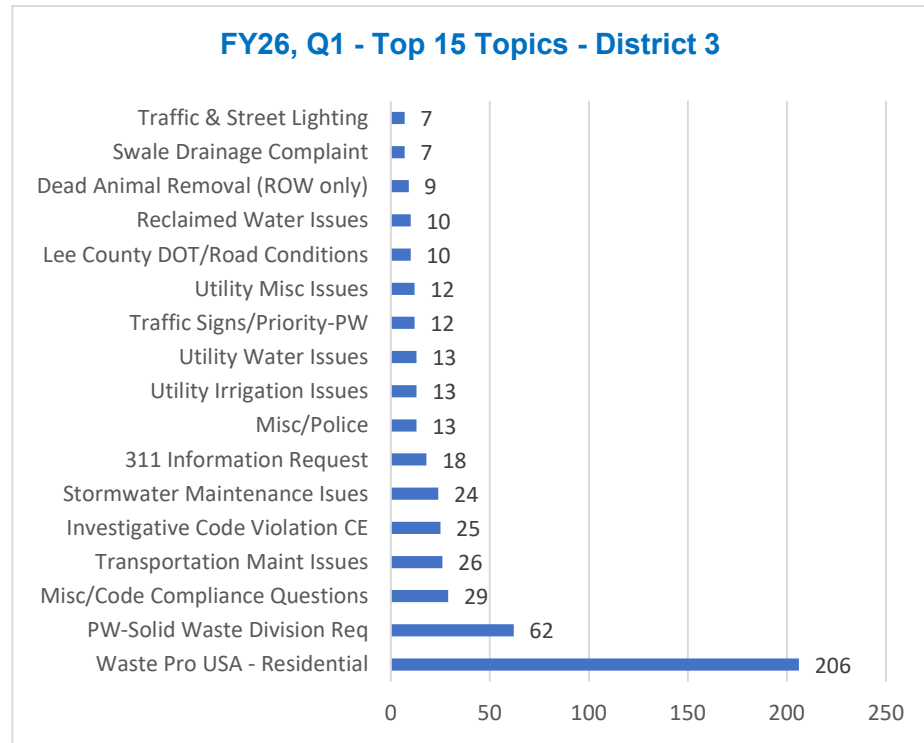
## 311 Topic Tracker Report - District 3

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%             |



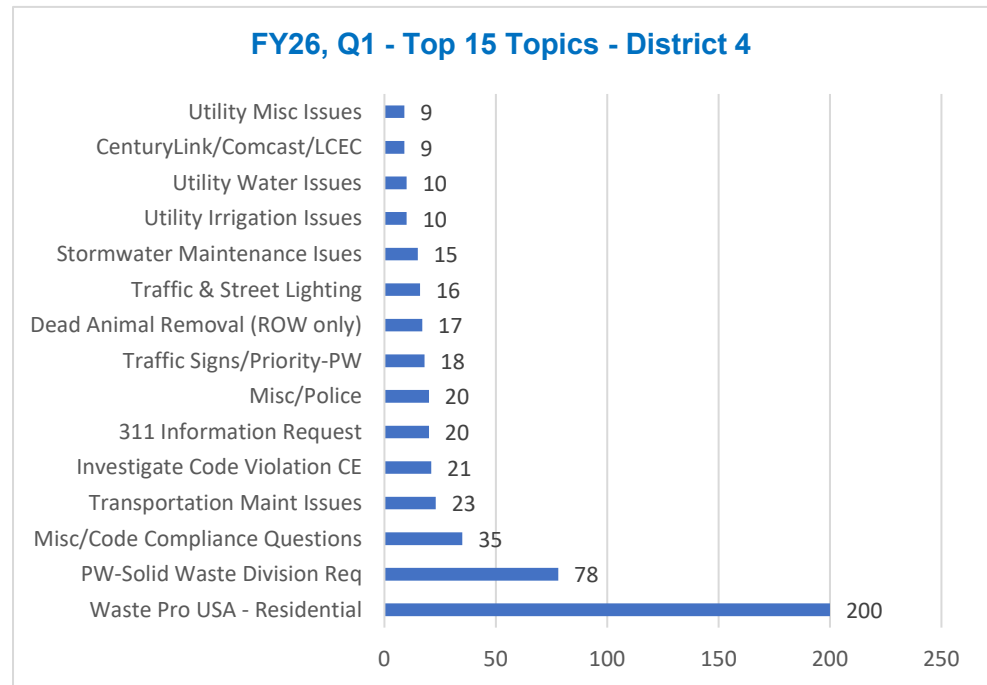
## 311 Topic Tracker Report - District 4

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%             |



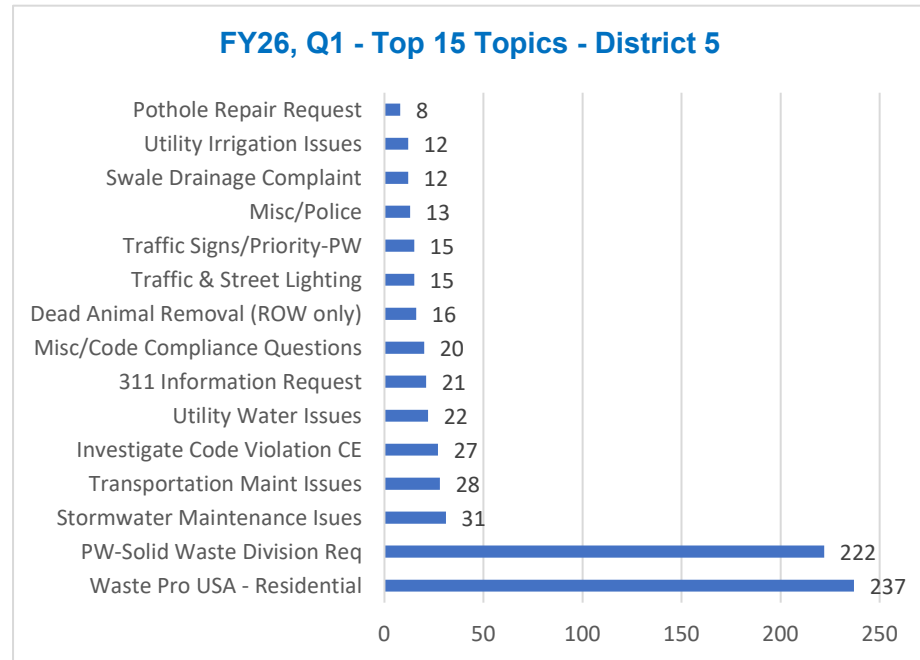
## 311 Topic Tracker Report - District 5

FY26, Qtr 2

1/1/26-3/31/26

**Total Requests: 756**

| <u>Top 15 Topics</u>           | <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%             |



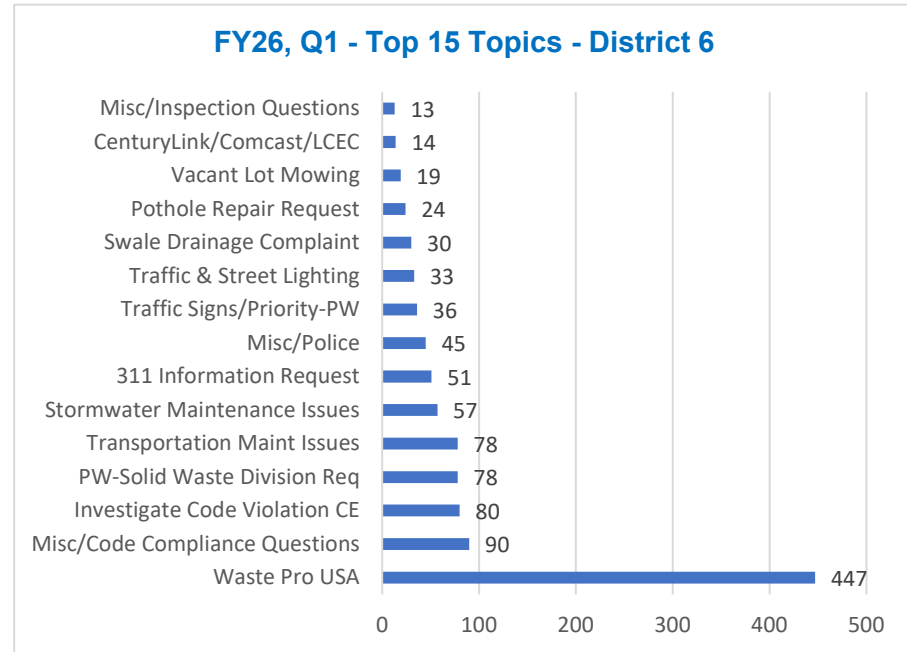
## 311 Topic Tracker Report - District 6

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

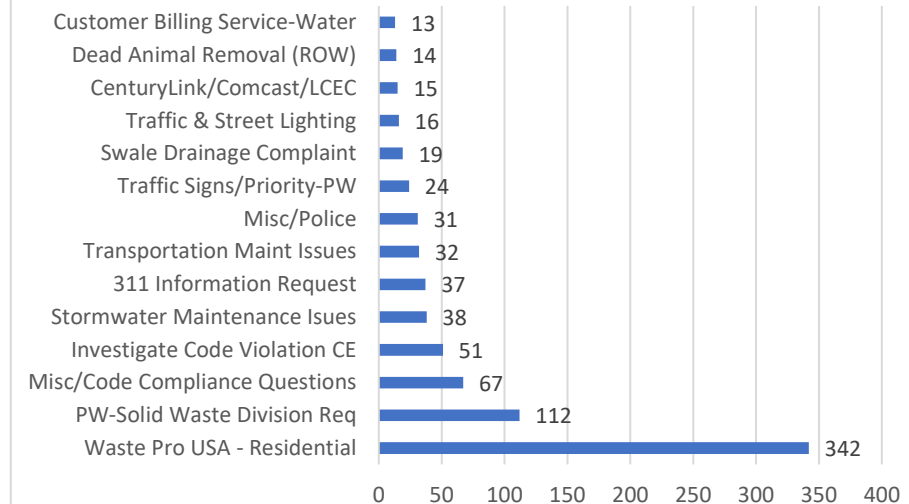
1/1/26-3/31/26

**Total Requests: 896**

### Top 15 Topics

|                                | <u>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%             |

### FY26, Q1 - Top 15 Topics - District 7



**THANK YOU!**