



Communications & Marketing Quarterly Report FY2026: Quarter 3 (April 1 – June 30)

AGENDA

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

Public Information Priority Projects

Q3 FY26 (April 1 – June 30)

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

1. Shared messaging via press release, social media, digital newsletters and print publications on **City infrastructure** and **project updates**.
2. PRESS RELEASES disseminated: **60**
3. *Coordinated and Designed Summer On The Move Magazine*
4. Coordinated & advertised **five** (5) ribbon-cutting ceremonies
5. Produced more than **20** videos including:
Fertilizer Messaging; Tropicana Park & Jaycee Park Ribbon cutting recap videos; 3 Mayor's Messages, Keeping up with the Cape; Seahawk Airfield; CC Pkwy 6-laning project; e-bike safety
6. Continued ongoing **Unlicensed Contractor** messaging
7. Responded to **233 media inquiries**.
8. Disseminated monthly City e-newsletter, **Cape Connect** (external), and **City Pulse** (internal).
9. Shared messaging via press release, digital newsletter, print publications and social media posts on **awards received** by City departments/divisions/staff.
10. Placed most videos in rotation on the CapeTV channel, Youtube and shared on social media.

Marketing/Advertising Priority Projects

Q3 FY26

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

1. Develop and Implement 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: Jaycee Park Ribbon Cutting, Raise the Flag event, Bike Night, Concert in the Park, Red, White & Boom.
3. Producing award-winning video content, "Be In The Cape" series, which highlights local attractions.
4. Coordinated production of promotional videos for Economic and Business Development (tourism), Parks & Recreation Facilities, and Park Amenities.
5. Managed ad placement by collaborating with digital channels and local TV news outlets to maximize campaign reach.
6. Design, content and dissemination of the Cape Connect, external, monthly e-newsletter for residents and visitors.

Website & Digital Content Priority Projects

Q3 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. Develop and maintain City project update pages, ensuring timely updates on key municipal initiatives.
3. Implement 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. Update and manage 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. HB 803 educational campaign
2. Property Tax and Ad Valorem Tax Educational Campaign
3. Fertilizer Ordinance Messaging
4. Messaging for **scams, Unlicensed Contractors, and Code Compliance**
5. Hurricane Season Messaging
6. Continued updates on large projects **focusing on infrastructure.**

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
2026 (YTD)	178	44,447	983,328	9,784	8,958	18,950	545	956	25,166	12,830

*Website views spike due to hurricane emergency messaging

CapeTV

Comcast 98
[Youtube](#)

The Office of Communications regularly maintains 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: 32,836 Subscribers: 150 (1,271 total subscribers)

Stayed to watch: 67.9%

FY 25

Views: 30,023 Subscribers: 309

Stayed to watch: 61.4%

FY 24

Views: 28,281 Subscribers: 197

Stayed to Watch: 58%

- | | | | |
|--|---|---|---|
| ▶ <u>CURRENT PROGRAMMING:</u> | ▶ 14. CC Keeps You Active | ▶ 27. Eagle Skate Park | ▶ 48. Master Pump Station 100 |
| ▶ 1. 5 Ways To Save – LCEC | ▶ 15. CC Pkwy 6-Lane Improvement Project | ▶ 28. Environmental Resources | ▶ 49. Mayor's Message – June 2026 |
| ▶ 2. 9/11 – We Remember | ▶ 16. Water Trinity | ▶ 29. FDOT PSA | ▶ 50. Music and Arts |
| ▶ 3. Trash Can PSA | ▶ 17. Charlotte County Reservoir Pumping | ▶ 30. EBD | ▶ 51. New Year's Eve Celebration 2026 |
| ▶ 4. Hurricane Expo | ▶ 18. City Council Meeting – June 3, 2026 | ▶ 31. Fleet Services | ▶ 52. Paul Sanborn |
| ▶ 5. Alert Today Alive Tomorrow | ▶ 19. City Manager – Council Form of Government | ▶ 32. FL Travel: 825 Miles of Beaches | ▶ 53. Pelican Baseball Complex |
| ▶ 6. Alert Today Alive Tomorrow: One Foolish Act Can Ruin... | ▶ 20. Coral Oaks | ▶ 33. Florida: We've Got That Wow! | ▶ 54. P & Z Meeting – June 3, 2026 |
| ▶ 7. Arbor Day 2025 | ▶ 21. Crystal Lake Park | ▶ 34. Fertilizer Ordinance | ▶ 55. Power Restoration – After a Hurricane |
| ▶ 8. Bicycle Safety | ▶ 22. Crystal Lake Park Ribbon Cutting | ▶ 35. Youth Ctr Game Night | ▶ 56. Protecting Florida: Blue-Green Algae |
| ▶ 9. Bike Night | ▶ 23. Cultural Park | ▶ 36. Giuffrida Park | ▶ 57. Protecting Florida: Public Health & Safety |
| ▶ 10. Burrowing Owl Grant | ▶ 24. Del Prado Linear Park | ▶ 37. Holiday Nights | ▶ 58. Sands Park |
| ▶ 11. Burrowing Owl Habitat Dedication Ceremony | ▶ 25. Doxie Dash/ Tortoise Trot | ▶ 38. Horton Park | ▶ 59. Seahawk Airfield and RC Raceway |
| ▶ 12. CanalWatch 30 years | ▶ 26. ebike Safety | ▶ 39. How Our City Works | ▶ 60. Share the Road |
| ▶ 13. Flag Day | | ▶ 40. Hurricane Expo | ▶ 61. SOJ 2026 |
| | | ▶ 41. Illegal Irrigation | ▶ 62. South Cape Community Center |
| | | ▶ 42. It Doesn't Get Any Better Than a Family Vacation in Florida | ▶ 63. Stormwater Management |
| | | ▶ 43. Jaycee Park Ribbon Cutting | ▶ 64. Surveyors |
| | | ▶ 44. Jim Jeffers Park | |
| | | ▶ 45. Joe Coviello Park | |
| | | ▶ 46. Dog Show | |
| | | ▶ 47. City Charter | |
| | | | ▶ 65. SW Cape Coral Water Reclamation Operations Building |
| | | | ▶ 66. Water Safety |
| | | | ▶ 67. Tour de Cape |
| | | | ▶ 68. Transportation |
| | | | ▶ 69. Trash Holiday Schedule |
| | | | ▶ 70. Tree City of the World |
| | | | ▶ 71. Tropicana Park Ribbon Cutting |
| | | | ▶ 72. Trunk or Treat 2025 |
| | | | ▶ 73. Veterans Day Parade |
| | | | ▶ 74. Waste Pro – Garbage – Recycling - Yard Waste |
| | | | ▶ 75. Water Conservation Message |
| | | | ▶ 76. Water Reuse Video |
| | | | ▶ 77. Youth Center Car Show 2026 |
| | | | ▶ 78. Youth Center Summer Block Party |
| | | | ▶ 79. Youth Council Meeting – June 12, 2026 |

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 **18,950** downloads
2. Users report they enjoy:
 - A. Ease of use and
 - B. Receiving receipts

CITY GOVERNMENT AT YOUR FINGERTIPS

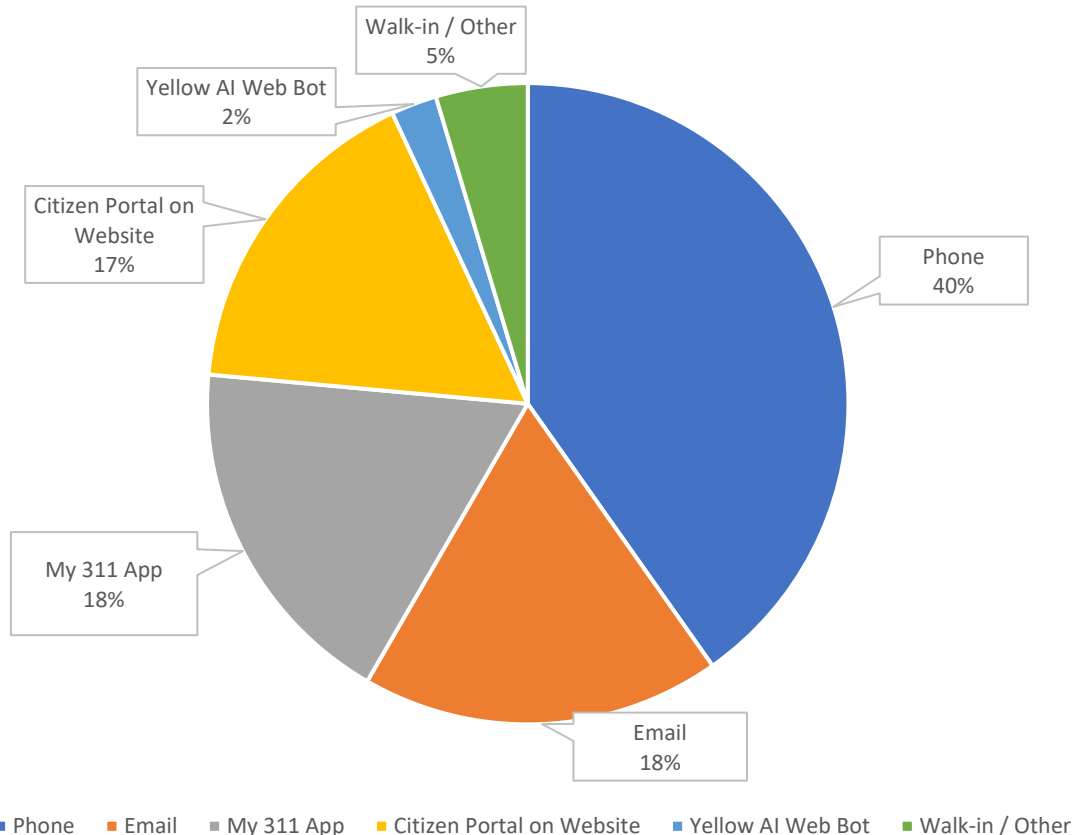


311 Call Center
FY26, Quarter 3
4/1/26-6/30/26

<u>Incoming Call Center Calls</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>TOTAL</u>
Calls Presented	3255	3055	3044	9354
Calls Handled	3168	2963	2962	9093
% of Calls Handled	97.33%	96.99%	97.31%	97.21%

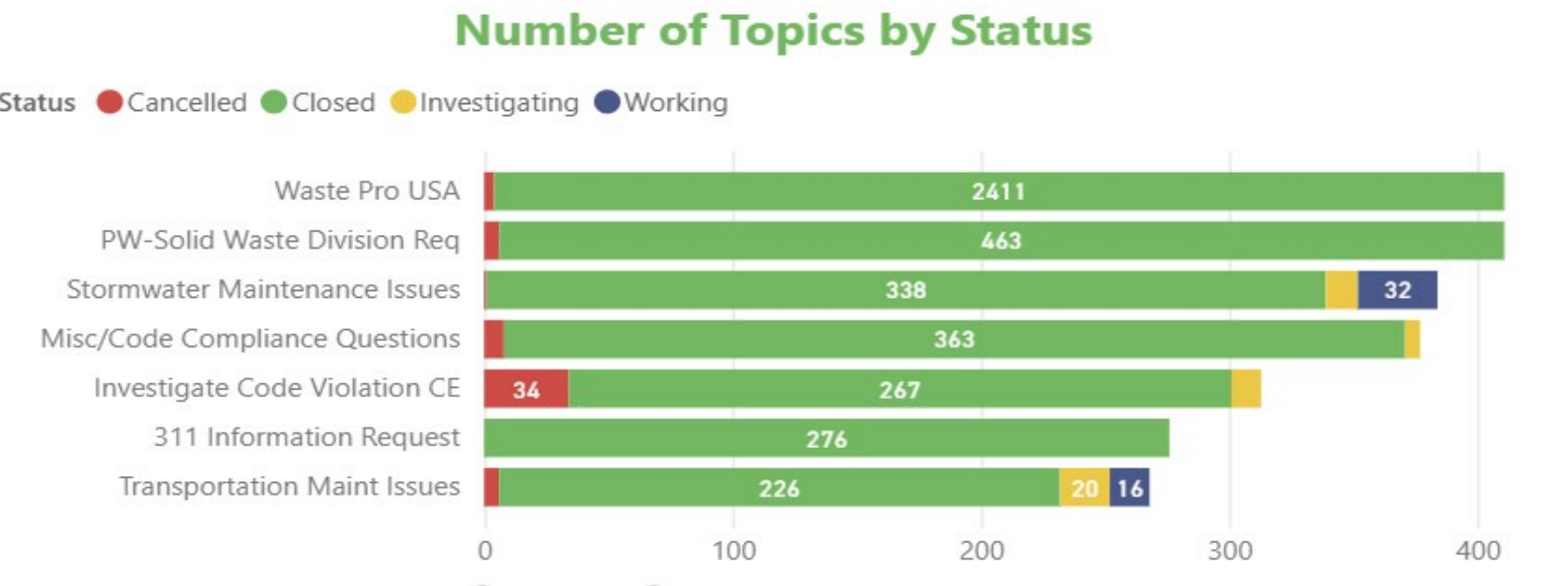
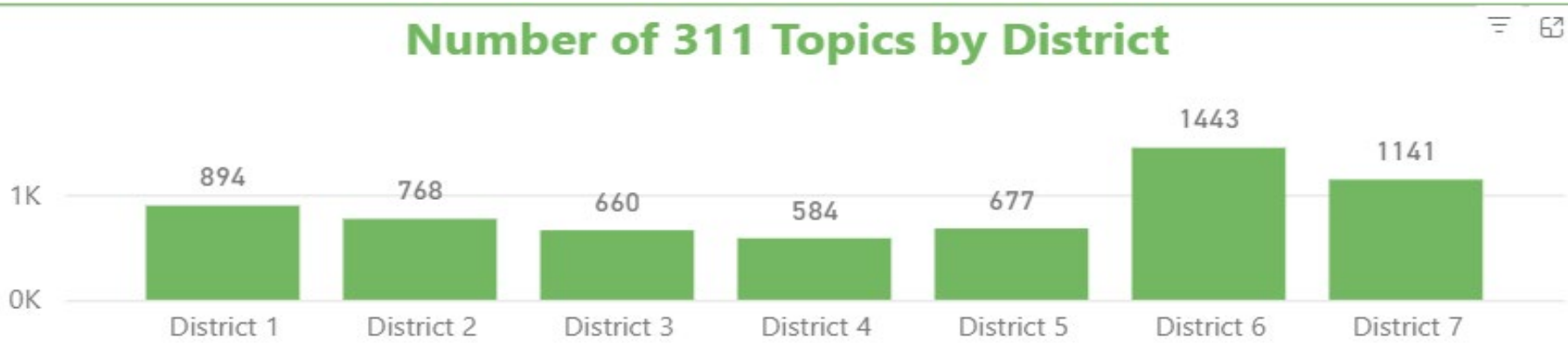
<u>311 Requests Created Citywide</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>TOTAL</u>	<u>of Tickets</u>
Phone	788	928	874	2590	40.2%
Email	312	374	481	1167	18.1%
My 311 App	322	417	427	1166	18.1%
Citizen Portal on Website	251	450	368	1069	16.6%
Yellow AI Web Bot	38	48	63	149	2.3%
Walk-in / Other <i>(reported by internal staff)</i>	122	89	87	298	4.6%
TOTAL REQUESTS (Citywide)	1833	2306	2300	6439	

FY26, Q3 Tyler Requests by Source



311 Topic Report - All Districts
FY26, Qtr 3
4/1/26-6/30/26

Total Requests: 6,167



Ticket Counts (4/1-6/30)

Top 15 Topics

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

Types of Issues

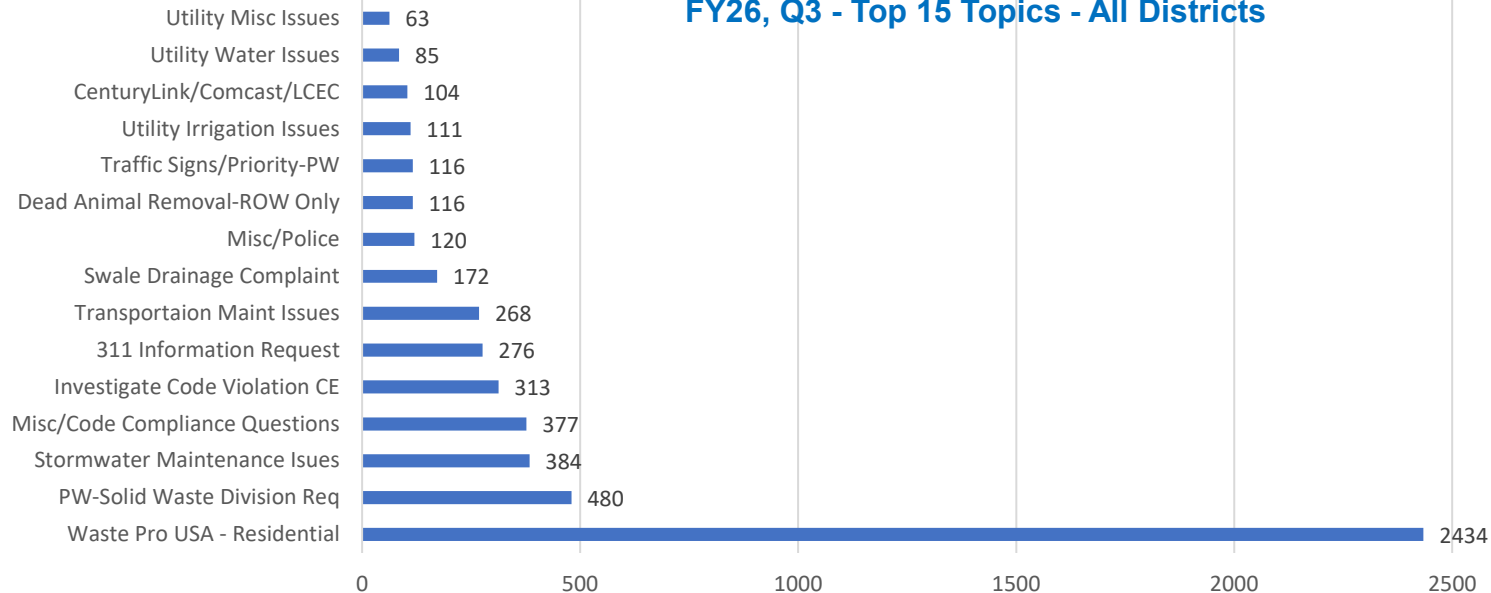
Damaged or missing totes; missed waste/recycling pick-up
Totes left at the curb on non-trash day; excessive trash at curb
Sinkhole and storm drain pipe issues
Reports of Improper trash dumping, overgrown lots
RV's, boats, and commercial vehicles parking in yards overnight
Emails received via 311 Inbox transferred to correct dept
Materials dumped in ROW &/or vacant lot, median bush obstruction
Flooding/drainage issues (longer than 72 hours)
Loud music, speeding cars, 4-wheeler racing, etc.
Citizen reports of dead animal in ROW
Stop signs/other directional signs down or facing the wrong way
Water leak at box, snail filter requests, sprinkler maint, no pressure
Lines down, connectivity issues
Water main break or water leak (coming from City's end)
Customer assists, site restoration, locate lines

Count

% of Total

2434 48.76%
 480 9.62%
 384 7.69%
 377 7.55%
 313 6.27%
 276 5.53%
 268 5.37%
 172 3.45%
 120 2.40%
 116 2.32%
 116 2.32%
 111 2.22%
 104 2.08%
 85 1.70%
 63 1.26%

FY26, Q3 - Top 15 Topics - All Districts



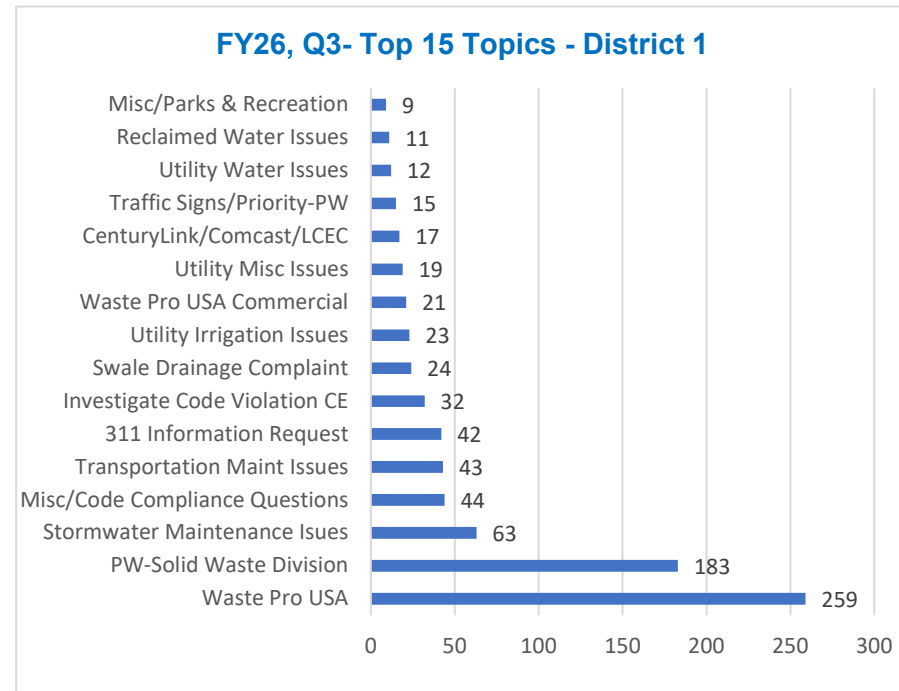
311 Topic Tracker Report - District 1

FY26, Qtr 3

4/1/26-6/30/26

Total Requests: 894

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	259	34.67%
PW-Solid Waste Division	183	24.50%
Stormwater Maintenance Issues	63	8.43%
Misc/Code Compliance Questions	44	5.89%
Transportation Maint Issues	43	5.76%
311 Information Request	42	5.62%
Investigate Code Violation CE	32	4.28%
Swale Drainage Complaint	24	3.21%
Utility Irrigation Issues	23	3.08%
Waste Pro USA Commercial	21	2.81%
Utility Misc Issues	19	2.54%
CenturyLink/Comcast/LCEC	17	2.28%
Traffic Signs/Priority-PW	15	2.01%
Utility Water Issues	12	1.61%
Reclaimed Water Issues	11	1.47%
Misc/Parks & Recreation	9	1.20%



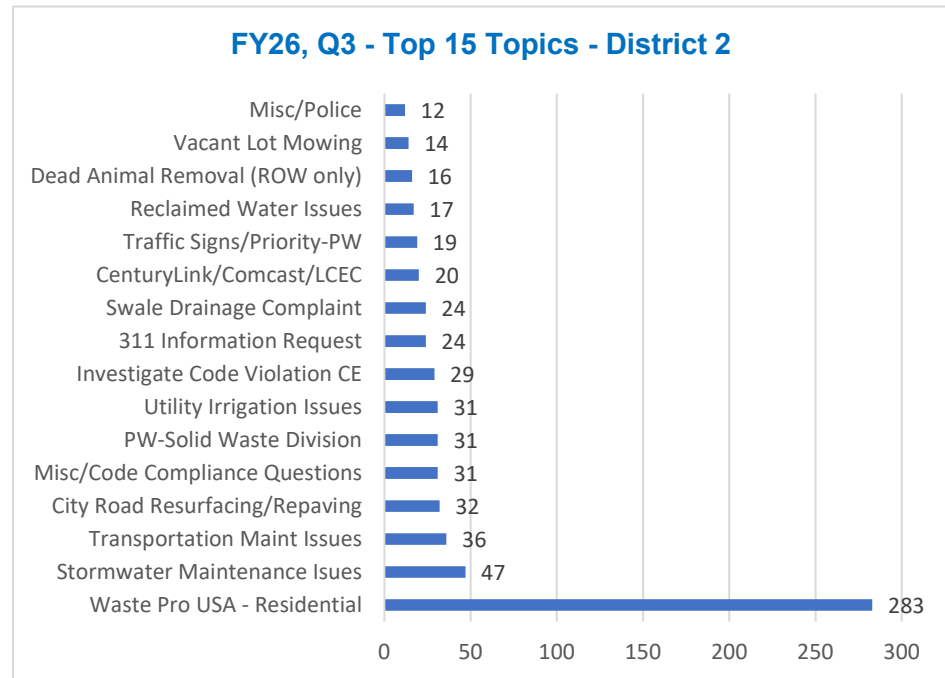
311 Topic Tracker Report - District 2

FY26, Qtr 3

4/1/26-6/30/26

Total Requests: 768

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	283	46.24%
Stormwater Maintenance Issues	47	7.68%
Transportation Maint Issues	36	5.88%
City Road Resurfacing/Repaving	32	5.23%
Misc/Code Compliance Questions	31	5.07%
PW-Solid Waste Division	31	5.07%
Utility Irrigation Issues	31	5.07%
Investigate Code Violation CE	29	4.74%
311 Information Request	24	3.92%
Swale Drainage Complaint	24	3.92%
CenturyLink/Comcast/LCEC	20	3.27%
Traffic Signs/Priority-PW	19	3.10%
Reclaimed Water Issues	17	2.78%
Dead Animal Removal (ROW only)	16	2.61%
Vacant Lot Mowing	14	2.29%
Misc/Police	12	1.96%



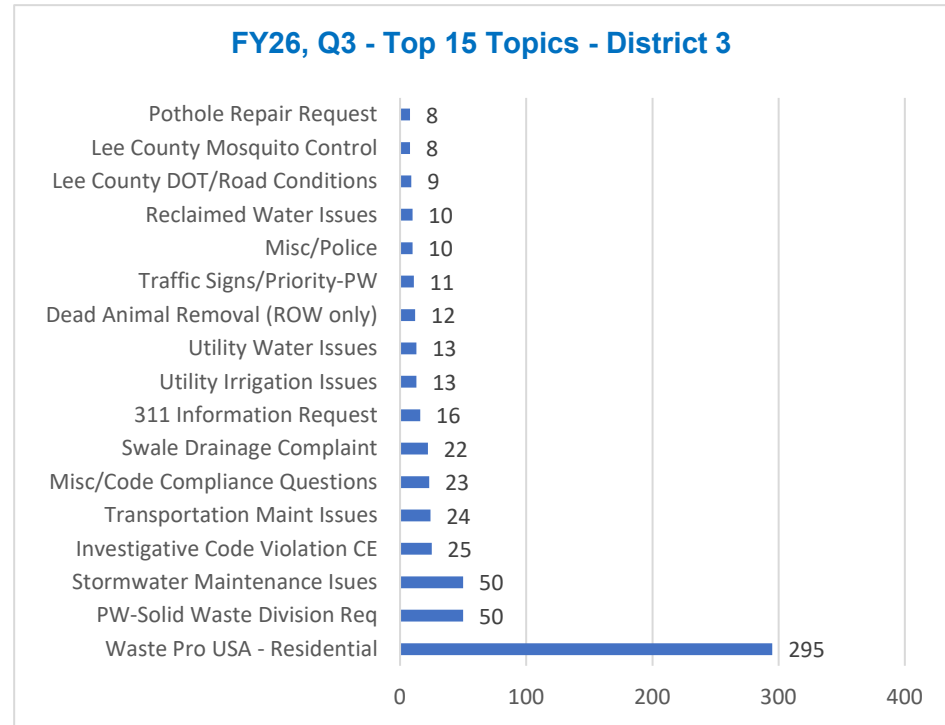
311 Topic Tracker Report - District 3

FY26, Qtr 3

4/1/26-6/30/26

Total Requests: 660

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	295	45.25%
PW-Solid Waste Division Req	50	7.67%
Stormwater Maintenance Issues	50	7.67%
Investigative Code Violation CE	25	3.83%
Transportation Maint Issues	24	3.68%
Misc/Code Compliance Questions	23	3.53%
Swale Drainage Complaint	22	3.37%
311 Information Request	16	2.45%
Utility Irrigation Issues	13	1.99%
Utility Water Issues	13	1.99%
Dead Animal Removal (ROW only)	12	1.84%
Traffic Signs/Priority-PW	11	1.69%
Misc/Police	10	1.53%
Reclaimed Water Issues	10	1.53%
Lee County DOT/Road Conditions	9	1.38%
Lee County Mosquito Control	8	1.23%
Pothole Repair Request	8	1.23%



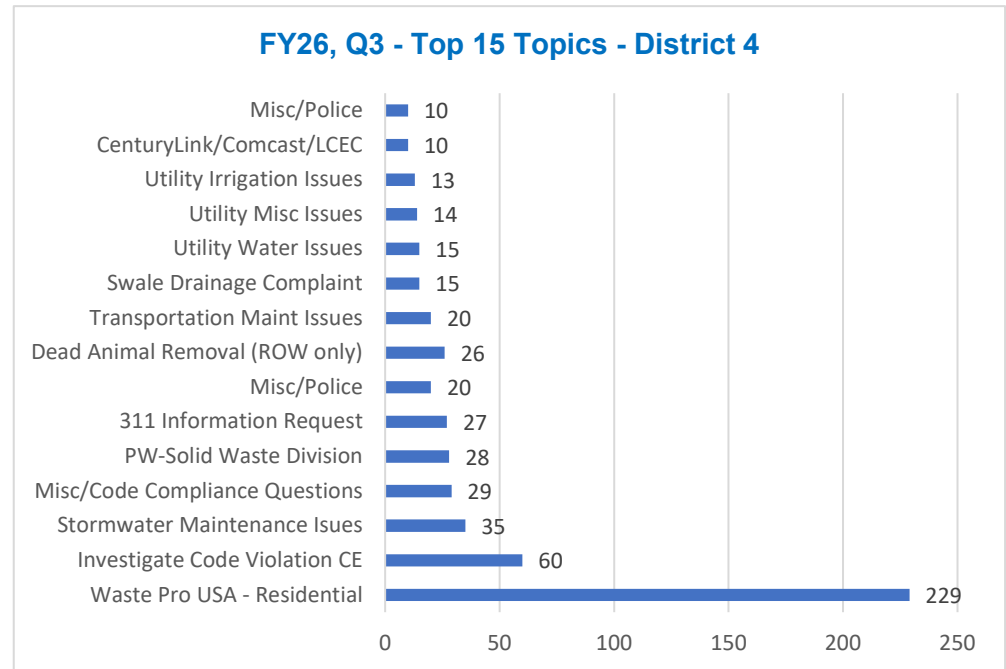
311 Topic Tracker Report - District 4

FY26, Qtr 3

4/1/26-6/30/26

Total Requests: 584

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	229	44.64%
Investigate Code Violation CE	60	11.70%
Stormwater Maintenance Issues	35	6.82%
Misc/Code Compliance Questions	29	5.65%
PW-Solid Waste Division	28	5.46%
311 Information Request	27	5.26%
Misc/Police	20	3.90%
Dead Animal Removal (ROW only)	26	5.07%
Transportation Maint Issues	20	3.90%
Swale Drainage Complaint	15	2.92%
Utility Water Issues	15	2.92%
Utility Misc Issues	14	2.73%
Utility Irrigation Issues	13	2.53%
CenturyLink/Comcast/LCEC	10	1.95%
Misc/Police	10	1.95%



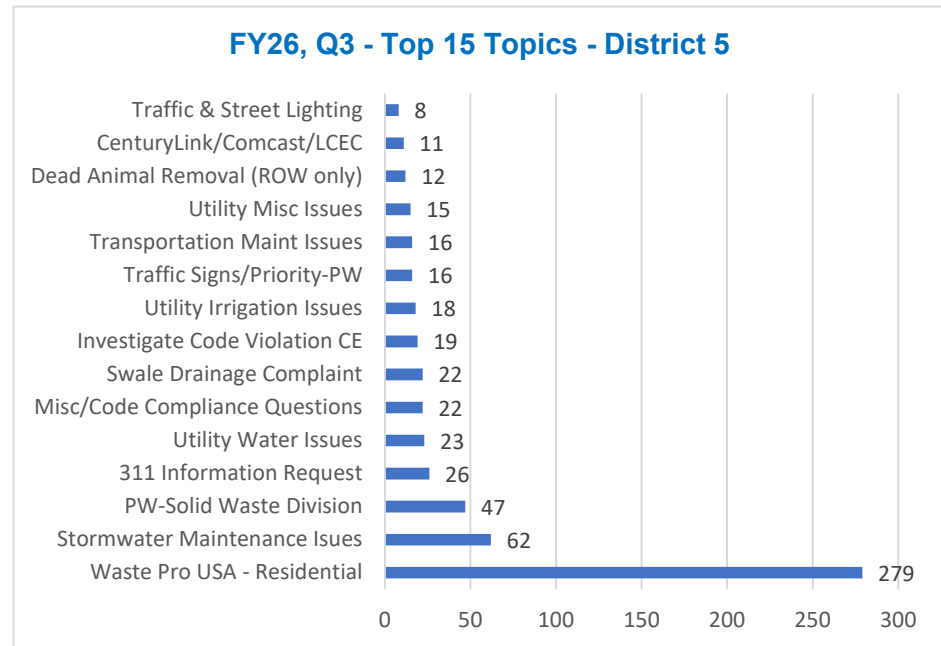
311 Topic Tracker Report - District 5

FY26, Qtr 3

4/1/26-6/30/26

Total Requests: 677

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	279	56.71%
Stormwater Maintenance Issues	62	12.60%
PW-Solid Waste Division	47	9.55%
311 Information Request	26	5.28%
Utility Water Issues	23	4.67%
Misc/Code Compliance Questions	22	4.47%
Swale Drainage Complaint	22	4.47%
Investigate Code Violation CE	19	3.86%
Utility Irrigation Issues	18	3.66%
Traffic Signs/Priority-PW	16	3.25%
Transportation Maint Issues	16	3.25%
Utility Misc Issues	15	3.05%
Dead Animal Removal (ROW only)	12	2.44%
CenturyLink/Comcast/LCEC	11	2.24%
Traffic & Street Lighting	8	1.63%



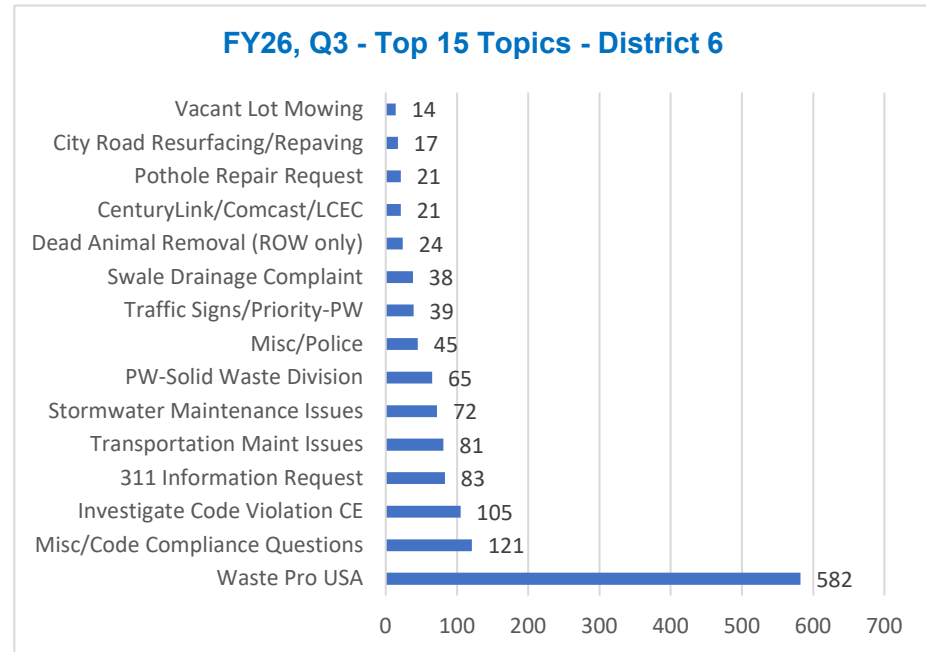
311 Topic Tracker Report - District 6

FY26, Qtr 3

4/1/26-6/30/26

Total Requests: 1443

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	582	52.86%
Misc/Code Compliance Questions	121	10.99%
Investigate Code Violation CE	105	9.54%
311 Information Request	83	7.54%
Transportation Maint Issues	81	7.36%
Stormwater Maintenance Issues	72	6.54%
PW-Solid Waste Division	65	5.90%
Misc/Police	45	4.09%
Traffic Signs/Priority-PW	39	3.54%
Swale Drainage Complaint	38	3.45%
Dead Animal Removal (ROW only)	24	2.18%
CenturyLink/Comcast/LCEC	21	1.91%
Pothole Repair Request	21	1.91%
City Road Resurfacing/Repaving	17	1.54%
Vacant Lot Mowing	14	1.27%



311 Topic Tracker Report - District 7

FY26, Qtr 3

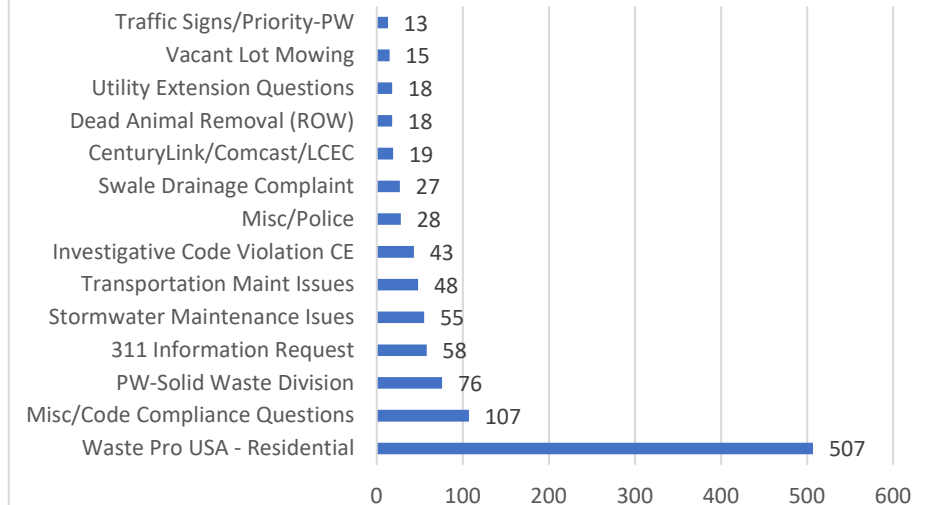
4/1/26-6/30/26

Total Requests: 1141

Top 15 Topics

	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	507	57.94%
Misc/Code Compliance Questions	107	12.23%
PW-Solid Waste Division	76	8.69%
311 Information Request	58	6.63%
Stormwater Maintenance Issues	55	6.29%
Transportation Maint Issues	48	5.49%
Investigative Code Violation CE	43	4.91%
Misc/Police	28	3.20%
Swale Drainage Complaint	27	3.09%
CenturyLink/Comcast/LCEC	19	2.17%
Dead Animal Removal (ROW)	18	2.06%
Utility Extension Questions	18	2.06%
Vacant Lot Mowing	15	1.71%
Traffic Signs/Priority-PW	13	1.49%
Pothole Repair Request	11	1.26%

FY26, Q3 - Top 15 Topics - District 7



THANK YOU!