

# Communication & Engagement Objectives

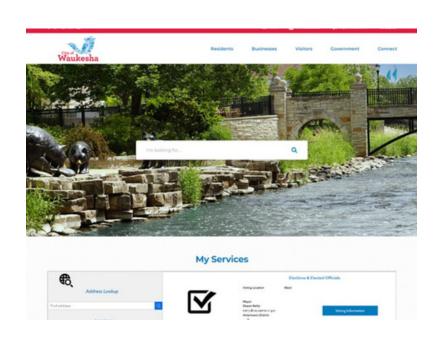
- Keep people informed
- Reach new audiences
- Answer questions quickly
- Engage in the dialogue



### **Current City Public Communication Channels**

#### Website

waukesha-wi.gov



#### **Social Media**

Active as the City on five platforms

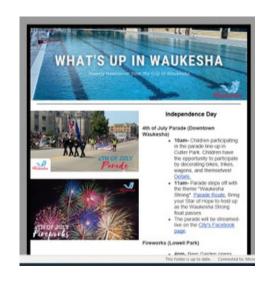






#### E-newsletter

E-mailed weekly on Wednesday



#### **Water Bill Insert**

Included in monthly water bill

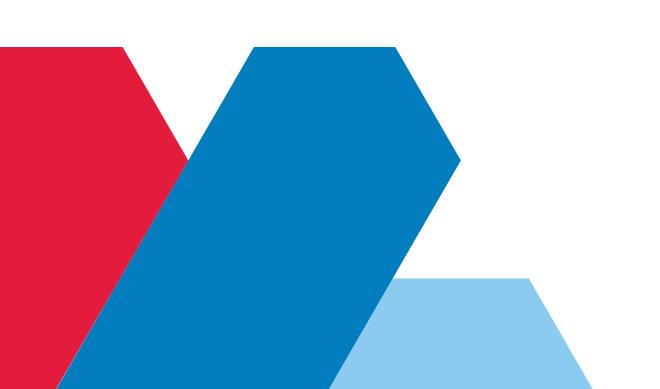




#### **Public Events**

Examples include: 125th Anniversary, Parade Memorial Design Committee, Waukesha Walk of Lights, Strategic Planning

# Other Public Communication Channels



## Mailed Park, Recreation & Forestry Activity Guide

Mailed to households every quarter

#### Mailed Public Works Newsletter

Mailed to households every quarter

#### **Department Social Media Channels**

Waukesha Public Library and the Waukesha Police Department have their own accounts

#### **Public Meetings and Info Meetings**

Meetings are broadcast live to the public and available to watch. Public Information meetings are held for specific projects

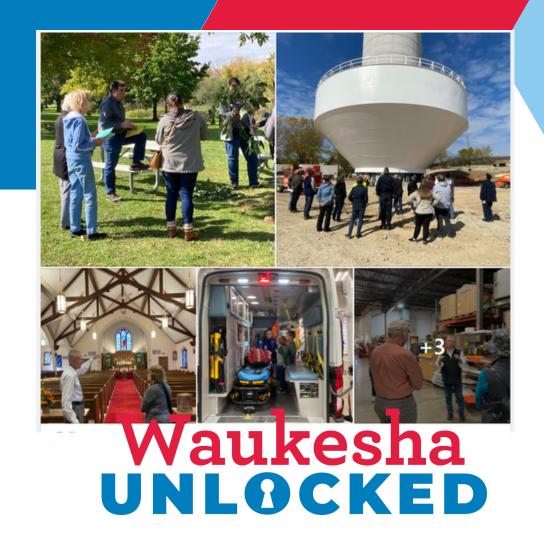
#### **Mailed Letters & Outreach**

Usually project related outreach

## Public Events/Programs

- Waukesha Unlocked
  - Over 61 Businesses/Orgs/Churches opened their doors
  - Came out of the 125th Anniversary
  - Will be held again in 2024

- Unite with a Blue Light Campaign
  - Won award for best social media campaign
- Waukesha Walk of Lights and special Night of Lights celebration







## Public Events/Programs

- Local Government Academy
  - Held for the first time Fall 2022
  - 20 graduates representing 14/15 Aldermanic Districts
- National Citizen Survey

- Mayor's Celebrate Waukesha Breakfasts
  - May Historic Preservation month presentation
  - August- Higher Education Panel
  - December- Discussion on Budget/Levy Limits



### Parade Memorial

- Supporting the Parade Memorial Commission
  - Public survey/input on designs
- Overseeing the Fundraising Efforts



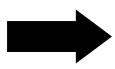












**Started in September 2016** 





Started prior to 2016- began actively posting in November 2020



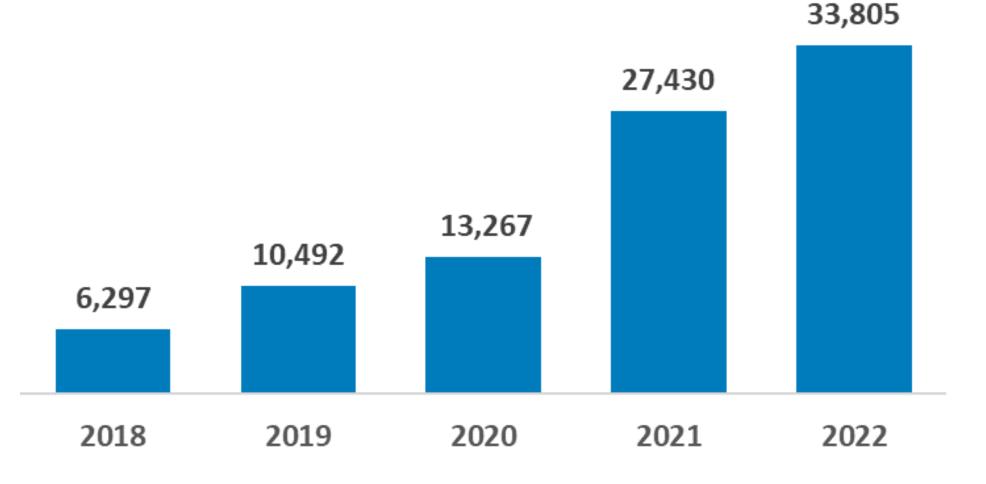


**Started prior to 2016** 

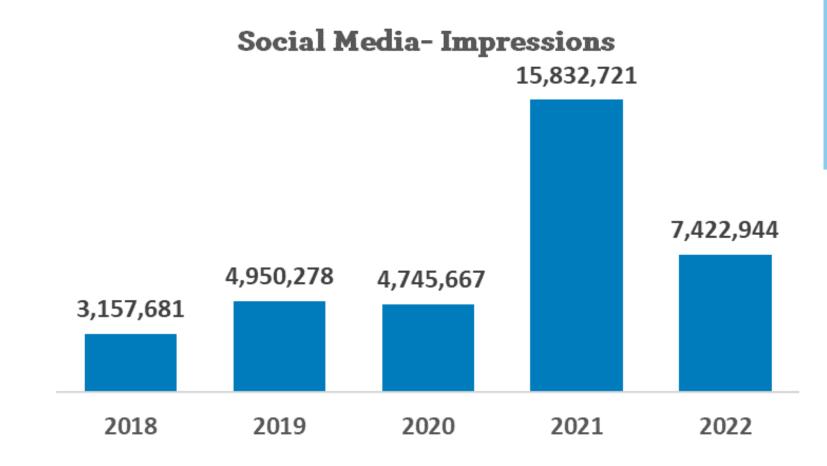


23 % Increase since 2021

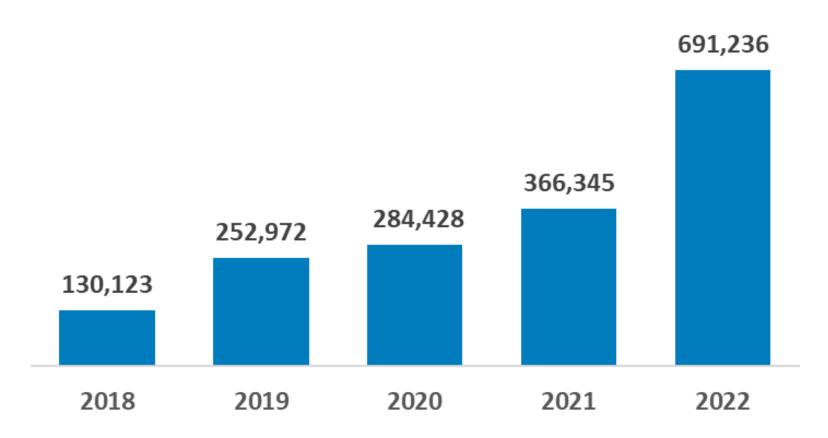




- Fastest/cheapest way to get information out
- Necessary in emergency situations
- Allows residents to easily ask questions/get information
- Multiple methods of communicating- video, photos, events



#### Social Media-Engagement



**Top Posts (Reach)** 

**198K:** We Will Never Forget 11.21.2021

96K: Press Release-Justice is Served

66K: 4th of July Fireworks Postponed

66K: #WaukeshaStrong (images of 2022

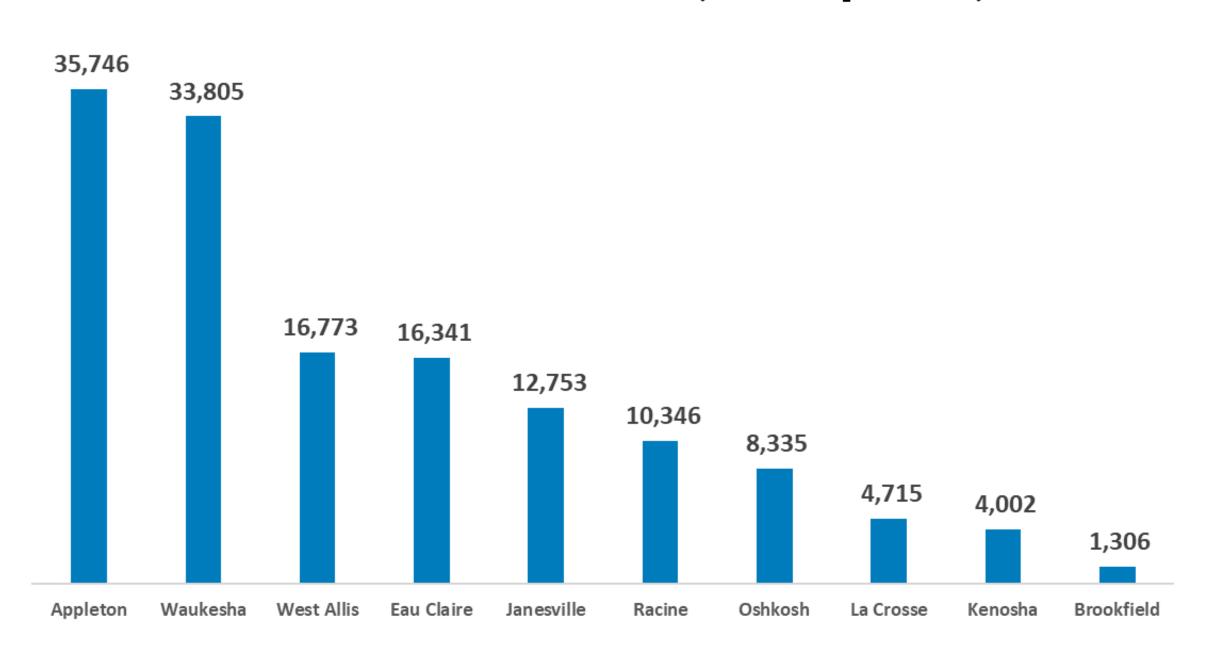
Christmas Parade)

33K: Firefighter/Paramedic Job Posting



#### **Comparison**

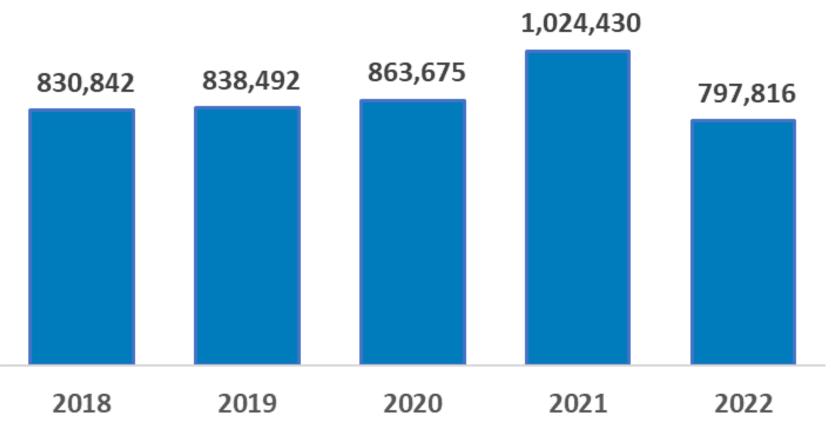
Number of Social Media Followers (across all platforms)





## Website

#### City Website- Unique Pageviews



\*2022 transitioned to new website and new tracking tool which allows us to exclude employee views

#### Top Pages (# of Views)

- Home Page: 121,636
- Activity Guide: 31,425
- Pools: 24,222
- Drop-Off Center: 22,779
- Garbage/Recycling: 22,098

#### **Device Used**

- Mobile- 58%
- Desktop- 39%
- Tablet 3%

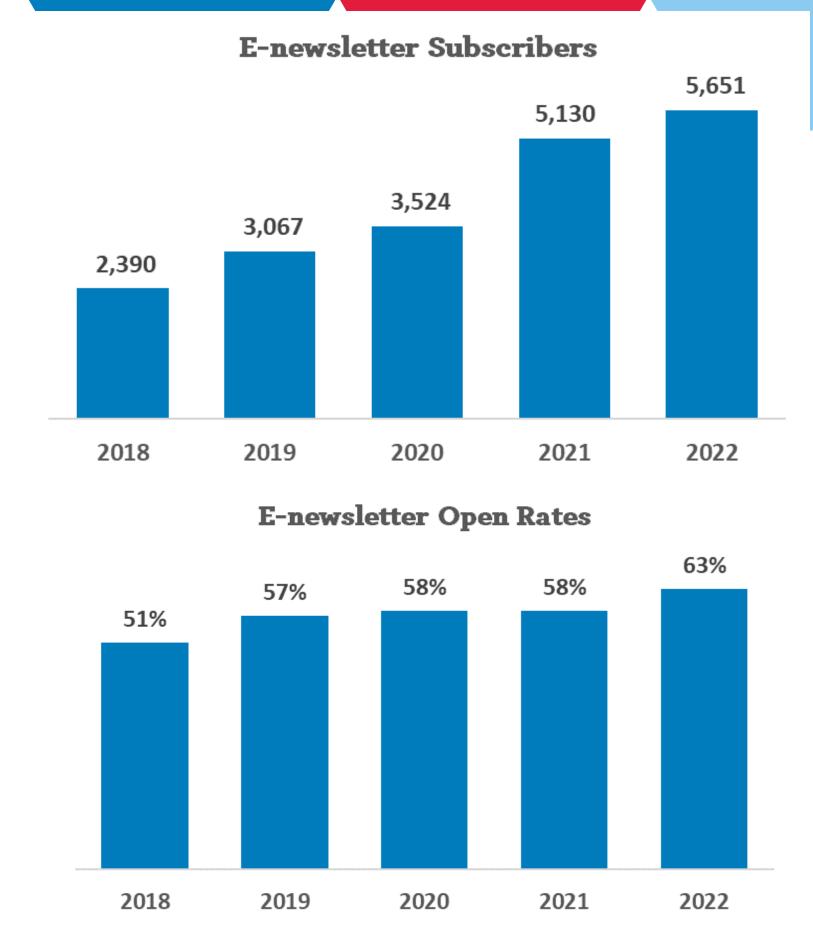


- New website launched the end of January
  - Resident Address Look-Up
  - Accessibility Features

 Living site- always making changes/updates

## E-newsletter

- What's Up in Waukesha-Started in April 2017
- Weekly top stories from across the City - all Departments
- Allows residents to easily ask questions/get information by replying to the email



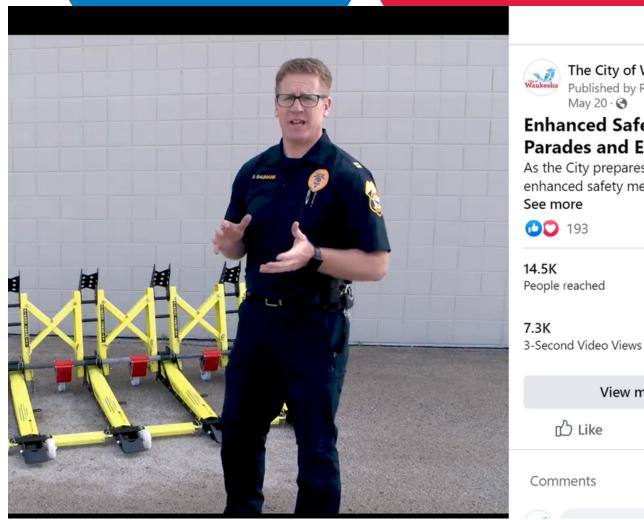
## Videos

#### • Informational/Educational

- State of the City
- Enhanced Safety Measures for Parades/Events
- 2023 Assessment Re-Evaluation
- Two-Way Streets
- Parade Memorial (Grede Park/ Downtown and Presentations)
- Waukesha Unlocked Promotions (Manufacturing, Parish Passport, Kid Focused)
- Tour of New Police Department
- Ambulance Tour
- AED Training
- Get Involved with the City of Waukesha
- City's new Website
- Water Project Drone Video- 50% complete

#### • Live-Streaming

- Memorial Day Parade
- 4th of July Parade
- One-Year Remembrance Ceremony
- Night of Lights
- Press Conference on Officer-Involved Shooting
- Press Conference on Grow Solar Program
- Waukesha Public Library Ribbon Cutting





#### View more video details



Comment	a	Share

Retention curve

Comments

See All

#### • Fun/Short

- We Love Waukesha
- What does the Fox say?
- Walk of Lights
- Fox River after the Rain
- 4th of July Fireworks
- Buchner Pool Being Filled
- Snow Plows out in Waukesha

## Water Bill Insert

- Mailed in the monthly water bill to every water customer (21,000 each month)
- Top stories from across the **City- all Departments**
- No readership stats available

#### THE NEWS SPLASH



City of Waukesha Monthly Newsletter

VOL. 4 MAY 2022



#### National Community Survey Results

In early 2022, the City participated in the National Community Survey which is a nationwide, statistically valid survey that allows the City to gain feedback from residents on City services, programs and future planning.

The overall quality of life in the City of Waukesha received positive ratings from 8 in 10 residents. A similarly high proportion of residents were pleased with Waukesha as a place to live and raise children. Results also indicated that residents generally feel safe in Waukesha, contributing to the positive quality of life.

Results from the survey are helping to shape the City's Comprehensive Plan and other future planning efforts. You can view the complete results on the City's website, waukesha-wi.gov/ncs

#### Tribute Tuesday

Sing along with these tribute bands at the Les Paul Performance Center in Cutler Park. Concerts are from 7-9pm with concessions starting at 5:30pm.

- . June 14 Fleetwood Mac tribute with Hypnotized . July 12 - Bon Joyi tribute with Bad Medicine
- . August 9 Bruno Mars tribute with Earth to Mars
- · Sept. 13 Brooks & Dunn tribute with Doug Brewin & Larry

Also happening at the Les Paul Performance Center this summer are Monthly Monday Night Movies (June 20, July 18 and August 15) and Waukesha Civic Band Concerts (June 30, July 7, July 14, July 21). More details on the City's website,

#### **Riverside Ryhthms**

Wednesday during lunch right on the Riverwalk in Downtown Waukeshal Grab a bite to eat from the featured local food truck of the week, enjoy a meal at one of the many downtown restaurants, or bring a lunch to enjoy riverside! There's no better way to spend the afternoon!

Riverside Rhythms will take place every Wednesday from June 15 - August 31 from 11:30am-1pm (except July 6).

The band and food truck line-ups for each week are available on the City's website, waukesha-wi.gov

Follow Us On Social Media @CityOfWaukesha

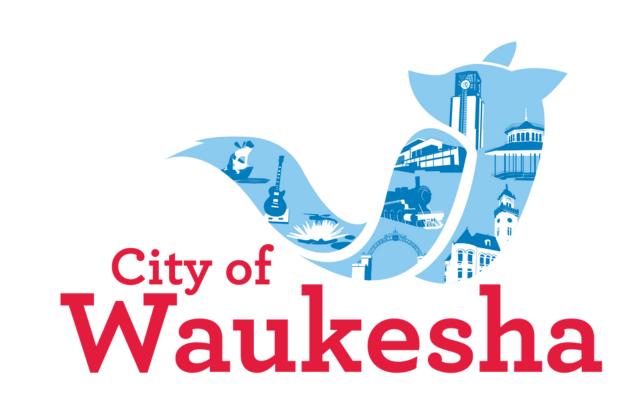






## Other Efforts

- New City Logo
- New Department Logos
- Budget/CIP Design
- Budget Performance Measures/Cover Sheet
- CIP Fleet Info Book
- Council Orientation
- Council Orientation Guide
- Joint Press Releases



## DOWN TOWN WALLESHA

- Assumed Management/Marketing of Downtown and Downtown social media channels, newsletter, and website
- Saved the City over \$51,000 annually









- 7,420 Social Media Followers
- 63,120 Social Media Engagements
- 1,169,886 Social Media Impressions
- 567 E-newsletter subscribers
- 60% Open Rate for E-newsletter
- 60,560 unique website pageviews
- 10 Featured Business Videos

# Internal Communication Channels

#### **Kickin' it with Kevin**

Monthly Employee Training series

2022 Topics: AED Training, Severe Weather Awareness,
Active Shooter, Grief & Tragedy Awareness, GIS
systems, Update on City Development Projects, 2023
City Budget, 2023 City Benefits

#### **Monthly Employee Newsletter**

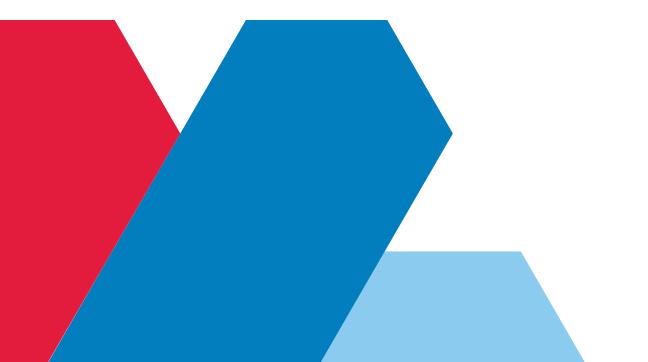
E-mailed to all Employees

#### **Employee Intranet**

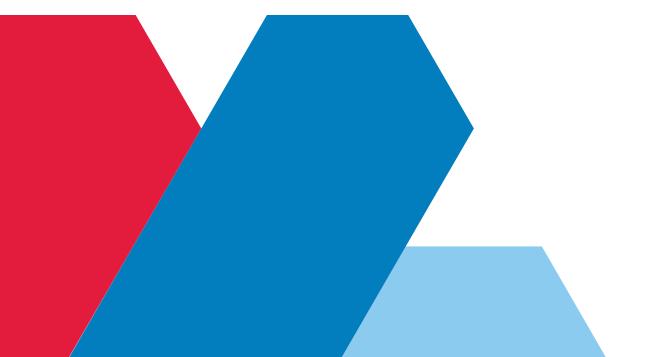
News, benefits, polices and information for Employees

#### **Videos**

Interviews with Department Directors, Employee Orientation Video, etc.



## Internal Programs



#### **City Leadership Program**

10-session Employee Leadership Program offered 1-2 times per year.

#### Leadership Alumni Program

Continual education, tours, and events for the graduates of the Leadership program. Events held every-other month

#### **Monthly Employee Events**

Organized by the Employee Event Committee **Examples Include:** Christmas Decorating Contest,

Employee Summer Lunch, Brewers Game Outing, Trivia

Questions, Soup Lunch for Food Pantry, Halloween

Dress Up Event

#### **Employee Service Celebrations**

Breakfast event with the Mayor held once a quarter to recognize employees who are celebrating their service anniversaries in that quarter.

## Looking Ahead to 2023

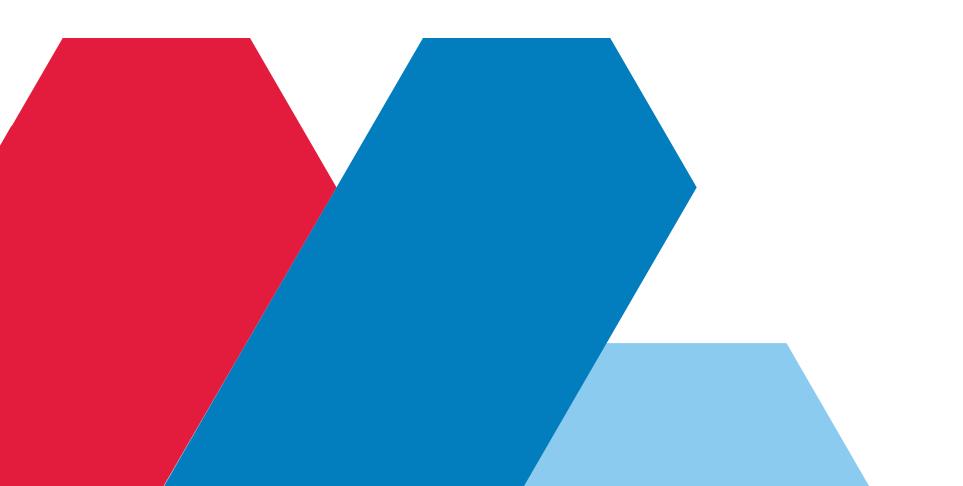
City Strategic Plan Update

**New Citizen Service Request System** 

**New Resident Guide** 

**Downtown Kiosks and City sign displays** 

**Updating Employee Intranet** 





## Communications & Engagement Division

- Rebecca Pederson, Communications & Engagement Manager
- Andrew Noffke, UI/UX Designer
- Kristin Craig, Administrative Assistant
- Brad Weller, AV Tech (Part-Time)
- Open Position, Video Coordinator

## Your Role

- If you are on social media- like and share the City's content
- Encourage others to sign- up for the City newsletter
- Give us feedback on the information people need and the questions they have
- Participate in public events and programs





Our efforts are always a work in progress.

There is always room for new, creative ideas!

**Questions or Comments?**