



2022

COMMUNICATIONS & ENGAGEMENT REVIEW

Communication & Engagement Objectives

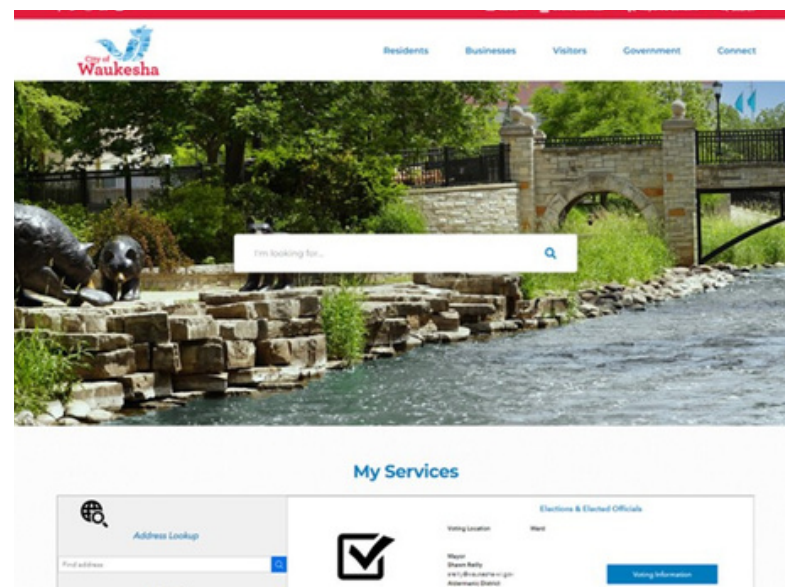
- ◆ Keep people informed
- ◆ Reach new audiences
- ◆ Answer questions quickly
- ◆ Engage in the dialogue



Current City Public Communication Channels

Website

waukesha-wi.gov



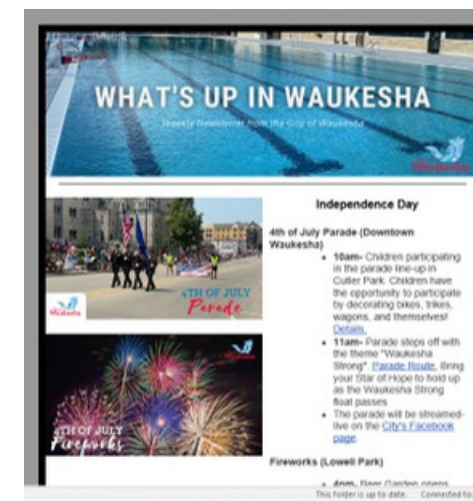
Social Media

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



Waukesha
UNLOCKED

- 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**



Social Media

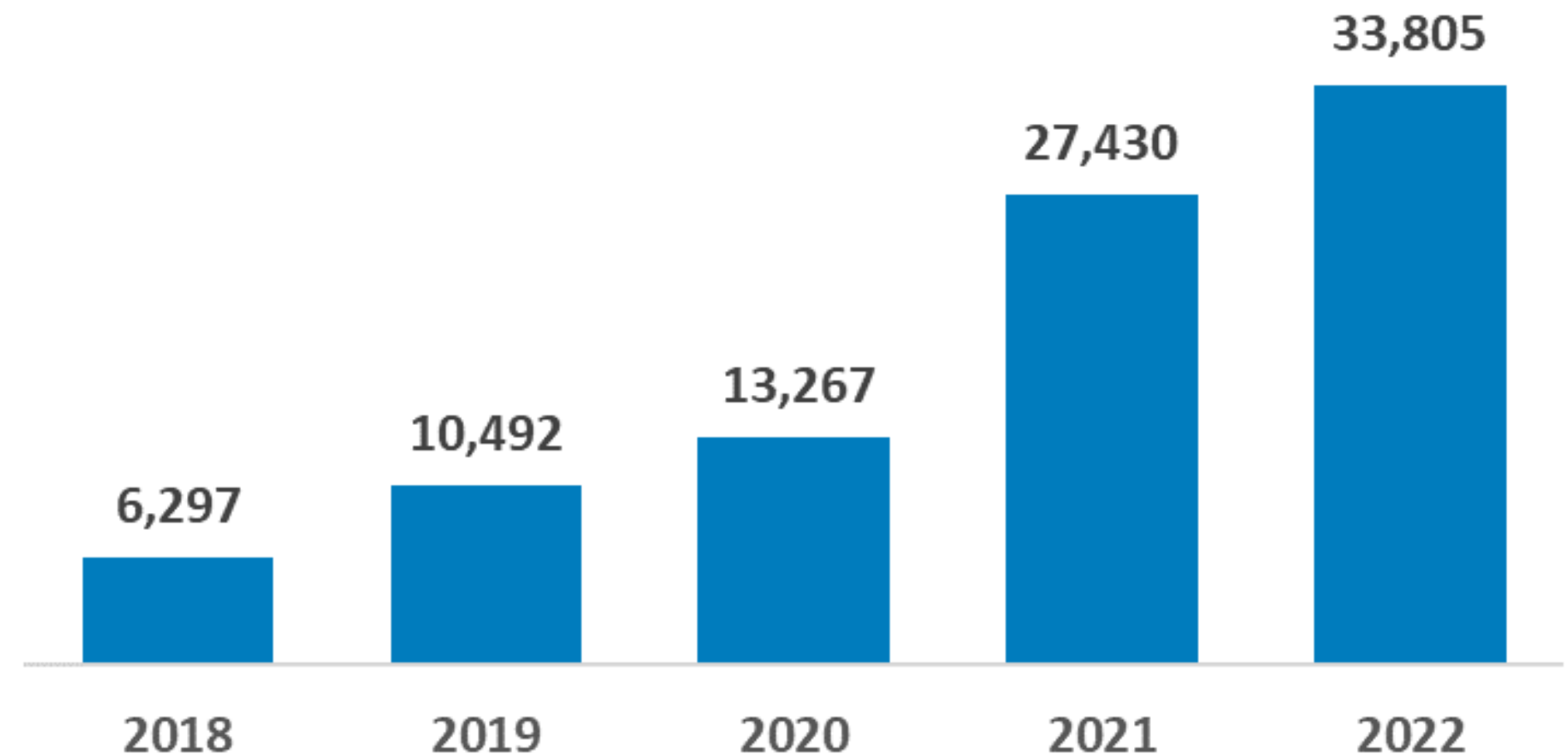
   → Started in September 2016

 → Started prior to 2016- began actively posting in November 2020

 → Started prior to 2016

 **23 % Increase**
since 2021

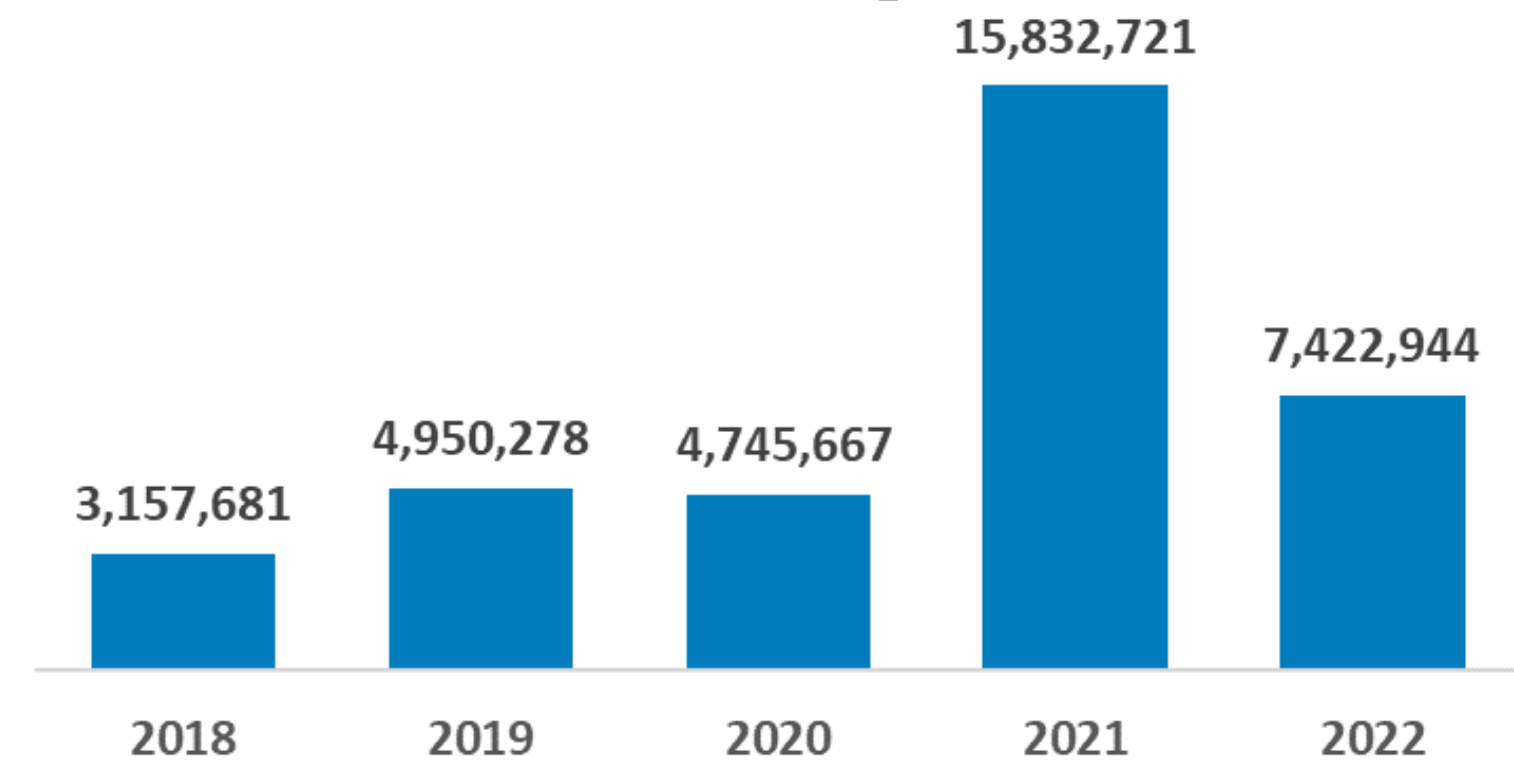
Social Media- Total Number of Followers



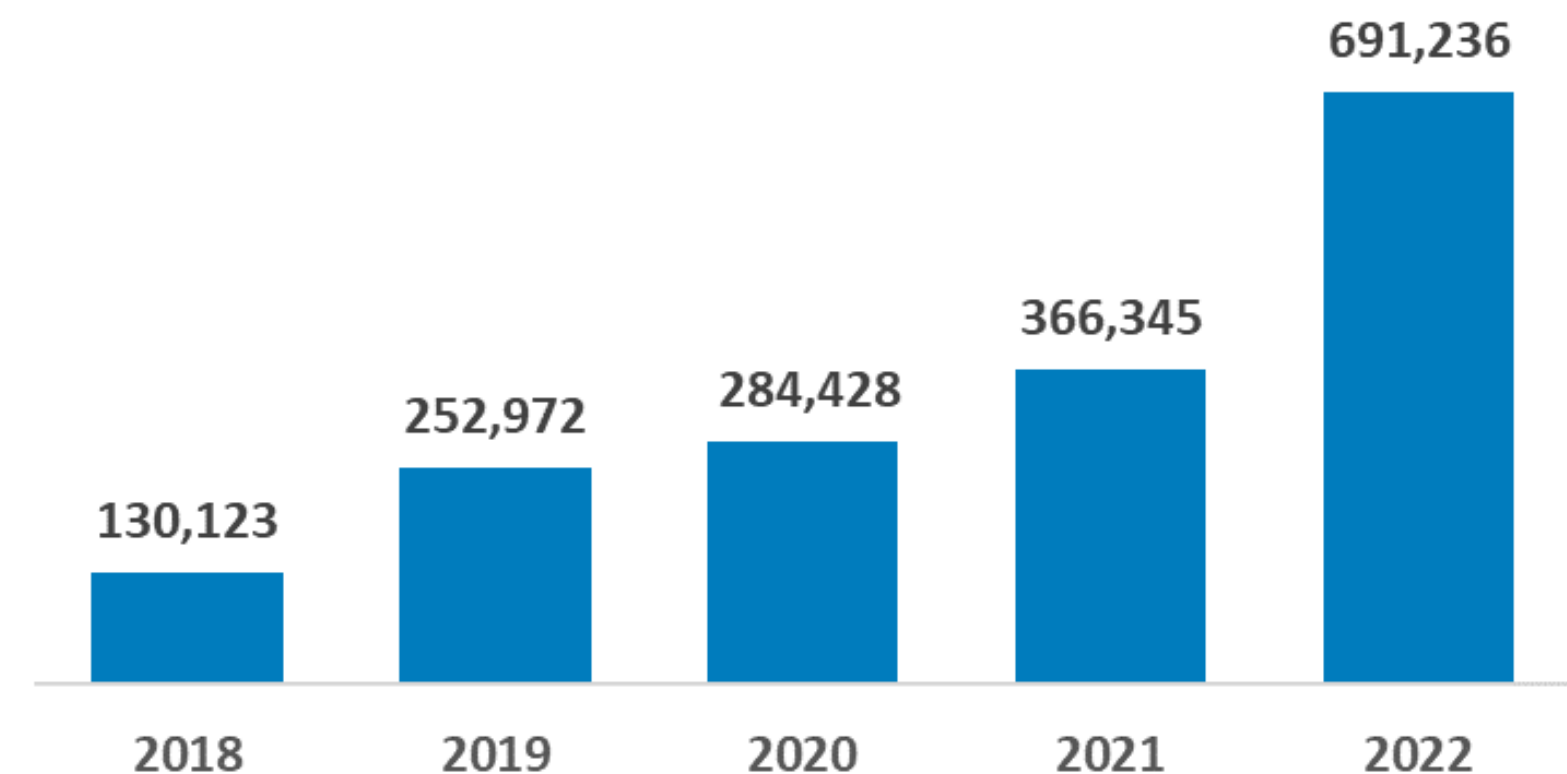
Social Media

- 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- Impressions



Social Media- Engagement



Social Media

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)

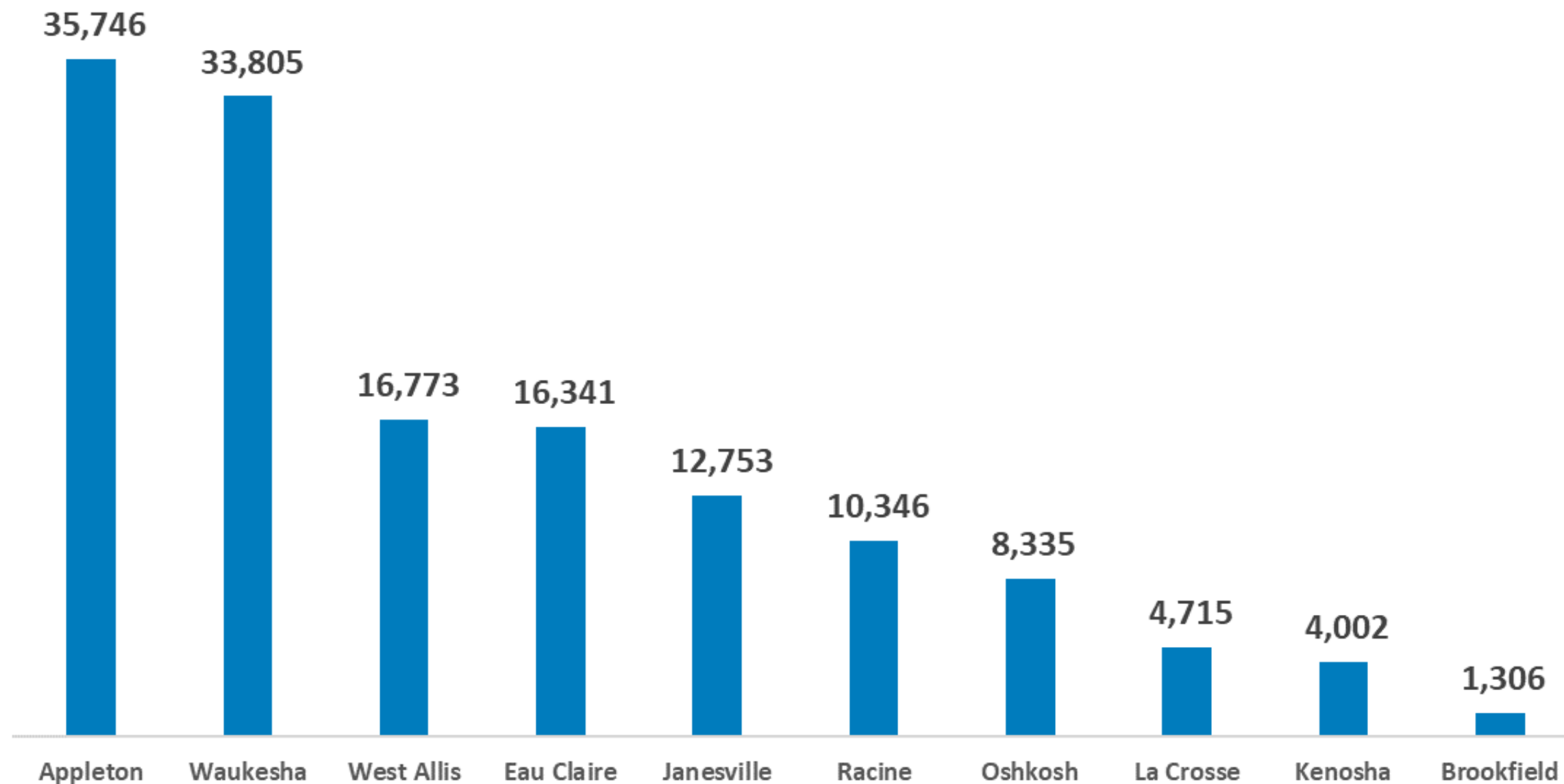
33K: Firefighter/Paramedic Job Posting



Social Media

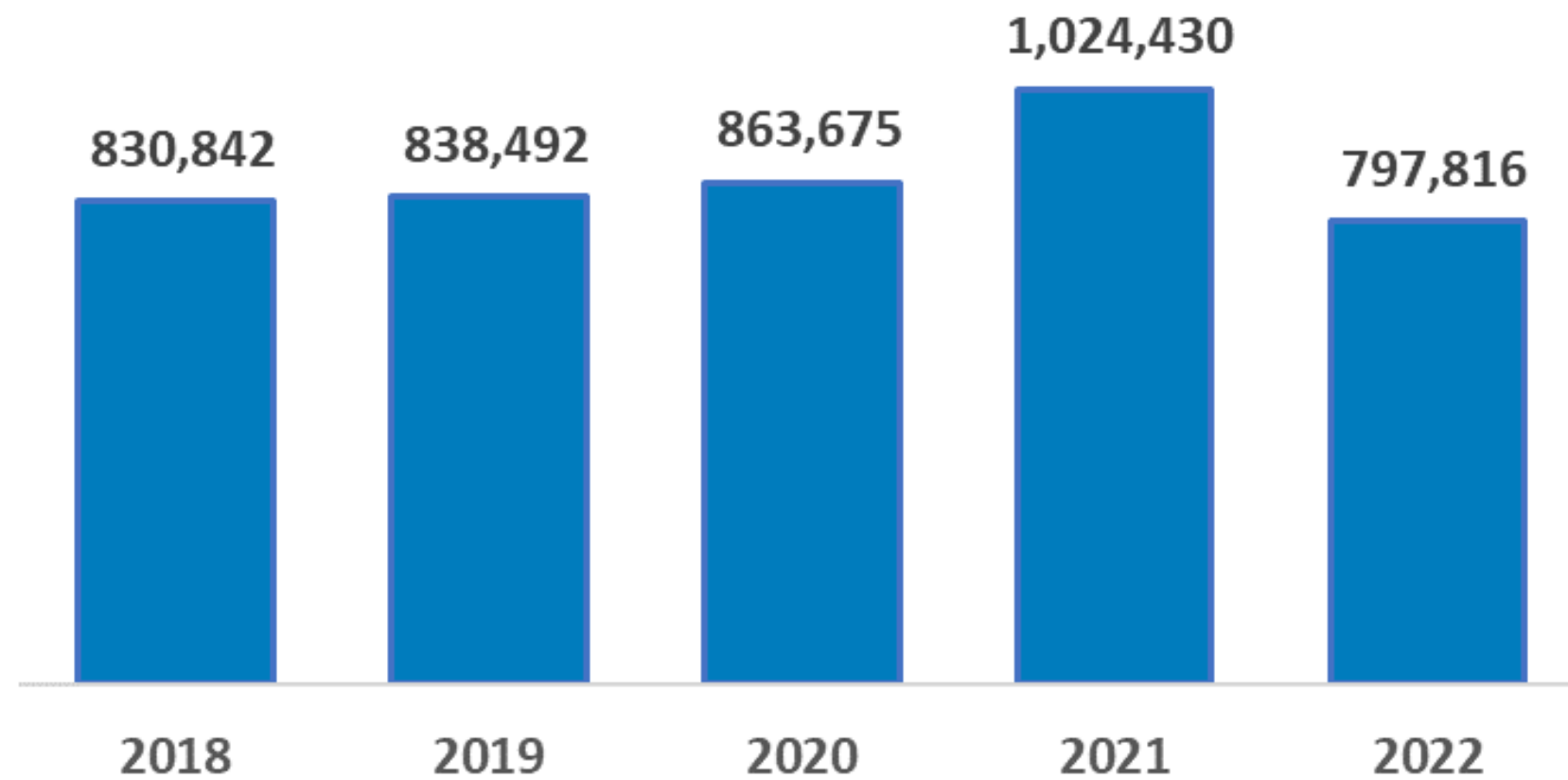
Comparison

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

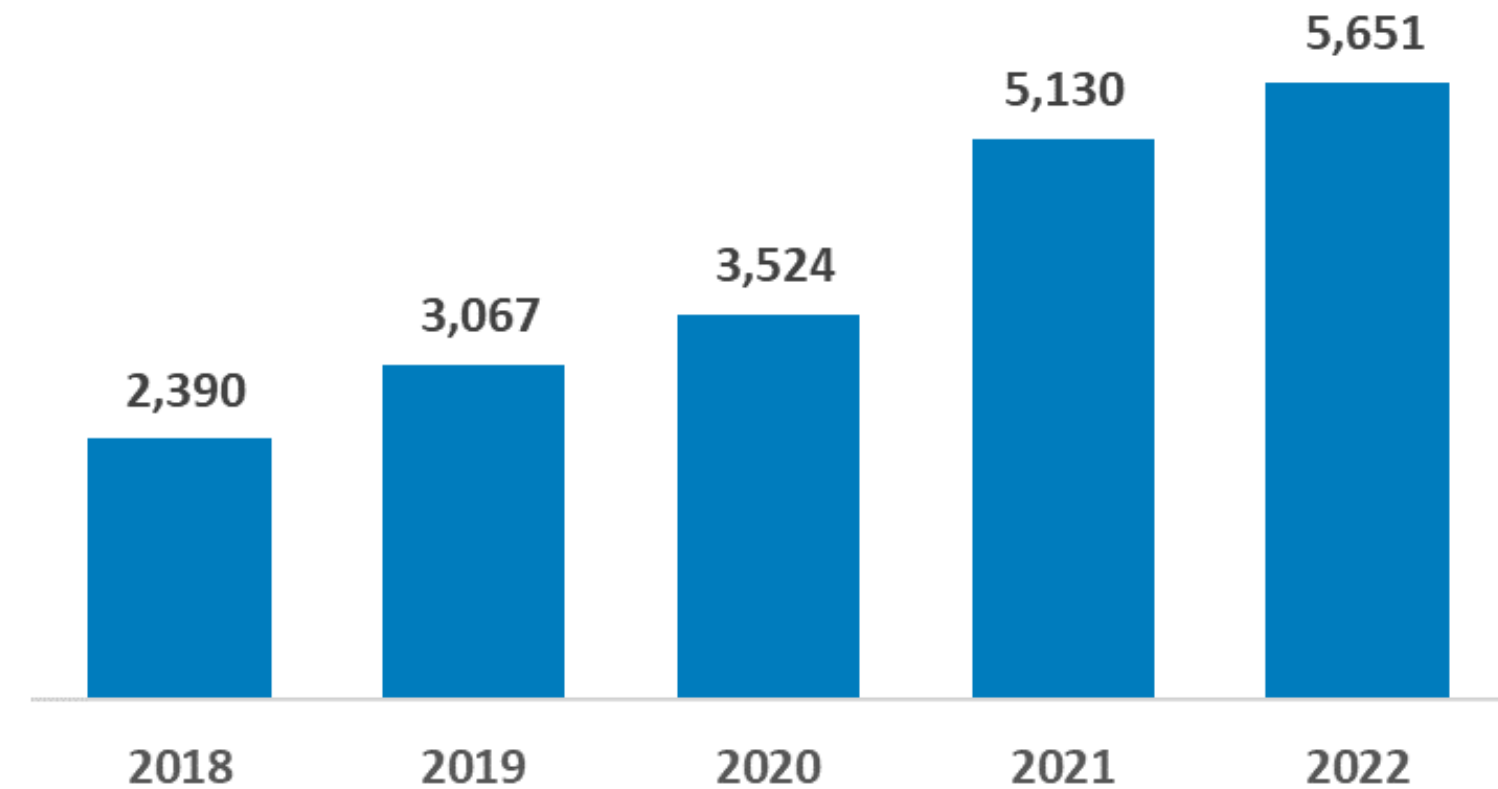
- Mobile- 58%
- Desktop- 39%
- Tablet - 3%

- Website is home base for information
- New website launched the end of January
 - Resident Address Look-Up
 - Accessibility Features
- Living site- always making changes/updates

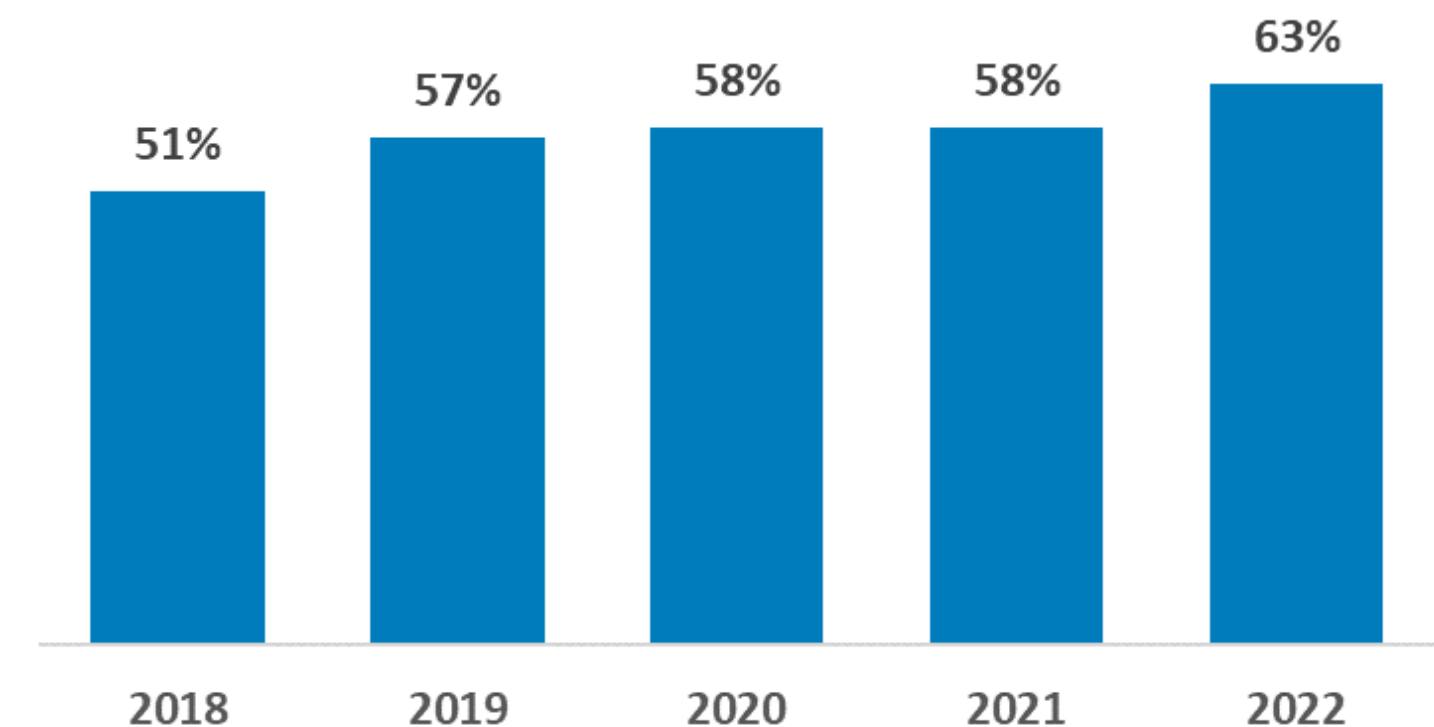
E-newsletter

- 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

E-newsletter Subscribers



E-newsletter Open Rates



Videos

- Informational/Educational

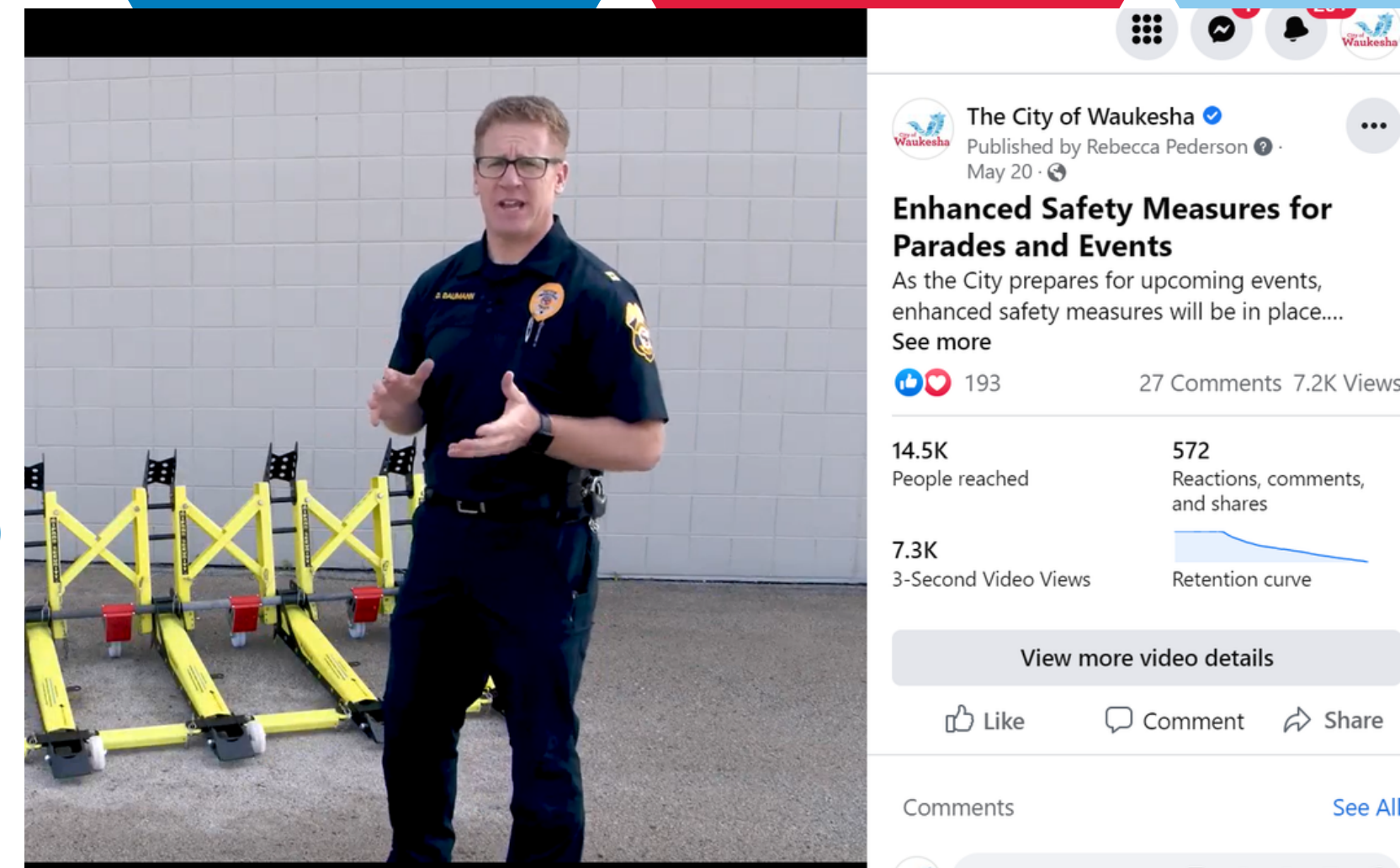
- State of the City
- Enhanced Safety Measures for Parades/Events
- 2023 Assessment Re-Evaluation
- Two-Way Streets
- Parade Memorial (Grede Park/ Downtown and Presentations)
- Waukesha Unlocked Promotions (Manufacturing, Parish Passport, Kid Focused)
- Tour of New Police Department
- Ambulance Tour
- 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

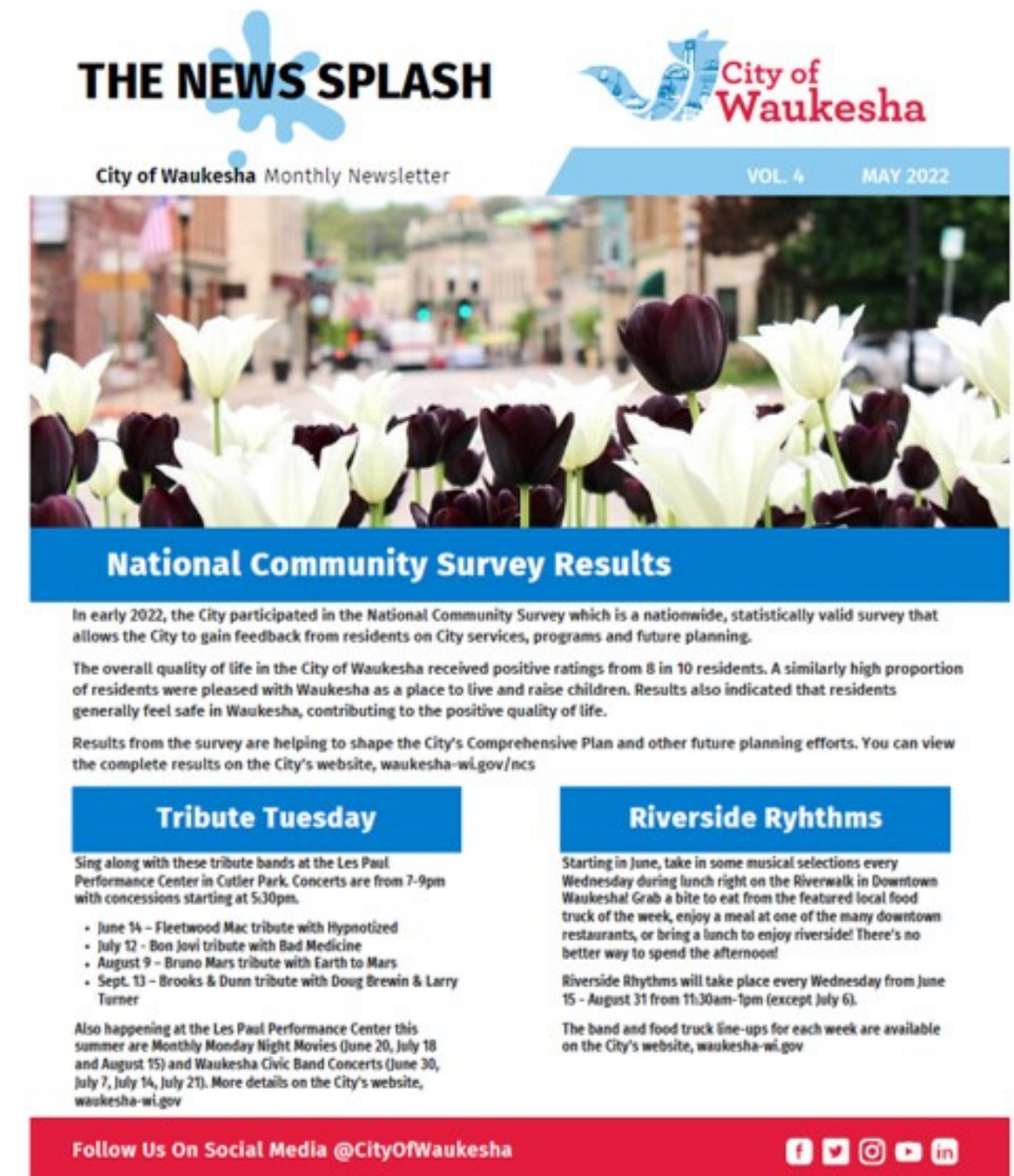
- Fun/Short

- 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



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



DOWNTOWN **WAUKESHA**

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




DOWNTOWN **WAUKESHA**



Results this year (took over account at start of 2022)

- **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, policies 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





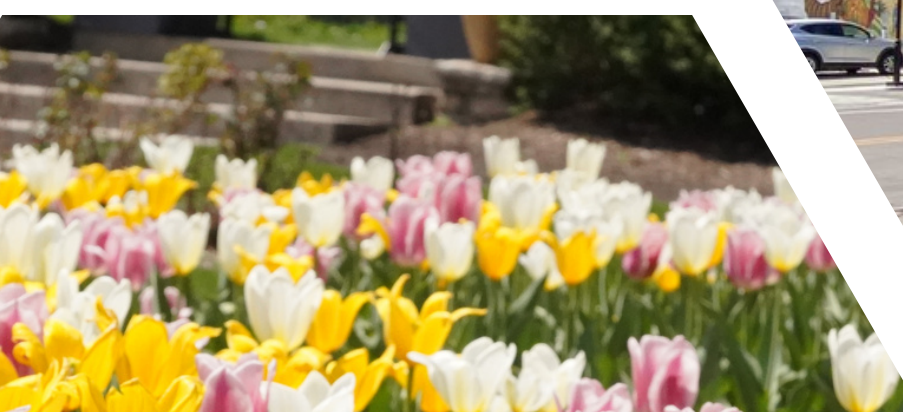
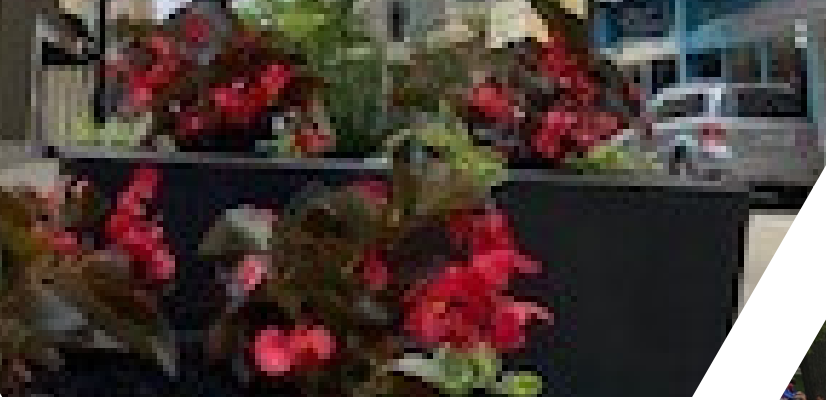
Communications & Engagement Division

- 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?