



2025 COMMUNICATIONS & ENGAGEMENT ANNUAL REPORT

2025 CITY COMMUNICATIONS



NEW PROJECTS & INITIATIVES IN 2025

External (For the Public)

- Launched redesigned City of Waukesha Website.
- Now publishing accessible meeting agendas.
- Provided design support for Departments (brochures, logos, parking signage, etc..).
- Produced Garbage/recycling communications during transition to John's Disposal.
- Worked with other Departments to combine the Activity Guide, Workspace and City Newsletter into one publication, saving over \$30,000 in mailing and printing costs.
- Assumed management of the Local Government Academy classes (previously run by UW Extension for a fee).
- Held new Council Member orientation.
- Increased assistance with the Police social media pages and worked on weekly posts for the Fire Department.
- Developed a Multi-lingual Communications plan.
- Held a Dedication ceremony for the final sculpture at the Parade Memorial and established the Parade Memorial maintenance fund.
- Created Quarterly Strategic Plan reports sharing with the Council and community our progress.
- Produced new, "Behind the Name" video series detailing the people some of our buildings and event spaces are named for.

Internal (For City Employees)

- Worked with I.T. to create a new employee photo directory on WERC (Employee Intranet) site.
- Posted brand guidelines and a new toolbox for employees on WERC.
- Established new cover sheets and agenda processes for meetings.
- Held new employee S.O.A.R. workshops (follow-up to employee orientation) where employees learn more about our organization.
- Held Employee emergency notifications testing and panic alarm testing and established protocols for regular testing.

2025 Stats

Public Programs/Events

- 20** Local Government Academy Graduates
- 3** Mayor's Celebrate Waukesha Breakfast Events
 - Future of Waukesha School District - Jim Sebert
 - Public Works Infrastructure - Brandon Schwenn
 - 2025 County Financial Outlook - Paul Farrow
- 1** Night of Lights Event (in partnership with WDBA)
- 1** Dedication ceremony for final Parade Memorial Sculpture

Employee Programs/Events

- 13** Employee Engagement Events
- 10** Leadership Alumni Events
- 10** Employee Leadership Class Graduates
- 12** Monthly Employee "Tony Time" Trainings
- 12** Employee Newsletters sent
- 4** Quarterly Employee Service Celebration Events

Publications

- 811** Welcome Postcards Mailed to New Residents
- 254** City Meetings Streamed Online
- 53** What's Up In Waukesha e-mail newsletters
- 27** Press Releases
- 12** "News Splash" Water Bill Newsletters
- 12** Podcasts produced
- 3** Waukesha Current newsletters published with the Activity Guide

2025 CITY COMMUNICATIONS



SOCIAL MEDIA STATS



49.5K Total Followers Up 20% from 2024

1.2M Total Engagements Up 9% from 2024

14.8M Total Impressions Up 47% from 2024

TOP POSTS (By views)

1.1M Fox River Flood Update

488K 4th of July Parade Cancellation

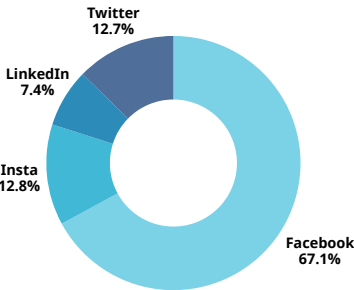
321K Pools Open Tomorrow

230K Parade Tragedy Anniversary

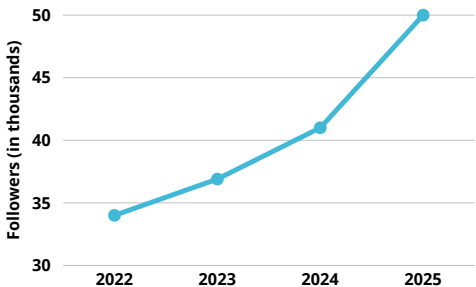
150K Leaf Collection Cancellation



Social Media Follower Breakdown



Social Media Followers



CITY WEBSITE REFRESH

1.5M Pageviews | 543.7K Unique Page Views

Top Pages

135K Home

50.1K Activity Guide

37.3K Jobs

36.1K Property Tax

36K Pools

 **Pageviews up 7% from 2024**

New Features

- Fresh Design – Cleaner, easier to navigate.
- Featured Section – Top topics front and center on the homepage
- AI Chat Assistant – 24/7 engagement and answers on each page.
- Accessibility Tools – Text resizing, contrast options, dyslexia-friendly fonts and more.
- Translation – Instantly available in over 80 languages.

VIDEOS

114 New Videos | 1.9M Views (All Platforms)

Top 3 Videos (by views)

1.3M - Fox River Flood Level

131.2K Oktoberfest Opening Day

55.6K Beat the Heat - Waukesha Pools

NEWSLETTER

What's Up In Waukesha (e-mailed weekly)

14,065 Subscribers

69% Open Rate

9.8% Click Through Rate

 **Subscribers up 89% from 2024**

SOCIAL MEDIA STATS



12.9K

Total Followers

82.8K

Total Engagements

1.4M

Total Impressions



Followers up
14% from 2024

TOP POSTS (By views)

69.9K

Mayor's Restaurant Opening

49.1K

Save the Date - Bunny Hop

48.9K

4th of July Parade Reminder

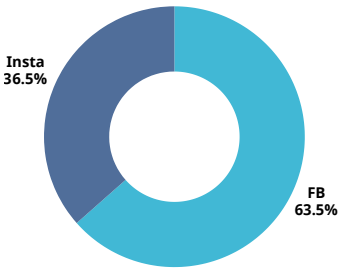
25.1K

Throwback Thursday - Maddy's

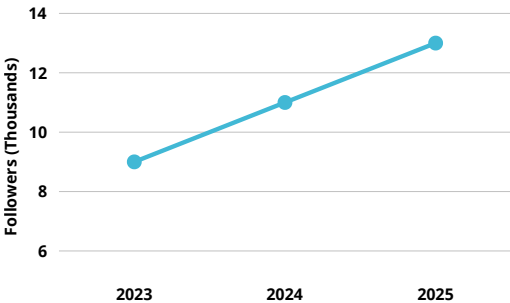
23.6K

Lost Art Fiber Studio

Follower Breakdown



Follower Growth



WEBSITE

102K Pageviews | 50.2K Unique Page Views

Top Pages

11.3K

Calendar

6K

Home

4K

Upcoming Events

3.4K

Explore Downtown

3K

Downtown Dining



Pageviews up
13% from 2024

NEWSLETTER

Meet Me Downtown

1,301

Subscribers

57%

Open Rate

6.8%

Click Through Rate



Subscribers up
12% from 2024

FEATURED VIDEOS

FEATURED BUSINESSES

- Burlap & Lace Marketplace (10.3K Views)
- Waxed Candle Co. (8.1K Views)
- OneStopWonders (2.6K Views)
- Distinktive Merch (2.3K Views)
- Treetop Explorer (1.4K Views)
- Kara Reese Photography (839 Views)
- Beyond Beauty for Survivors (715 Views)

FEATURED FOOD

- Arepanitas (1.7K Views)
- Sweet Dreams (1.5K Views)
- Club 400 Bar & Grill (1K Views)
- La Estacion (813 Views)

2025 POLICE COMMUNICATIONS



In March 2025 the City of Waukesha Communications team and Police Department began working collaboratively on the Police Department social media accounts

SOCIAL MEDIA STATS



33.7K Total Followers

449K Total Engagements

4.2M Total Impressions

TOP POSTS (By views)

431.1K Deer vs Car Collisions

406.2K 2025 Sniper Cup

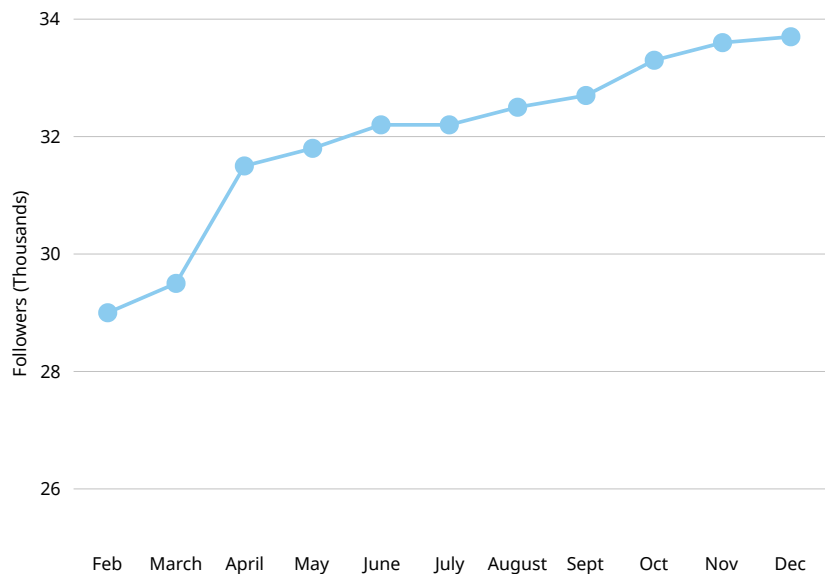
208.1K Sex Offender Release - 9/23

143.6K Road Construction Notice - WIS 59

84K Train Incident - White Rock to Maple



2025 Follower Growth



FEATURED VIDEOS

Tactical Unit

33.2K Views

Move Over - Don't Drink and Drive

27.3K Views

Taser 10 Awareness

21.9K Views

Active Shooter Training

8.1K Views

Bike Patrol

6.6K Views

Deployable Technology Unit

6.1K Views