

2024

CITY COMMUNICATIONS

A YEAR IN REVIEW



COMMUNICATIONS

EXTERNAL (PUBLIC)

- City Website
- Press Releases
- Social Media
- E-mail Newsletter
- Water Bill Insert
- City Connection Channel
- Publications (Resident Guide, State of the City, Etc.)
- NeoGOV Recruitment Website
- Downtown Waukesha Campaign
- Lobby Digital Signage Displays (City Hall, Police, City Garage)
- Welcome Postcard to New Residents
- Current Newsletter in Activity Guide
- Talkin' Waukesha Podcast

INTERNAL

- WERC (Employee Intranet Site)
- Employee Newsletter
- Emails
- Employee Emergency Notification System

ENGAGEMENT

EXTERNAL (PUBLIC)

- Mayor's Celebrate Waukesha Breakfasts
- Local Government Academy
- Events (Walk of Lights)
- Parade Memorial Commission and Tile Project
- National Community Survey
- Strategic Plan
- City Logos/Branding
- Social Media (Customer Service Portal)
- City information table at Public Events

INTERNAL

- Employee Leadership Class
- Leadership Alumni Group
- Tony Time Monthly Employee Training
- Employee Service Celebrations
- Employee Retirements
- Employee Events and Employee Events Committee

INTERNAL EFFORTS

- 12** Employee Leadership Class Graduates from Departments Across the City
- 12** Monthly Employee Trainings
- 15** Employee Engagement Events
- 4** Employee Service Celebration Events
- 9** Leadership Alumni Events Held

NEW EFFORTS IN 2024.

- New City newsletter insert in Activity Guide
- New Resident Welcome Postcards
- Redesigned Water Utility Website and new online bill pay promotions
- Completion of the Parade Memorial including work with the Commission, fundraising, and Waukesha Strong Tile Project
- Completed National Community Survey
- Coordinated City's Strategic Plan and community outreach meetings
- New Employee Emergency Notification System
- Transitioned City Hall conference rooms to Microsoft Teams rooms
- Created officer involved shooting training video series for Waukesha Police Department
- Hosted John McGivern show and viewing party
- Held Waukesha Unlocked Event
- Created new City Mascot - River the Fox
- Talkin' Waukesha Podcast
- AI search on City Website

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SOCIAL MEDIA PLATFORMS

5

FACEBOOK



TWITTER

INSTAGRAM



LINKEDIN

YOUTUBE



41,153 FOLLOWERS Up 11.3% from 2023

1,101,454 ENGAGEMENTS

10,070,464 IMPRESSIONS

TOP POSTS

- 334.2K Parade Tragedy Remembrance
- 92.9K Parade Memorial at Grede Park
- 71.2K Memorial Dedication Thank You
- 69.6K John's Disposal Switch Announcement
- 60.9K Pumpkin Drop-off Results

EMAIL NEWSLETTER

WHAT'S UP IN WAUKESHA

7,441 Subscribers

63.4% Average Open Rate

9.3% Average Click Rate



Subscribers up

10%

from 2023



MESSAGES

295 Private Message Conversations
Started on Social Media Platforms



WATER BILL INSERTS

12 City of Waukesha Water Bill Inserts



PRESS RELEASES

62 Press Releases Created



CITY CONNECTION CHANNEL

304 Meetings Streamed



VIDEOS

Top 3 Videos (Reach)

- 90.2K Parade Memorial at Grede Park
 - 26.3K Milwaukee Dancing Grannies
 - 20.7K Waukesha Strong Tile Project
- YouTube

162 New Videos Produced

39,454 Total YouTube Views in 2024



CITY WEBSITE

1,407,742 VISITS

524,352 UNIQUE PAGEVIEWS

TOP PAGES

140K Home

51K Activity Guide

37K Waukesha Metro Routes & Schedules

35K Jobs

33K Drop-Off Center



LOCAL GOVERNMENT ACADEMY

16 Graduates



MAYOR'S BREAKFASTS

3 Mayor's Breakfasts

- May 2
- August 1
- December 5

2024

DOWNTOWN COMMUNICATIONS

A YEAR IN REVIEW

DOWNTOWN
WAUKESHA

SOCIAL MEDIA PLATFORMS



11,300 FOLLOWERS Up 14.6% from 2023

137,806 ENGAGEMENTS

573,102 IMPRESSIONS

TOP POSTS

46.3K Waukesha Walk of Lights 2023
21.5K Mia Mya's Opening
11.3K Idyllic Bubble Tea Opening
10.1K Spring City Garden Club Decorations
10K Margarita's Mexican Grill

EMAIL NEWSLETTER

DISCOVER DOWNTOWN

1,160 Subscribers

59.3% Average Open Rate

6.5% Average Click Rate



Subscribers up

39%

from 2023



FEATURED BUSINESS VIDEOS

- High Rollers Fun Rentals
- Almont Gallery
- Dreams & Life Wellness Center
- CARE
- Realty Executives Southeast
- Idyllic Bubble Tea House

FOOD FEATURE VIDEOS

- Rochester Deli - Fried Cod Reuben
- Travieso - Chicken Street Corn Risotto
- Sobelman's Pub & Grill - The Masterpiece
- Margaritas Mexican Grill - Parrillada & Margaritas



DOWNTOWN WEBSITE

90,578 Visits

41,256 Unique Pageviews

TOP PAGES

9K Calendar

6.2K Home

4.3K Downtown Dining

3.8K Things to Do

3.6 Explore Downtown