

City of Coral Gables Communications Committee Annual Report – October 2019

**Members: Sandra Gonzalez-Levy, Chair
Derrek Space
Connie Crowther
TJ Villamil**

Secretary: Maria Rosa Higgins Fallon

1) Is the Board serving the purpose for which it was created?

Created by Resolution No. 30143 and Renamed under Resolution No. 30324, the Communications Committee has the purpose to advise the Commission and City Administration on issues of public relations and electronic government. The Communications Committee has assumed the duties of the Cable Advisory Board which was eliminated in 2005.

It is the opinion of all Committee Members that the City of Coral Gables Communications Committee is fully serving the purpose for which it was created.

2) Board's Major Accomplishments

The Communications Committee is proud to have accomplished the following during the past year:

Public Outreach: In the past 12 months, the City of Coral Gables continues to communicate key messages to the public regarding city services, initiatives, accomplishments and events. In order to accomplish this, the Communications Committee advises the Office of Communications on how to best utilize its various communication vehicles to include e-News, social media (Facebook, YouTube and Twitter), Coral Gables Television and the city's website, www.coralgables.com. Included among the public outreach campaigns in the past year were: Hurricane Dorian preparation, new Public Input citizen engagement hub, introduction of new city leadership (Commissioner, City Manager and City Clerk), various public art installations, Public Safety Building groundbreaking, recycling cardboard new ordinance, July 4th Fireworks, from Coral to Green Gables, annexation attempts, City Survey satisfaction results, among others.

Coral Gables Television: During this past fiscal year, Coral Gables Television continues to excel in the variety of programming and social media presence on its YouTube Channel, as well as Facebook and Twitter videos.

Xchange: The bimonthly employee newsletter continued to be distributed on-line to inform Coral Gables employees of major accomplishments and city information.

Other Accomplishments:

- ✓ Coral Gables Television (CGTV) was again nominated for an Emmy Award in 2018 by the National Academy of Television Arts and Sciences. The nominated 30-minute documentary "Surviving Irma: The Coral Gables Story" tells the courageous story of Coral Gables employees working together to prepare for and respond to Hurricane Irma.
- ✓ The Communications team continues to enhance citywide communications regarding city news and upcoming events through its various communication vehicles, achieving an overall positive satisfaction rate of 87.68% (20.85% of very satisfied; 66.83% of satisfied customers) results from the 2018 Coral Gables Community Engagement Survey.
- ✓ The Communications team, in coordination with Public Safety teams, achieved an overall positive emergency/hurricane-related communications satisfaction rate of 80.73% (23.17% of very satisfied; 57.56% of satisfied) results from the 2018 Coral Gables Community Engagement Survey.
- ✓ The Communications team, in coordination with the Community Recreation Department, continues to increase the city's presence as a powerful and direct "news influencer" among Coral Gables stakeholders. According to the 2018 Coral Gables Community Engagement survey, the top three sources of information regarding City of Coral Gables news and upcoming events, among all media sources are: The Living the City Beautiful Magazine, the City's website www.coralgables.com, and the biweekly electronic newsletter, Coral Gables e-News.

- ✓ The Communications team, in coordination with Historical Resources Department, elevated the city's public art presence with the promotion of the following exhibits: Coral Forest and Secret of the Seas, the Truth is I Welcome You, a Midnight Summer's Dream, and Sun Stories at Giralda Plaza.
- ✓ The Communications team, in coordination with multiple departments, continued to promote the successes of existing and new programs to include the annual electronic recycling event, reopening of Biltmore Golf Course, Fire Station 2 renovations, new SaferWatch app, new playground at Kerdyk Family Park, IKEA Smarty City kiosks, Good 2 Green Award, A Taste of Coral Gables cookbook, Hurricane Dorian preparations, new valet service, electric scooters, solar-powered charging stations, construction of new Public Safety Building, expansion of Freebee, prohibition of plastic straws and stirrers, introduction of new City Clerk, recycling of cardboard boxes, new dog park, new Green Business Certification, SolSmart Bronze for Solar, Mayoral address video, Citizen Engagement Hub, City for All Award, 2018 Digital Cities Survey award, Smart Cities Miami Competition, Best City for Small Businesses, among others.
- ✓ According to an analysis from Zen City from October 1, 2018 to present, which analyses the social media conversations regarding the City of Coral Gables, there have been 97,953 social media interactions related to Coral Gables. The Sentiment Overview of these interactions during this period revealed that 69% of sentiments were neutral, 28% positive and 4% negative.

3) Amending the Ordinance that created the Committee to better enable the Committee to serve the purpose for which it was created.

It is the opinion of all Committee Members that the Ordinance that created the Communications Committee does not need to be amended. By the majority vote of the Communications Committee, the monthly meeting date has been changed to the second Wednesday of the month, 8:30 a.m. at the Youth Center.

4) Should the Committee's membership requirements be modified?

The Communications Committee consists of five members, with the Mayor appointing the Chairman of the Committee and the Commissioners each appointing one member.

It is the opinion of all Committee Members that the City of Coral Gables Communications Committee membership requirement does not need to be modified.

5) What is the cost, both direct and indirect, of maintaining the Board?

Currently, there is no cost to maintain this Board.

6) Reports on authorized fundraising, bank accounts, and grant applications and approvals.

Not applicable.