Communications update
January 27, 2014

Barbara Ayers, Communications Manager
City’s mission and core services

Safe, livable, prosperous community
High value core community services

Police
Streets, Utilities & Grounds
Fire
Parks & Rec
Planning and econ dev
Communications support
Communications
Mission and channels

Telling the City’s story
Connecting people to community
Across our multimedia network of channels

Brand, Content

WWW

CVTV

Traditional media

Digital & social media

Senior Messenger
Communications: Who we serve

City mission & priorities
City Council and City Manager

Public
residents, businesses, viewers, media, customers

Parks & Rec
Internal customers

Staff
Internal customers

Police
PIO+

Support Services
Finance, General Services, Law, other

Fire

Streets & Utilities
2 PIO+

Planning & economic development

Who we serve

(Chart showing various city departments and their responsibilities)
## Annual reach: City media network

### 6.5 million  543,050/month

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.2 million</td>
<td><a href="http://www.City">www.City</a> of Vancouver.us page views</td>
</tr>
<tr>
<td>840,000</td>
<td>Facebook impressions</td>
</tr>
<tr>
<td>150,000</td>
<td>Messenger households <em>(there are more actual readers)</em></td>
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<tr>
<td>132,000</td>
<td>CVTV.org visits</td>
</tr>
<tr>
<td>88,000</td>
<td>CVTV viewers on cable</td>
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<tr>
<td>62,400</td>
<td>City staff – weekly VINE e-news</td>
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<tr>
<td>25,200</td>
<td>You Tube views – (2013)</td>
</tr>
<tr>
<td>19,000</td>
<td>Facebook engagement – interactions</td>
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</tbody>
</table>

+ Media outreach + other social media + newspaper inserts + collateral
+ meetings, presentations + in person calls and visits

(Actuals or amortized 6 month metrics trend – 2013)
Goals

What is our current work - future work?

How do we refine to highest priorities?

- Better understanding of City mission and core services
- More involvement from stakeholders - more community activism
- Content is current with emerging technologies and best practices of business and government
- Increased audiences across all City channels
- Website evolves as Vancouver central – community hub
- Rebranding Vancouver – economic development
- Attract non traditional audiences, build two-way communications.
Communications plan - Strategies

• Reinvent website as City Communications Central
• More proactive and real time
• Build City brand and content – across departments, channels
• Increase two way communications
• Use analytics to drive our time and resources
• Leverage in house CVTV video resources
• Leverage City wide experts, spokespeople, publishers
• Rebrand Messenger and leverage audience
• Use real-time digital technologies and best practices
Milestones - work completed

2012:
• Council names Communications a top City goal for change
• 3 year web plan 2012-2014
• 2013-14 authorized budget included new website, brand investments
• Rebrand Sr. Messenger
• State of City multimedia annual report launched
• Build and launch City’s You Tube Channel

2013
• Total overhaul of City website
• Rebrand City
• State of the City: Mayor launches new website and brand, declares Vancouver Washington’s City on the River.
• Build photo archive
• 3 annual multimedia publications
• Social media strategy
• Community banners
• Communications/CVTV merger
## Work underway – planned

### 2014
- Brand roll out - Citywide templates and training
- Enhanced social media strategy
- 2014 Community Survey
- Messenger.org launch - Boomers
- Reinvent, rebrand CVTV.org
- Rebrand Parks & Rec as City agency
- COV website Phase III: curation, social media, video/photo integration
- Revisit CVTV rate card, cable office
- Realign resources to audiences
- 2020 Communications plan

### 2015
- Social media, two-way communication - expand
- Web: expanded online customer service
- Reinvent CVTV
- Legacy 2020 support
- New budget priorities
- Adjust to new trends, technologies
Why brand Vancouver, WA?

Economic development

Sense of community

Sense of place

Pride of ownership

Vancouver - City on the River
Our Brand. One look - and you know it’s us

24/7, the City provides vital community service

The City does thousands of things, here are just a few:

- Delivered 25.7 million gallons of drinking water per day - roughly 8.5 billion gallons per year.
- Responded to 22,484 calls for fire and emergency medical service - 62 calls per day. Volunteers and staff installed 1,200 smoke alarms in local homes.
- Cleaned 12.7 miles of stormwater lines, treated 7.1 billion gallons of wastewater and answered 1,270,000 utility calls.
- There were more than 900,000 visits to our community centers at Firstenburg, Marshall/Luepke and Vancouver Tennis and nearly one million walks on our Columbia River Renaissance Trail and growing volunteerism in our parks. The Vancouver-Clark Parks and Recreation Department managed 7,200 acres of parks, 66 miles of trails, 82 sport fields and much more. The Blue Ribbon Commission made recommendations to address the department’s future needs, but this may require new revenue.
- Partnered to fund construction of 76 units of affordable senior housing and upgrade four local shelters.
- Planted 22,746 trees: through leaf coupons, helped residents recycle enough leaves to fill 10,587 full-sized pickups.
- Strategically resurfaced 81 miles of streets to help prevent expensive future replacement. Additional repairs included 4,300 tons of asphalt.
- Invested $16.5 million for major street and critical infrastructure projects as street construction funding is phased out.

The City touches your life in many ways - police and fire, water, sewer, streets, recycling, parks and recreation, neighborhood planning, building safety, building community, building jobs and a brighter future for all of us.

CITY OF VANCOUVER
WASHINGTON

www.cityofvancouver.us
Branded content - City wide
Multimedia- print – web - video
Common look
Family of brands

Headline - 40-48 pt Fontana ND LI
Subhead if desired - 18-24 pt DaxCompact

Body Text (10-12 pt Gill Sans MT - Single spaced, flush left; One space between paragraphs - no indent. 3 line drop cap in blue.

Subhead (12-14 pt Tw Cen MT Bold, COV Blue)

Neque sit amet quam placerat ornare at non nisl. Cras suscipit sollicitudin enim vel egestas. Donec ultrices sem nec nulla sodales tempor. Duis eleifend lorem vitae eras faucibus a tempor sapien mollis. Maecenas turpis quam, molestie id posuere quis, faucibus suscipit arcu.

Cras libero ante, volutpat nec accumsan vitae, commodo vel libero. For more information, please contact (or other call to action here): Name and/or Department (360) 487-xxxx | xxxx@cityofvancouver.us www.cityofvancouver.us/xxxx

Our City.
Providing core services for a safe, livable and prosperous community.

- Police
- Fire
- Streets
- Water, sewer & solid waste
- Parks & recreation
- Community planning
- Economic development

Visit us online, not in line!
- www.cityofvancouver.us
- www.youtube.com/cityofvancouverUS
- www.facebook.com/vancouverUS
- twitter.com/vancouverUS
- (360) 487-8600 | WA Relay: 711
Show, don’t tell
More graphics, fewer words
Storytelling across departments

2013 CITY COUNCIL GOALS

Address the future of Fire and EMS services and emergency preparedness facilities.
Address the future of Parks and Recreation services in Vancouver.
Establish a strategic plan for the future of policing in the City.
Address the City’s long term street funding needs.
Establish a system for next generation performance management.

Did you know? In the last ten years, your City property taxes have increased less than a dollar a month. Today, you’re paying $45 a month — ten years ago you paid $44.30. During that time, prices have risen due to inflation by 22%.

2012 Property Tax Distribution for a Typical Vancouver Household

A typical Vancouver household (home value of $185,000) pays $535.80 per year in property taxes for City services. From every City tax dollar, here is how your money is spent:

- Fire 19¢
- Police 26¢
- General Fund support to other funds 6¢
- Public Works 11¢
- Parks & Rec 6¢
- Debt 6¢
- Community & Econ Dev 4¢
- Jail Corrections Legal 10¢
- Support Services 7¢
- Other 2¢

Vancouver School District 39.2%
City of Vancouver 22.6%
State Public Schools 17.8%
Clark County 11.7%
Fort Vancouver Regional Library 5.6%
Port of Vancouver 3.1%
“Corporations change their logos to refresh a stagnant brand, signify new ownership, or simply to make themselves more relevant to changing tastes. When done correctly, a logo change can breathe new life into a brand.”
Before and after images showing logo changes for Arby's and Spotify.
Rebrand – launched with new 2013 website

- **Business platform**: connecting people to City services
- **Storytelling platform**: connecting people to community
Storytelling
Get people interested, involved
Web Redesign Goals

- Web is communications central
- Relentless focus on customer service
- Tell our story - real time, relevant info
- Enhance City branding
- Foundation for two-way dialogue
- Up-to-date with online trends
- Show Vancouver!
Community hub. Real-time content, better navigation and video integration, social media interaction

- First Friday Artwalk in downtown Vancouver Jan. 3
- Meet Vancouver's new Police Chief
- Locals 50 and Better ring in the new year
- New City Councilmembers' swearing-in Dec. 31 & Jan. 1
- View the holiday garbage & recycling pick-up schedule

Watch Vancouver

City of Vancouver Employees Give Back

Watch the City YouTube Channel

Now Playing on CVTV
Clark County Focus (11-25-13)

CVTV Schedule
All new website - City’s family of brands

2014: Rebrand Parks as City service
Website traffic – 2013 vs. 2012

After website launch

RESULTS:
Better quality visits, lots of new visitors
Top 10 pages – remained the same

- 5.2 million page views
- 65% new visitors, 36% returning – new audiences
- Unique visitors 1.4 million
- Pages per visit – 2.6 pages – up from 1.6
- Avg. visit duration: 2.21 min. – up 61% from 1.3
- Bounce rate 52% down 23% (was 75%)
Refinements continue
Self-sustaining, through ad sponsorships and reader donations, and does not incur City investment.

Strategies
- Rebrand / reconnect to City
- Loyal target audience
- 40 years of service
- 11,500 copies mailed monthly
- Next gen: Boomers
New market online- Boomers
CVTV: leveraging in house video
Two TV channels and cvtv.org
CVTV cable and cvtv.org

- Produces / broadcasts 500+ hours of programming for City and County.
- Reach: 88,000 cable subscribers.
- CVTV.org: 132,000 visits, 381,000 page views.
- City Council meetings: 12,000+ web views
- Produced 96 short You Tube videos.
Redesign of CVTV and CVTV.org

- Whole new multimedia broadcast website
- Audience shift from cable to web & mobile
- Short videos across all City channels
- Integrate with web and social media
- Modernize CVTV - City’s family of brands
- Refine model - fee for service to others
- Refine cable office model with franchise in place
Social media – we’ve only just begun
Facebook Facts

6 MONTHS (April-Sept 2013)

Page reach: 25,000+ / month

197,466 read our FB posts or visited our page. (Unique visits/events)

+ 40% - 3,406 likes

Engaged 8,974 fans
City’s YouTube channel

19,071 views in 2012  26,500 views in 2013  +30%

Our City. Our First Citizen. Our Future.

Serving 6.5 million + annual viewers across our channels

www.cityofvancouver.us
www.facebook.com/VancouverUSA
twitter.com/VancouverUS
Questions, feedback?

Thank you
Barbara Ayers, Communications Manager
487-8614