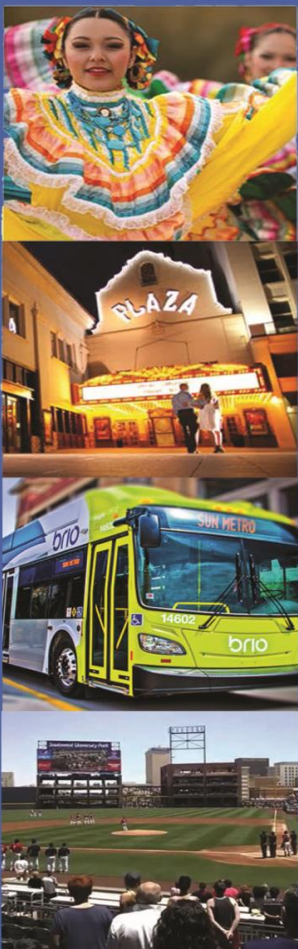


Goal 5: Promote Transparent and Consistent Communication Among All Members of the Community

Presented by: Juli Lozano

Strategic Plan Update

June 9, 2015



Goal 5 Communication

Team Members



- City Manager's Office
- Community and Human Development
- Fire Department
- Human Resources
- Information Technology
- Internal Audit
- Performance Office
- Public Affairs Team

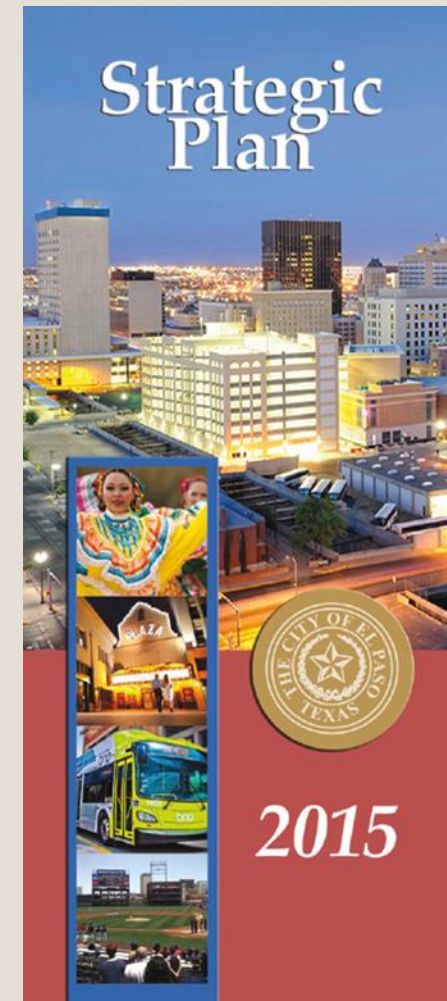
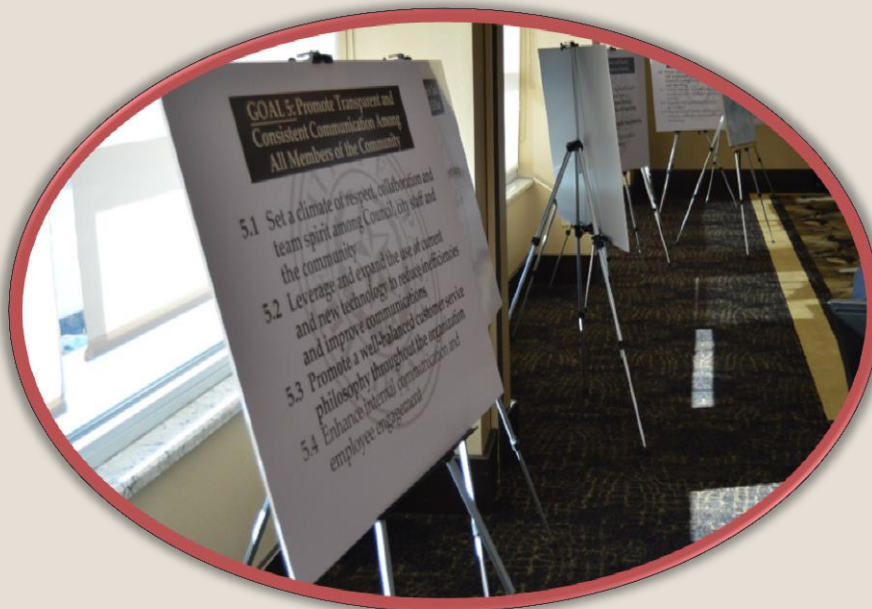
Working to Keep the Community up to date on City News

Goal 5: Promote Transparent and Consistent Communication Among All Members of the Community

FY 2015

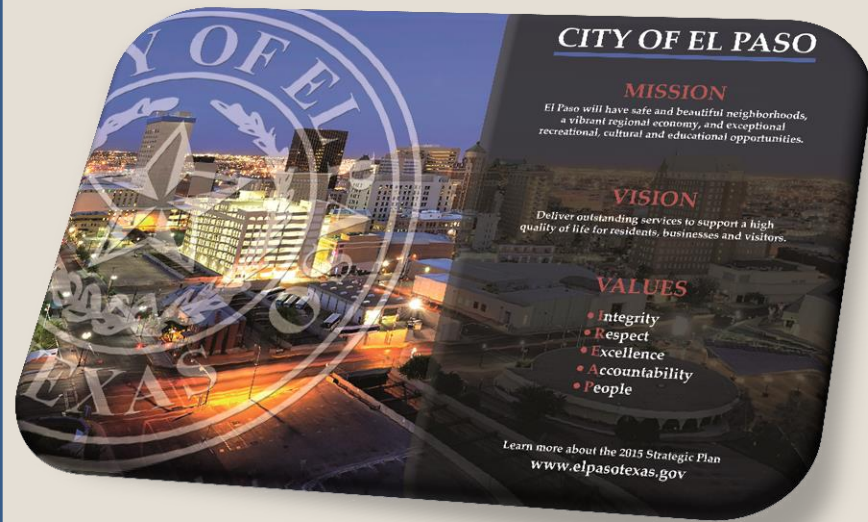
Performance Update

- 6 Strategies
- 9 Actions
- 2 Key Performance Indicators



Current Year Results

- Implemented restructuring of Public Affairs
- Established Performance Office
- Integrated city websites into the Content Management System (CMS)
- Revised New Employee Onboarding to include the strategic plan for 2015 as well as mission, vision and values.



Goal 5 - Key Performance Indicators

Key Performance Indicator	SP Link	2013 Actual	2014 Actual	YTD	Target
Encourage participation in neighborhood associations	5.1.1	6	3	6	5
Development of technology strategic communication plan	5.2.1	N/A	N/A	39%	25% (FY15)



5.1 Set a climate of respect, collaboration, and team spirit among Council, city staff, and the community

5.1.1 Strengthen community outreach opportunities

- ✓ Fostered civic engagement by recognizing new neighborhood associations.
- ✓ Raise community awareness on department programs/initiatives via City 15
- ✓ All QOL departments are using same public outreach plan for capital projects.
- ✓ Have implemented standardized comment cards to collect feedback at community meetings and electronic polling as appropriate.
- ✓ Have implemented standardized CIP email address for community questions
cip@elpasotexas.gov



5.1 Set a climate of respect, collaboration and team spirit among Council, city staff and the community

5.1.1 Strengthen community outreach opportunities



Measure	YTD	Target
Implementation of system to promote input regarding Quality of Life projects	70%	100%
Increase the subscriptions to monthly CIP eNewsletter (began April 2015)	275 Subscribers	400 Subscribers

5.2 Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications

5.2.1 Develop technology strategic communication plan

- ✓ 70% of City Websites moved into the Content Management System with deduction from ~2k pages to ~800 pages on the main City Website
- ✓ Drastic reduction in duplication of existing documents across the City Websites
- ✓ On Hold messaging completed in conjunction with PIO office reaching 22-25k callers per day
- ✓ Completed vendor selection for 311 mobile application



5.2 Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications

5.2.1 Develop technology strategic communication plan

Measure	YTD	Target
% Departments standardized on content management system	70%	100% by FY17
% Standardized telephony messaging	100%	100% by FY15
% Deploy 311 Mobile Application	10%	100% by FY17



5.3 Promote a well-balanced customer service philosophy throughout the organization

5.3.1 Implement customer service best practices citywide

- ✓ Established a cross functional team to update/revise customer service training best practices for city employees
- ✓ Revised training to be begin July 2015
- ✓ Realign New Employee Onboarding (NEO) to the updated customer service training by July 2015

Measure	YTD	Target
Revision of New Employee Onboarding – MVV, SP, Customer Svc	40%	100% (FY16-Q2)

5.4 Enhance internal communication and employee engagement

5.4.1 Strengthen employee engagement

- ✓ Implemented employee engagement activities
- ✓ Established town hall meetings
- ✓ Created “Quick Facts” information in focus cards



Measure	YTD	Target
# Departments reached through Town Hall Meetings	8	27

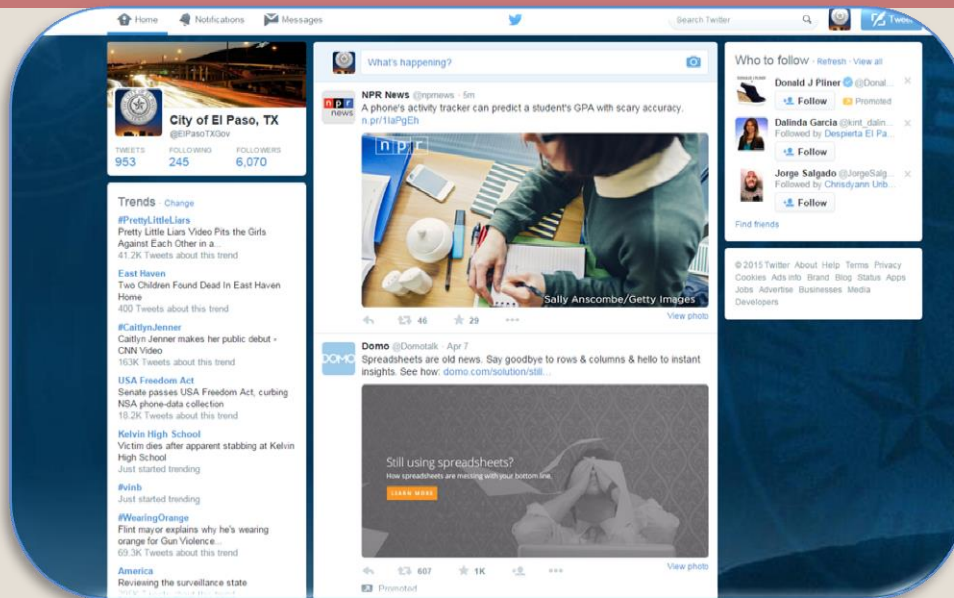
5.5 Advance two-way communication of key messages to external customers

5.5.1 Expand use of social media

- ✓ Assessing consistency and quality of social media platforms and consolidating ineffective social media sites
- ✓ Expanding reach of target message by engaging external partners
- ✓ Implementing use of paid social media ads to reach specific demographic/geographic audiences



5.5 Advance two-way communication of key messages to external customers



Twitter
@ElPasoTXGov



Main Facebook Page
Elpasotexasgov

Measure	YTD	Target
Expand social media reach by increasing number of external partners	30 Partners	100 Partners (Jan. 2016)



5.6 Strengthen messaging opportunities through media outlets

5.6.2 Improve face-to-face communication with media representatives

- ✓ Restructured PIO team and had initial meeting with media representatives
- ✓ Continue to identify issues to be addressed

Measure	YTD	Target
# of quarterly meetings between media and communication team	1	3



Cross-Functional Teams

SP Link	Team Name	Purpose	Impact
5.1	City-wide PIO Team	Address communication concerns	Strengthens team and improves communication city-wide
5.3	Customer Service Team	Identify and implement customer service best practices	"Happy Customers"

