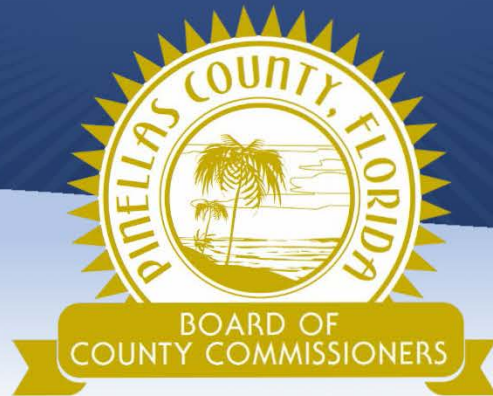


Doing Things!

To Serve the Public

Marketing & Communications



Our Vision:
To Be the Standard for
Public Service in America.

Doing Things! Presentation

Presented by Barbra Hernández, APR, CPRC

March 5, 2019



Our Vision: To Be the Standard for Public Service in America.

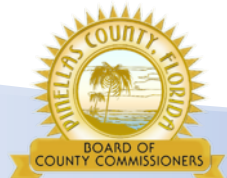


Who We Are



Our Mission

To deliver communications that **empower citizens and build trust** in Pinellas County government.



Our Vision: To Be the Standard for Public Service in America.

Who We Are



- **27 FTE, 1.3% of County Administrator Workforce**

Services:

- Public Information
- Community Engagement
- Customer Service Support
- Graphic and Digital Design
- Audio and Video Production
- Public Meeting Access
- Broadcasting



What We Do



- Emergency & On-call Public Information (PIO) Response
- Regional PIO Network Coordination
- Media Relations
- Public Education Campaigns
- Community Outreach & Events
- Multilingual Communications
- Social Media Management



What We Do



- Information Desk Support
- LiveChat Support
- Main County Phone Line Operation
- Public Meeting Support
- PCC-TV Operations
- Field and Studio Production



What We Do

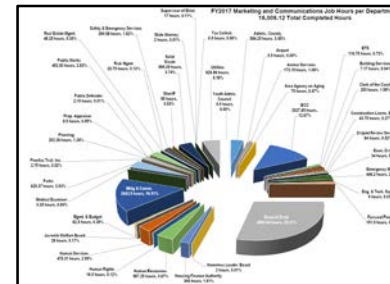


- Printed and Digital Graphics
- Audio and Video Productions
- Web Content
- 3-D Animation
- Photography



Research

- Department project history
- Senior leadership feedback
- Department directors survey
- Meetings with department staff
- Team strategic retreat
- Changing media landscape





Strategic Communications Approach

- **Stronger partnerships** and increased coordination
- Launched **internal communications committee**
- Communications **training programs**
- Template for **strategic communications plans**
- Implemented annual communications **project “pipeline”**:
 - Outcome-based, SMART objectives
 - Strategic Plan and Citizen Values Survey-centered



Campaign/Project Title
Communications Plan Overview

Purpose and Justification
What problem will this campaign or project help solve? What does it aim to change among the audience – knowledge or behavior? What research was conducted that supports conducting this program and why?

Campaign/Project Timeframe
When should the campaign take place? When is the project due to the organization?

Target Audience(s)
Who does the campaign or project need to reach specifically? If general messaging, please provide as much detail as possible. Effective, measurable campaign steps have targeted audiences.

Messages
What are the primary statements this initiative needs to communicate? Please state them in order of importance.

1. List the first message here (example: You need to learn more about this so you can make a more informed decision about this).
2. List the second message here (if behavior change - this needs to do this or do this differently, because we think it will have this consequence for your/our community).

Scope of Campaign/Project
Please provide a brief description of the campaign/project vision and select at least two apply from below:

<input type="checkbox"/> News release	<input type="checkbox"/> Social media	<input type="checkbox"/> Press conference/event
<input type="checkbox"/> Press collateral	<input type="checkbox"/> Video production	<input type="checkbox"/> Website content
<input type="checkbox"/> Community event	<input type="checkbox"/> Public meeting	<input type="checkbox"/> Poster

Objectives
Please state measurable objectives below. Remember: Objectives should be SMART: Specific, Measurable, Attainable, Relevant and Timely.

Objective	Who will this be measured?
By the date, achieve 500 social media engagements	Quarterly report provided by M&C

Things Done



Strategic Communications Approach

- Created **M&C Data Dashboard**
- Established **M&C Performance Scorecard**
- Implemented **project management software** for enhanced project coordination
- Created **program area guidelines** and **templates** for faster turnaround time.
- Implemented **creative brainstorming and planning sessions**

Overall Department Jobs			
Service Type	Aug. 18	Sept. 18	Oct. 18
Jobs opened	71	62	50
Jobs closed	51	46	PH
Current jobs	N/A	N/A	PH
Customer Relations			
Service Type	Aug. 18	Sept. 18	Oct. 18
Information desk walkups	1,488	340	1,764
Telephone calls handled (Main county phone lin	848	680	859
LiveChat web interactions	62	55	56
Media Relations			
Service Type	Aug. 18	Sept. 18	Oct. 18
News releases disseminated	27	20	24
Media contacts	N/A	N/A	29
Media placements	30	24	18

Performance Measure	Temporal Coverage	Number	Denominator (if applicable)	Percent	Annual Target	Indicator - Last Measurement Period	Indicator - First Measurement Period	Trend
Deliver First Class Services								
Hold quarterly Regional PIO Network meetings	Q	0			4			↔
Achieve 100% distribution of county phone reference guide and customer service database to all county departments and municipalities	Y		#DIV/0!	100%			#DIV/0!	
Achieve 50% better preparedness to handle calls among recipients of distributed reference guide and customer service database	Y		#DIV/0!	50%			#DIV/0!	



Emergency Communications and Public Information

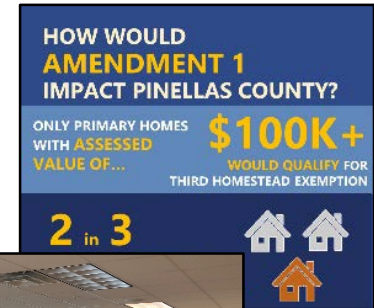
- **Red Tide emergency communications coordination and response**
 - Over **50** media inquiries handled during height of crisis
 - Over **50** daily media reports
 - Over **286,000** web hits to English web pages
 - Over **8,000** web hits to Spanish web pages





Emergency Communications and Public Information

- **Amendment 1 public education campaign**
 - 54% vote (6 points below required passage %)
 - 300,000+ social media impressions
 - 150+ community/partner groups engaged
- **Regional PIO Network coordination**
 - 4 quarterly meetings
 - Annual guest speaker for professional development



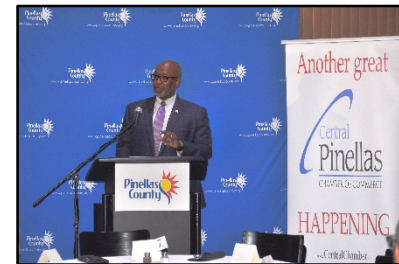
Community Engagement

- **Thousands reached** through events like:
 - Pinellas Citizen University
 - Lealman Exchange Open House
 - Raymond H. Neri Community Park
 - FarmShare Food Distribution Event



State of the County chamber event

- **100%** survey respondents now have better understanding, more confidence and optimism in their local government



Strategic Community Partnerships

- **Targeted public information**
(from news release to NextDoor)
- **Proactive project outreach** with stakeholders, neighborhoods and residents
- Community **meetings**
- Participant feedback **surveys**



Things Done



Media relations

- Over **200** online placements in local and regional media outlets
- Media relations **training** program
- **Newsroom visits** to strengthen partnerships with local media



Things Done



Customer Service:

- **23,000+** visitors to Courthouse Lobby Information Desk guided promptly to their destination
- Nearly **10,000** calls answered on main county phone line to connect citizens with live help
- Nearly **800** live chat interactions to help users find information online quickly
- More than **750** public records requests handled in compliance with Sunshine Law

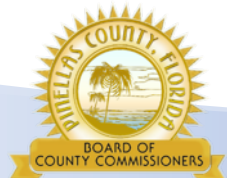


Things Done



Graphic Design and Photography

- **44** department and agency clients served
- Over **250** projects completed to reach residents and visitors where they're at

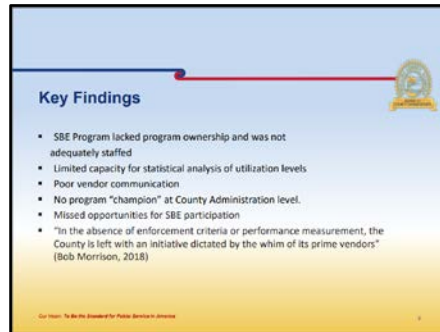


Things Done



Branding Refresh

- Increased consistency and readability
- Maintains trusted Pinellas County brand elements

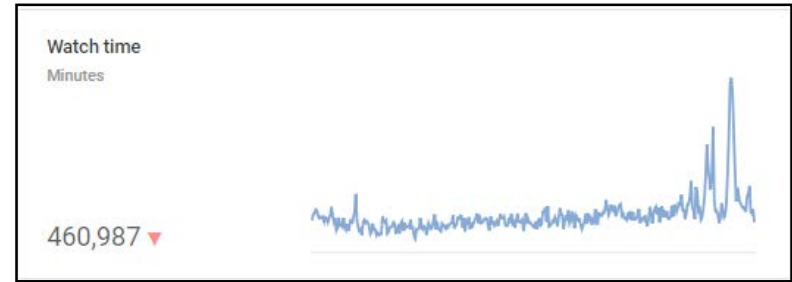


Things Done



Video Production

- Over **100** video projects completed
- Audio and video support for dozens of events
- Nearly **150,000** YouTube views
- **460,000 minutes** of watch time
 - Equals **320** consecutive watch days



Broadcasting and Production Technology

- Over **700** staff hours dedicated to public meeting support to ensure residents can see, hear and interact with our Board and staff
- Completed **HD upgrade** in BCC 5th Floor Meeting Room for better production quality
- Built live **field production HD system** in-house
 - Streamlines a 12-hour editing job down to 1 hour



Broadcasting and Production Technology

- Provided **emergency support** to Supervisor of Elections Office during election recount:
 - Set up temporary replacement for their sound system
 - AV staff support
 - Ensured consistent media and public access



Things Done

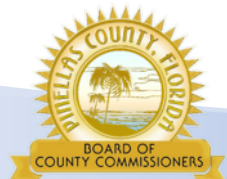


Social media

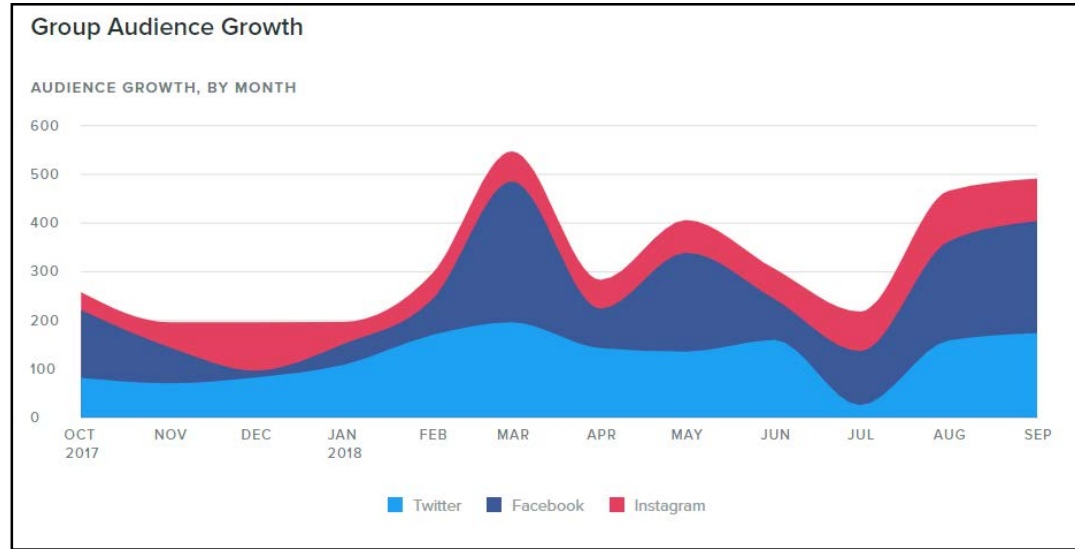
- Over **9 million** impressions across all platforms
- **100,000+** engagements or actions taken by our followers
- **20%** average follower growth across platforms for greater reach
- **#ThankfulThursday campaign** to recognize the good work of staff and our partners



Source: Meltwater



Things Done



Social Media
Annual Audience Growth
Red = Instagram
Dark blue = Facebook
Light blue = Twitter

Source: Meltwater



Youth Mentoring

- Pinellas Promise
 - Expanded to 2nd location
 - Reached **100** children
- Weekly mentoring at two local schools
- St. Petersburg College – Careers Panel
- Big Brothers, Big Sisters tour
- Great American Teach-In





Recognition

- **Local, state and national awards** for Penny for Pinellas Public Education Campaign:
 - Florida Public Relations Association
 - National Association of County Information Officers
- 2018 **Certificate of Regional Excellence** for Hurricane Irma Communications





Recognition

- **APWA Florida West Coast Branch Awards
(in partnership with Public Works Department)**
 - Red Tide response
 - #MoveSafePinellas social media safety videos





Strategic Communications Coordination

- Citizen-focused, proactive communications and outreach
- Enhanced partnerships and coordination with client departments
- Increased alignment with citizen feedback

New Website

- User- and service-driven approach to content management
- Age Friendly
- Increased online audience engagement



Media Relations

- Training for all county departments

Multilingual Community Engagement

- Surveys and events to address diverse needs and opportunities

Studio and Master Control Upgrades

- Replace obsolete equipment
- Improved production quality
- Studio HD recording capability



Thank you!



Citizen Voices

"Thank y'all so much for this event! My 92 year old Mema was very happy with the food bag."

- Joe L.



"We are snowbirds who walk this section of the trail. Thanks to all who are involved and worked to replace this overhead. Big job. Can't wait to use when all work is completed."

Marty C.



"Great video! Thanks Pinellas County for providing families with this great tool to share with our kids!"

- Huiran X.

