

Communications Tools, Systems & Software

City of Venice, Florida

October 21, 2016

Public Communications

1. See Click Fix

- a. Deployed 8/30/16
- b. 148 issues opened to date
- c. 100 issues closed
- d. Average time to acknowledge – 1.1 days. (acknowledgement occurs when the complaint has been formally received by the individual department designee)
- e. Average time to close – 6.7 days. (closure occurs when the complaint has been resolved to the maximum extent possible, or has been reassigned to another agency)

2. City Website

- a. New website software
 - i. Budgeted for FY17
 - ii. Total replacement to much more user friendly with most departments being able to manage and post most of their web pages
 - iii. Standards and policies update
- b. Analytics past 30 days
 - i. Some of the numbers
 - 1. 61.6% new visitors
 - 2. 38.4% returning visitors
 - 3. 69,363 page views
 - 4. 22,323 users
 - 5. Most visited pages
 - a. Main page – 30.77%
 - b. Finance Online Bill Pay – 15.38%
 - c. Building and Code Permitting – 12.5%
 - ii. Gender demographics
 - 1. Female – 45.85%
 - 2. Male – 54.15%
 - iii. Age demographics
 - 1. 18-24 – 27.5%
 - 2. 25-34 – 33.5%
 - 3. 35-44 – 15.5%

- 4. 45-54 – 12.5%
- 5. 55-64 – 5.5%
- 6. 65+ - 5.5%

3. FaceBook

- a. Past 28 days
 - i. People reached - 60,315
 - ii. Page Likes – 57
 - iii. Page engagements – 20,271
 - iv. Peak Period of Viewership – 8 pm
- b. Demographics (Past 28 days)
 - i. Females – 70%
 - ii. Males – 29%
- c. Fans (Past 28 days)
 - i. USA – 2,401
 - ii. Venice – 759
 - iii. Canada – 22
 - iv. UK – 49
 - v. French – 10
 - vi. Spain – 10
 - vii. Italian – 9
 - viii. German – 8
- d. Increase in following
 - i. March 4, 2016 – 1688 Page Likes
 - ii. October 20, 2016 – 2520 Page Likes

4. Twitter

- a. Followers
 - i. 1,472 (Currently)
- b. Tweets
 - i. 3,444 (From 2010 - current)

5. YouTube

- a. Analytics
 - i. Male – 83%
 - ii. Female – 17%
 - iii. Views – 97% USA
 - iv. Total Views – 94 (2010 – current)
 - v. Watch Time – 461 Minutes (2010 – current)

6. Constant Contact (Used for mass emails, such as monthly City newsletter)

- a. Contact list – 1,537
- b. Open Rate – 56.9%
- c. Click Through Rate – 67.1%
- d. Bounce Rate – 8.9%
- e. Unsubscribe Rate – 0.1%

7. Survey Monkey

- a. Current Survey
 - i. City of Venice Community Safety Survey
 - 1. Responses – 457

8. CodeRed

- a. Emergency Database All Call Database
 - i. Contact Count: 16,785
 - ii. Phone Count: 17,436
 - iii. TDD: 26
 - iv. Email: 2,400
 - v. Text: 2,772
- b. General Database All Call
 - i. Contact Count: 16,485
 - ii. Phone Count: 17,025
 - iii. TDD: 24
 - iv. Email Count: 2,503
 - v. Text County: 2,482
- c. Use Over Time
 - i. Weather alerts
 - 1. 12 since 2-24-16
 - a. 2 tornado warnings
 - b. 10 severe thunderstorm warnings
 - ii. CodeRed
 - 1. Since 12/1/15
 - a. 84 call events
 - b. 95,960 actual calls made
 - 2. In past 30 days
 - a. 5 call events
 - b. 494 actual calls made

Internal Communications

1. Office 365 – (Email system)
2. The City Computer network
 - a. Facilitated and enhanced by the 10Gig Fiber Backbone (Installed in 2014)
3. The New City Telephone System
 - a. 243 Extensions
4. City Cell Phones
 - a. Verizon Cell Service Provider
 - b. 106 Smart Cell Phones
 - c. 31 Flip Cell Phones
 - d. 35 Spare Flip Cell Phones
 - e. 50 Flip Cell Phones for Emergency Use
5. WebEx – (Video Conferencing)
 - a. IT Training Room
 - b. Conference Room 106
6. Spiceworks
 - a. IT Work Order System