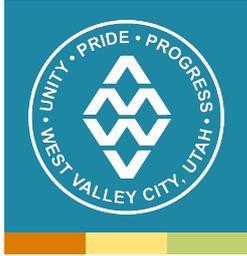




Public Relations Department

2015 Annual City Council Strategic Plan Presentation





Staff

Sam Johnson (FT)

Strategic Communications Director

Communications

Aaron Crim (FT)

Public Relations Director

Website, Social Media, Design

Craig Thomas (FT)

Neighborhood Services Director

Community Engagement, Design

Roxeanne Vainuku (FT)

Public Information Officer

Media

Jeni Harward (FT)

Neighborhood Support Specialist

Neighborhood Services

Cathie Alberico (3/4 time)

Executive Secretary

Support

Leslie Hudson (1/2 time)

Education Support Specialist

Youth Engagement



PR Accomplishments

Redesigned Website

Launched December 2014

All new design and resident-focused navigation structure

New features including blog, bill payment center and interactive features

Consistently reaching more than 1,000 unique visitors daily

Increased Social Media Audience by 67%

84% increase across City, Police and Fire Facebook pages (1,924 users)

53% increase across City, Police and Fire Twitter feeds (1,467 users)

Instagram

Began using Instagram in February 2014 to reach additional users with photos

Photos are posted daily highlighting city events, parks, departments and facilities

Photos are linked to website, Facebook and Twitter

WVCTV

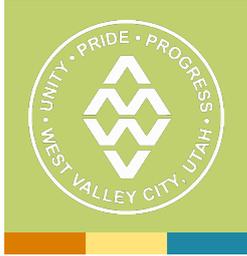
8,497 views of archived content

65 videos added (Council meetings, PSAs, training videos, etc.)



VIDEOS - WVCTV





PR Goals

Website

Continue to add engagement tools to promote website traffic: blog, email notifications, social media integration
Maintain navigation structure that enables visitors to find information in three clicks or less
Continue to build a robust internal search engine to make finding information easy
Utilize social media to direct traffic to website

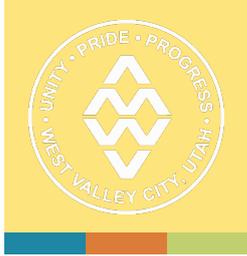
Social Media

Promote city, Police and Fire Facebook and Twitter feeds as source of information for residents, media and visitors
Learn and utilize new tools to promote engagement (conversation vs. information only)
Integrate social media with website and other online tools to increase cross promotion and traffic

WVCTV

Partnerships with third parties for increased content: East Hollywood High School, Salt Lake Community College
More integration with social media to promote city, police and fire events and trainings

2015



WVC - Media Relationship

How does WVC work with the Media?

Reactive

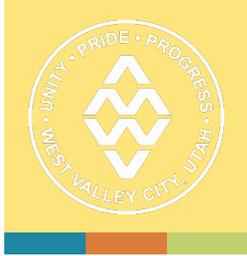
Responding to inquiries
Working with media on stories they are doing

Proactive

Knowing potential media stories affecting the city
Getting in front of the story

Promotional

Website
Social Media



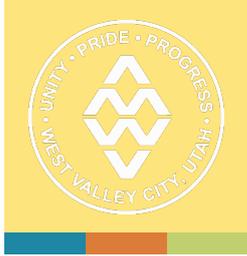
PR CRISIS

West Valley City - 5th Most Dangerous City in the Country

- Identify Issue
- Research Issue
- Contact Media Outlet
- Follow up with Media Outlet
- Work with City Manager and City Staff
- Resolve Issue



VIDEOS - OUTSIDE STORIES



MOST VIEWED CONTENT - City

West Valley City Government
August 21, 2014 · Edited ·

"Hey guys did you hear those humans are going to let us swim in the Family Fitness Center pool again this Saturday from noon to 3 PM?" Tell your best friends to go to the [West Valley City Family Fitness Center Facebook page](#) for more information !! See you Saturday! #wvc #wvcffc



2,819 people reached Boost Post

Like · Comment · Share · 50 7 47

West Valley City Government
September 10, 2014 · Edited ·

YOU CAN'T BELIEVE EVERYTHING YOU READ ON THE INTERNET: You may have seen it floating around out there, a blogger ranked West Valley City as the "5th Most Dangerous City in the United States." The ranking says we're more dangerous than New York, LA, Detroit and Washington DC. Well, folks, even a tiny bit of scrutiny blows some pretty big holes in that ranking. For example, the report says a person not having health insurance is just as dangerous as murder.

The report says it's our number of fatal traffic accidents that pushes us to near the top of the list. We're still not sure what data the blogger used to come up with that assessment, but here are some real numbers. We average about six traffic deaths per year in WVC. Nowhere near the worst in the country, but we agree, even one traffic death is one too many. So, no matter what city you're in, buckle up, slow down and be careful out there on the roads... and while you're at it, be careful on the internet.

15,200 people reached Boost Post

Like · Comment · Share · 233 49 159

West Valley City Government added 3 new photos.
October 30, 2014 ·

Don't miss tonight's #FoodatFairbourne lineup, featuring Bite Me, Cupbop Korean BBQ, Harrys Food Truck, Chop City SLC, Q4U BBQ, Papa Doug's Dogs, Blakes Gourmet, The Red Food Truck, and Cafe Mugshot! See you at Fairbourne Station tonight from 5 - 9 PM!



1,133 people reached Boost Post

Like · Comment · Share · 24 5 3

West Valley City Government
November 12, 2014 ·

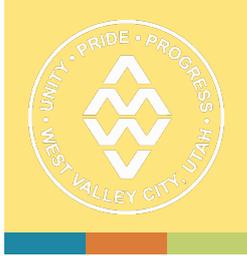
Tomorrow morning's forecast calls for snow! As winter approaches, please remember that West Valley City ordinance requires residents to move cars from the street when there is a one inch accumulation of snow or ice on the roadway. Cars parked on the street make it extremely difficult for snow plows to clear snow and ice from the pavement, especially in cul-de-sacs and on dead-end streets.

For status updates on West Valley City road conditions and snow plow status, call 801-965-7575.



3,332 people reached Boost Post

Like · Comment · Share · 43 9 37



MOST VIEWED CONTENT - Police

West Valley City Police Department
August 20, 2014 · 🌐

ARMED ROBBERY VIDEO: We are working to identify two men who robbed the 7-11 store at 6400 West 4100 South last night at about 10:20. One of the men showed a handgun, they stole cash and got away in an older model, 2-tone red and white/tan extended cab Ford pickup. One man is described as Asian, mid-20's about 6 feet tall with a heavy build, the other is described as a white man, mid-20's, about 5'10" and a medium build. Let's spread this video around and if you have any information about this crime, please give us a call at 801-840-4000.



00:33

20,840 people reached [Boost Post](#)

Like · Comment · Share · 👍 13 💬 35 ➦ 202

West Valley City Police Department added 3 new photos.
December 6, 2014 · Edited · 🌐

LIFE SAVERS: a big pat on the back today to WVCPCD K9 team "Copper" and his handler, Sgt. Matheson. This team assisted Unified Police Department last night in the search for a missing 6 year old boy. Sgt. Matheson and Copper started a track from the boy's abandoned bicycle which lead them to an open manhole. Inside that hole, they found the small boy. We are grateful for our K9 teams and their ability to make a life saving difference, as well as the partnership with other law enforcement agencies that puts the safety of the public as top priority. Congratulations WVCPCD and Unified police and best wishes to this young boy and his family.



12,712 people reached [Boost Post](#)

Like · Comment · Share · 👍 334 💬 37 ➦ 49

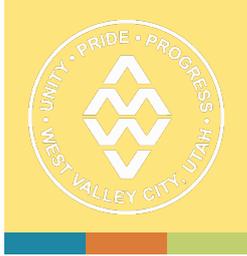
West Valley City Police Department added 8 new photos.
January 20 at 4:25pm · Edited · 🌐

Our K9 officers got new ballistic vests today to help keep them safe! These dogs help search out suspects and the vests will help protect the dogs in case they are attacked. Thanks to our friends at [Vested Interest in K9s, Inc.](#) for their support and for their fundraising efforts which provided this important equipment.



18,264 people reached [Boost Post](#)

Like · Comment · Share · 👍 292 💬 14 ➦ 66



MOST VIEWED CONTENT - Fire

West Valley City Fire added 3 new photos.
September 3, 2014 · Edited ·

THERE ARE MOMENTS that stay with you forever. Moments that touch your life and change you for the better. We recently had that kind of moment with Abi.
Abi is 10 years old. She's battling brain cancer and the battle has been tough. She's had surgeries, treatments and yet, that cancer keeps moving. We recently had a chance to help Abi fulfill a wish, help her forget about the surgeries and the treatments. Abi always wanted to ride in a fire truck and it was our good fortune to make that wish come true.
Abi got that ride, she got to use the fire hose, Abi even got to adopt a few new "brothers" from WVCFD Station 73. What we got out of meeting such an outstanding young lady can barely be put into words. Thank you, Abi for letting us share this special moment. Keep fighting. We're all rooting for you!
Follow Abi's progress on her page [Prayers and Positive Thoughts for Abigail R](#)



7,712 people reached **Boost Post**
Like · Comment · Share · 209 13 24

West Valley City Fire
January 6 ·

AMAZING SAVE AWARD: No one wants to face a medical emergency, but if an emergency happens, you're in no better hands than with the crew of WVCFD Station 74B.
The team received Jordan Valley Medical Center-West Valley's "Amazing Save Award" for their heroic efforts as first responders. They responded to a man who'd collapsed outside his workplace. His heart had stopped. This crew performed CPR, shocked the man twice, started an IV, administered medications and after ten minutes of extraordinary effort, restored the man's heartbeat and he began breathing on his own. The hospital said of this WVCFD crew, "their excellent care ensured the survival of our patient" who ultimately made a full recovery. Congratulations on your well-deserved recognition, Station 74B!



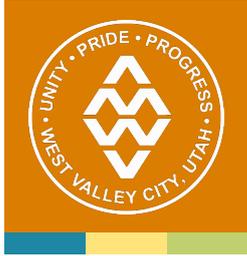
4,042 people reached **Boost Post**
Like · Comment · Share · 147 13 14

West Valley City Fire added 4 new photos.
September 16, 2014 ·

CONGRATULATIONS TO OUR CREW OF THE MONTH: WVCFD crew 73(B). This crew put together a hands-on fire training event for city, county and state officials that included everything from live-burn scenarios to using the "Jaws of Life" The event took an extraordinary amount of work and required this crew to come in on their day off to make it happen. Way to connect with and educate the community! Click "like" for Captain Joe Reardon, Engineer Nick Dodge, Firefighter Ben Brewer, Firefighter Tyler Sleater, Firefighter Tommy Lloyd, Firefighter Todd Delnoce, and Firefighter Trever McIntyre, our August, 2014 Crew of the Month.



3,274 people reached **Boost Post**
Like · Comment · Share · 86 4 1



NS Accomplishments

Community Events & Activities

WestFest

- Estimated 5,000 people directly engaged with an estimated 10,000 additional people exposed to city's presence
- Clean & Beautiful Committee Distributed 900 free daylilies

National Night Out

- 4 Safety Fairs
- 34 Block Parties
- Estimated 10,000 residents participated or attended events
- 11 consecutive year being recognized nationally for participation

Neighborhood Events

- Attended and supported for numerous meetings, events, safety fairs, and block parties during the year.





NS Accomplishments

Neighborhood Organizations

Monthly Training Meetings

NEW Neighborhood Registry Launched Fall 2014

- 17 Groups Registered
- 43 Groups Contacted by phone, email, and mail
- 30 Groups no longer interested

Youth Engagement

Youth City Council

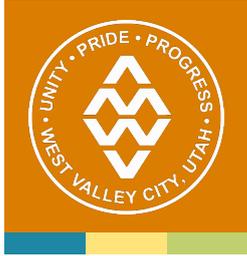
- Started Fall 2014
- 10 kids signed up (Granger, Hunter, and Skyline)
- NEW Activity Books

City Hall Tours and School Visits

- | | |
|---------------------------|-----------------------------|
| - 16 Schools Participated | 1175 Students and 75 Adults |
| - 5 Boy Scout Troops | 27 Scouts and 7 Leaders |
| - 1 Girl Scout Troop | 12 Scouts and 2 Leaders |
| - 1 Senior Group | 12 Seniors and 1 Director |



2014



NS Plans

Community Events & Activities

Look more proactively for community events and opportunities to share city message.

WestFest

National Night Out

Neighborhood Events

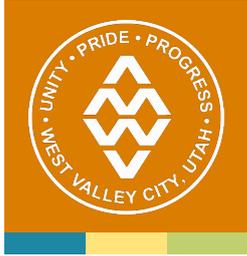
Neighborhood Organizations

Monthly Training Meetings merged with Police Chief Community Meetings

Rebuilding Neighborhood Groups with help of restructured PD Community Response Unit

- Neighborhood Registry
- Identify and rebuild 1-2 groups a month, depending on resident interest
- Increased Interaction
- Quarterly phone calls
- Personal visits from NS and Police staff
- New materials to overcome the misunderstandings of the Neighborhood





NS Plans

Youth Engagement

Youth City Council

- Recruit additional members from Taylorsville, Cyprus, Kearns and American Preparatory
- Develop plan for 2015-2016 activities, service projects and trainings



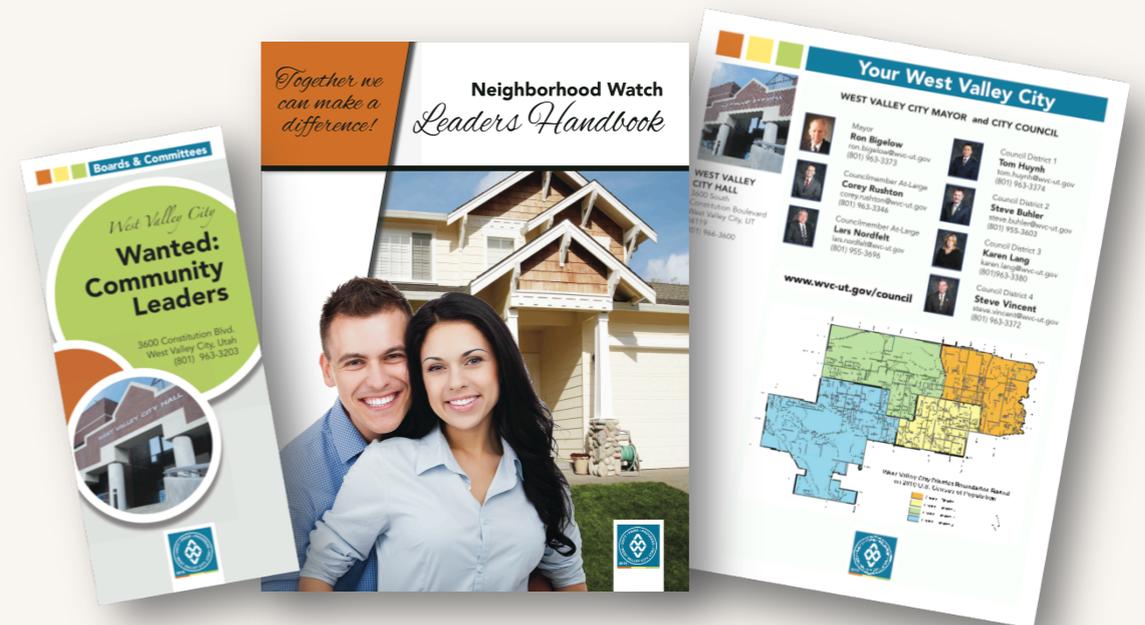
City Hall Tours and School Visits

- Evaluate 2014-2015 school year presentations
- Assess which schools are not participating and why

City Services Materials

Update and refresh ALL brochures, handouts, handbooks, and flyers.

- 5 NEW or Updated Handbooks
- 7 NEW or Updated Handouts
- 1 Updated Essential Phone Numbers Magnet
- 3 Updated Brochures
- 20 NEW Flyers (plans for addition 10-15)
- Updated Vial of Life program launch (spring)



2015



Public Relations Department
2015 Annual City Council Strategic Plan Presentation

