

# Communications Department

## QUARTERLY PROJECT STATUS REPORT

Q1: October 2015

### Outreach



COMPLETED AND LAUNCHED THE INAUGURAL HIGHLIGHTS & SUCCESSES book, video and presentation

DEVELOPED

**10**

fact sheets for city departments



PRODUCED AND DISTRIBUTED

**547,173**

English and Spanish Annual Water Quality Reports

PRODUCED AND DISTRIBUTED

**261,266**

Prop 218 Hearing Notices

REACHED OUT TO

**8,000**

stakeholders regarding the Transportation & Storm Water Department's storm water channel prioritization effort



COORDINATED THE REVISION OF THE CITY'S

**300**

most viewed web pages

### Inquiries

RESPONDED TO

**389**

media inquiries



ANSWERED

**490**

requests for CIP project info from the public and

**220**

from City Council reps

### Social Media



FACEBOOK:

**275**

new followers with posts reaching an average of

**240**

people



TWITTER:

**272**

new followers,

**576**

mentions

### Video Production



PROVIDED LIVE TELEVISION COVERAGE OF

**36**

public meetings, totaling over



**82**

hours of air time on CityTV

CREATIVE SERVICES PRODUCED

**13**

video packages for clients citywide



COVERED

**24**

press conferences and events



### Special Events

MANAGED

**20**

special events



CONSUMED

**7**

pies during brainstorming sessions

