

COMMUNICATIONS PROGRAM STAFF REPORT

April 2019 Activities Reported in May 2019

Joan Pliego and Gail Folkins

PROJECTS AND HIGHLIGHTS

- Wildlife Awareness Forum at the Snoqualmie Library. Attendees: Approximately 30. Presenters: Washington Department of Fish & Wildlife and Waste Management.
- Lodging tax mid-year applications. Agenda bill and recommendation memo will go to the Community Development Committee on March 20 and to City Council on May 28.
- Met with vendor Tripepi Smith about an upcoming communications assessment.
- Met with Laura Schreiner about the civic engagement report to be delivered in May.
- Arbor Day & Earth Day Poetry and Poster Contest winner certificates.
- Coffee with the Council (logistics, refreshments, greet guests)
- Rewrote Snoqualmie copy for Snoqualmie Valley Community Guide & Resident Directory.
- Photography: Arbor Day & Earth Day and Volunteer Recognition Dinner
- Skate Jam planning. Save-the-date for June 8, 11 a.m. – 1 p.m.
- Pole banner program: banner rotation for spring/summer for downtown and the Ridge.
- City Hall kiosk. FYI, the slider to the bulletin board kiosk near the front entrance of City Hall is broken. Ken Knowles will be replacing it. That is where we post legal notices and other information. Those notices are also posted at the Post Office, however, they are often mysteriously removed. We repost them as needed.

MEDIA

- Valley Record reporter Evan Pappas asked for more information about the Fire Department Accreditation, riverfront property relocations, Town Hall 05/19/2019, and Community Center/YMCA expansion project.
- KING 5 “Take 5” producer Rebecca Perry requested an update on Fire Dog Phoebe’s activities.

NEWS RELEASES

- General City News:
Town Hall 05/19/2019, Greek Street Infrastructure Project, WSDOT Interchange Improvements Project Open Houses, Interchange Project Funding from the Snoqualmie Tribe, Pedestrian Activated Signal (HAWK) in operation, *Seattle Times* as Paper of Record, Candidate Filing Information; Volunteer Recognition Dinner
- Public Safety News:
Fire Department Accreditation, Safest City Award, RAD, CPR, Drug Take Back Day, U-Haul Pursuit
- Event Promos:
Arbor & Earth Day, Kids Trout Derby, Gravity Car Races, Teen Egg Hunt, Children’s Egg Hunt

CITY WEEKLY E-NEWS (Four editions)

	Industry Average	March	April
Recipients	--	707	731
Open Rate	23.1%	40.6%	27.4%
Click Rate	3.4%	7.9%	4.4%

Links with highest click rates: WSDOT Interchange Meetings, Wine Train Excursions, Recycling Event

SOCIAL MEDIA

Instagram

	March	April
Page Followers	1,101	1,133

Facebook

	March	April
Page Followers	4,011	3,823
Post Engagement <i>Number of post clicks, likes, shares, and comments</i>	5,430	50,295
Total Reach (Organic, not paid) <i>Number of people who had any content from the page or about the page appear on their screen.</i>	8,951	83,292

Twitter

	March	April
Followers	2,431	2,449
Profile Visits <i>Clicks on @snoqualmiegov.</i>	937	981
Impressions <i>Appearances in users' Twitter feeds (City tweets, retweets, and tweets that mention us the City).</i>	20.4K	18.6K

Top Tweet: City of Snoqualmie Public Wildlife Forum

Top Media Tweet: WSDOT Interchange Improvement Project Open Houses

WEBSITE

- Updated: Stormwater, water utilities, business licensing
- Website ongoing maintenance: City News, Spotlight, Calendar, Public Notices, Document Center, Forms Center.

MAILINGS

- Mailing: Semi-Annual Flood Report (citywide)
- Utility Bill Insert: Quarterly Print Newsletter. Topics: Fire Department Accreditation; Skatepark Skate Jam; Snoqualmie Valley Bicycle Safety Ride; WSDOT Interchange Public Meetings; Summer in Snoqualmie; City Jobs; Dog Park Information; Spring Cleaning Events and Resources

WELCOME PACKETS

- Sent welcome packets to 21 new businesses. Welcome packets include a welcome letter from Mayor Larson, Community Guide & Resident Directory, Map & Guide (including business listings, recreational information, hiking map, and points of interest), Snoqualmie Valley Transportation information, Waste Management recycling information, and pet licensing information.

PROJECTS IN QUEUE

- Web pages: Community Center (new), visitor/tourist information, CIP plans and projects, [Comp Plan](#) pages, updated business listings ([restaurants](#) and [retail](#)), improvements to [Parks & Trails](#) pages (facility descriptions/photos, park/ballfield rental information), transportation projects, Landmark District info. (new), images throughout the website (updated for home page, etc.)
- Visitor/Tourist Information page overhaul
- City blog