

# ADMINISTRATIVE SERVICES DEPARTMENT STAFF REPORT

## August 2019

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### HUMAN RESOURCES STAFF REPORT

#### Open Recruitments:

- Police Records Technician
- Parks Maintenance Worker
- Management Analyst - Interviews will be held on August 1, 2019

#### Recently Hired:

- Assistant City Attorney – Starts on September 4
- Parks Maintenance Worker – filled one vacancy with an internal transfer. Congratulations to Ryan Barnet!
- Seasonal Park Worker
- Lateral Police Officer, started July 15
- Lateral Police Officer, starting September 3

### COMMUNICATIONS STAFF REPORT

#### PROJECTS AND HIGHLIGHTS

- Supported Snoqualmie Community Center project including internal and survey vendor meetings, survey development, public communications through all channels, web updates.
- Developed walking tour interpretive signage for Historic Snoqualmie boardwalk kiosk. This signage, along with interpretive signage about Snoqualmie history, culture, and environment is being printed in large format and will be installed inside one side of the kiosk. The other side will feature information about restaurants and shopping, and will have City and community event posters.
- Updated Discover Snoqualmie brochure to fulfill request for inventory at the Washington State Convention Center. These brochures have been placed in tourist locations throughout the state for many years using LTAC funding. We took a hiatus for 2019, but will be renew this program in 2020 due to the many requests at tourist locations.
- Tracking service agreements for Tripepi Smith communications assessment and Polco civic engagement platform. When the service agreements are in place, agenda bills will come forward to Council.
- Sent two letters to Greek Street residents regarding project delays (assisting Public Works) and Waste Management collection schedules.
- Supported regionwide social media campaign for “Smoke Ready Community Day.”
- Sent 107 welcome kits to new residents and businesses.
- Took photos at Snoqualmie Skate Jam and Big Truck Day.
- Researched new vendors to provide printing and mailing services.

#### SPECIAL MEETINGS

- Gail Folkins attended Zone One Emergency Management meeting at the Snoqualmie Fire Station.
- Joan Pliego continues attending meetings about employee safety led by the Police Department.

## MEDIA

- Researched and provided information for the August 2019 edition of [Alaska Beyond Magazine](#), which will be included on all Alaska Airlines flights.
- Several news releases published in *Valley Record* and *Living Snoqualmie*. See below.
- Provided information to [RaceCenter Northwest Magazine](#) about things to do in Snoqualmie for runners, bikers, triathlon participants.

## NEWS RELEASES

- Snoqualmie Parkway Interim Ramp to I-90 Moves Forward  
**Published in *Living Snoqualmie***
- City Council Approves Rules Regarding Public Records Requests  
**Published in *Valley Record* and *Living Snoqualmie***
- Calling all Artists! Join the 2019 Plein Air Paint Out  
**Published in *Valley Record***
- Helmets Required in Snoqualmie Parks and on City Streets and Sidewalks  
**Published in *Living Snoqualmie***
- Something New in the Air: Banners Honor Local Artist  
**Published in *Valley Record***
- Host a National Night Out Neighborhood Cook Out

## CITY E-NEWS

Four Issues in July

	Industry Average	June 2019	July 2019
Subscribers	--	724	752
Open Rate	23.1%	35.275%	37.45%
Click Rate	3.4%	5.15%	6.6%

## SOCIAL MEDIA

### Instagram

	June 2019	July 2019
Page Followers	1,179	1,297

### Facebook

	June 2019	July 2019
Page Followers	--	4,206
Post Engagement <i>Number of post clicks, likes, shares, and comments</i>	--	8,365
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>	--	22,021

*Further Reach: (1) SR 18 closure due to maintenance (2) I-90 on-ramp project*

*Highest Engagement: (1) I-90 on-ramp project (2) SR 18 closure due to maintenance*

## Twitter

	June 2019	July 2019
Followers	2,484	2,489
Profile Visits <i>Clicks on @snoqualmiegov.</i>	1,183	792*
Impressions <i>Appearances in users' Twitter feeds (City tweets, retweets, and tweets that mention us the City).</i>	21.4K	10.7K*

*Top Tweet: Disasters skills training opportunity in Snoqualmie*

*Top Media Tweet: Free drive-in movie tonight at DirtFish Rally School in Snoqualmie. Free tickets available at the gate! Grease starts at 9!*

*\*The drop off in impressions and profile visits from June to July is the June housefire.*

## Q3 PRINT NEWSLETTER

Topics: Potential Community Center Expansion, Health Tips for Wildfire Smoke, Helmet Law, Community Classes Offered (Citizens Academy, CERT, CPR/First Aid/AED), Green Snoqualmie Habitat Restoration, Special Event List, Highlight of Movies and Music in the Park, Comprehensive Plan Docketing Process

## WEBSITE

- [Capital Improvement Plans](#)
  - [2020-2025 Non-Utilities CIP](#): New landing page with links to the individual projects
  - [2017-2022 Utilities CIP](#): New landing page with links to the individual projects
- Page updates:
  - [Snoqualmie Community Center](#) – Added new info and survey
  - [I-90 On Ramp](#) – New page
  - [Arts Commission](#) pages – Plein Air Paint Out and Burhans pole banners
  - [Citizen Surveys](#) – Added Snoqualmie Community Center survey results
  - Other: Police Department programs, stormwater programs, finance reports
- Ongoing maintenance: City News, Spotlight, Calendar, Staff Directory, Document Center, etc.
- Considering implementing the website “Blog” feature when time allows,

**EVENTS STAFF REPORT**  
**Monthly Report ~ July 2019**  
**Nicole Wiebe**

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**Events and Outreach**

**Kids Summer Jam, Thursday, July 11, 11 a.m. – 2 p.m.**

NEW event geared towards children, focused on children recreating in the park. Maximized resources (stage set-up in the park for evening concert) and activated community and businesses. Attendance: 300+

**Partners/Sponsors:**

- CalPortland (“Super Duper Sand Pile”)
- Snoqualmie Library

**Participants/Activities:**

- CalPortland Sand Pile
- Hula Hoop Demo Performer
- LEGO Master
- Pineapple Life
- Snoqualmie Library – Provided the “Star Wars Battles” a hit for tweens/middle school kids
- Snoqualmie Ridge ROA – Sponsored a balloon artist
- Tangerine Tales – Face Painter
- Umpqua Ice Cream
- YMCA – Kids Activity Booth



**Movies and Music in the Park**

All movies and music are scheduled on Thursdays this summer.

**July 18 the first movie, *Incredibles 2***, was ultimately rained out halfway through the show.

**July 11, *The Kings of Swing***, kicked off the summer Music in the Park. 300+ people attended.

NEW this year...Face Painter (popular and busy all night), Lorenzo’s Pizza (selling slices), Café Minee (selling sweet treats) and Umpqua (free ice cream)

**July 25, *Creme Tangerine***, Beatles cover band, rocked the park, 400+ people attended.

Face Painter, Lorenzo’s Pizza, Café Minee, and Issaquah Ice Cream Trike onsite.

### **Drive-In at DirtFish, Saturday, July 13**

NEW event with DirtFish as partner. Classic movie, Grease. 50 cars, 150pp enjoyed the show.

**Attendees from the following cities:** Bellevue, Cle Elum, Fall City, Issaquah, Kent, Kirkland, Lacey, Marysville, North Bend, Redmond and Snoqualmie

### **Social Media Metrics:**

Facebook Event Insights: By far, the largest reach of any event, to date.

- Event Reach: 77.6K
- Responses: 4.6K
- Ticket Clicks: 2.1K
- Top media Tweet/Twitter in July

### **Chalk the Block, Friday, July 26**

In collaboration with the Arts Commission and the Finally Friday Art and Wine Walk, a PNW Chalk Artist, Raziah Roushan, created a chalk art installation, using River St. as the canvas. From 6pm-9pm, we supplied the chalk, the public supplied the creativity and 100+ local children and adults activated the street.



### **Marketing**

- Ongoing marketing, social media promotion of community events

### **Community Outreach**

- July 24 - Organized community blood drive. 15 donations (staff and public)
- Attended Special Event and Parks Commission Meeting
- Attended Downtown Merchants Meeting
- Attended Railroad Days meeting, as City liaison

### **Special Event Permit Process**

- Seven (7) Special Event Permits processed in July 2019