



COMMUNICATIONS QUARTERLY REPORT FY2024: QUARTER 1 COMMITTEE OF THE WHOLE – FEBRUARY 28, 2024

AGENDA

Campaigns, Events, Projects

Measurables

311



Campaigns and Projects

Quarter 1

1. 311 Cape Coral App
2. Boater's Safety
3. Business Roundtables
4. Median Beautification/Adopt-a-Median
5. Water Conservation (Irrigation Ordinance)
6. NE Cape Water (Messaging, Postcards)
7. Tree Lighting Event
8. Inaugural New Year's Eve Event
9. Rental Registration
10. Solid Waste messaging
11. Fertilizer Campaign
12. Cape Coral Quest
13. Park Ribbon Cuttings
14. Event Coverage (photos, videos, social)
15. Internal Messaging (Posters, PRPromos)
16. Videos: Budget, Trunk or Treat recap, Tree Lighting recap, New Year's Eve recap, Water Trinity, Only Rain Down the Drain, Flashing Lights Merry Nights

Campaigns & Projects Continued

1. New Residents Guide
2. Design, Writing, Editing, Proofing, Photography, Creation, Print and Mailing of On The Move Publication
3. Promotion of Economic and Business Development Roundtables
4. Proofreading, Photography, Layout of Parks and Rec Winter Activity Guide
5. Creation of SOP for Citizens Academy and scheduling, advertising and coordination
6. Creation of Internal City e-newsletter; City Pulse
7. Creation of standard memo, letterhead and envelope templates
8. Cape Coral Quest 2.0 – a partnership with VCB
9. Style Guide



Events

October

1. Bike Night
2. Trunk or Treat

November

1. Veterans Parking Space Dedication
2. Holiday Tree Lighting
3. Veterans Day Parade

December

1. Sands Park Ribbon Cutting
2. Coviello Ribbon Cutting
3. Employee Luncheon
4. Inaugural New Year Eve Event

Ongoing

1. Website Oversight

2. Social Media Coordination

3. Monthly e-newsletters

4. On The Move Publication

5. Promotion of Various department/division
open houses, roundtables, etc.

6. Parks and Rec Activity Guides

Media Inquiries/Interviews

Press Release Dissemination

Measurables

FY	Press Releases	Facebook Followers	Website Views	Instagram/ Twitter Followers	App Downloads
2019	~30	6,192	3,605,029	*	*
2020	59	8,661	3,776,906	*	*
2021	99	9,746	4,208,757	465/4,046	*
2022	195	20,499	4,722,797	2,116/6,033	
2023	293	22,226	4,765,503	3,100/6,766	5818
Q1 of 2024	61	23,725	956,693	3,397/6,942	7,529

311 Topic Tracker

1. Visit www.CapeCoral.gov
2. Under “Departments” select “Office of Communications”
3. In the left navigation bar, select “311 Call Center”
4. Click the Topic Tracker image on the right side of the page



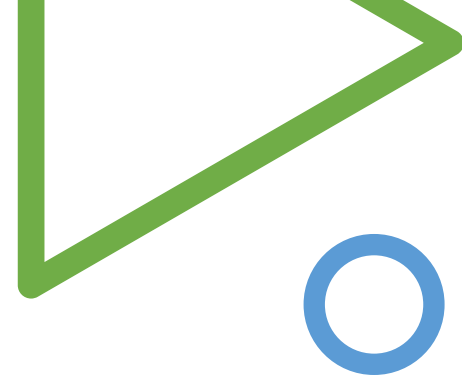
311 Cape Coral App

- Almost 6,000 downloads
- Users report they enjoy:
 - ease of use and
 - receiving confirmations

CITY GOVERNMENT AT YOUR FINGERTIPS

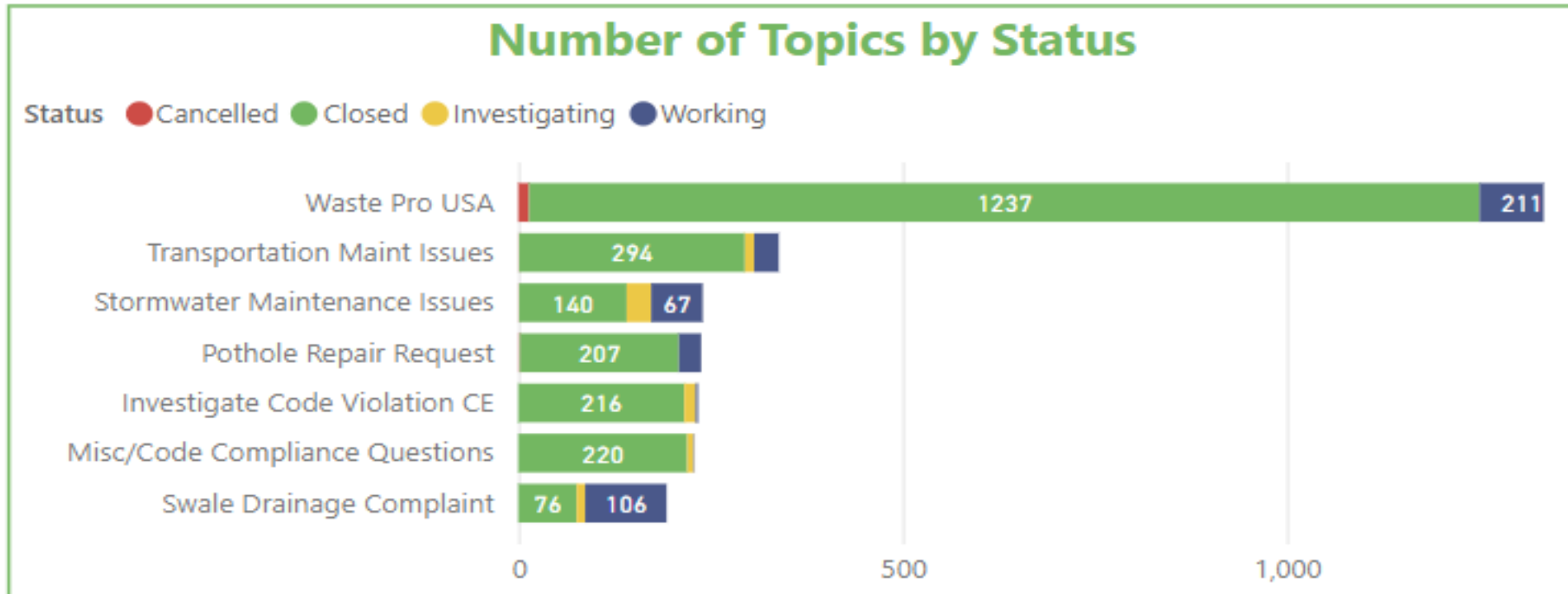
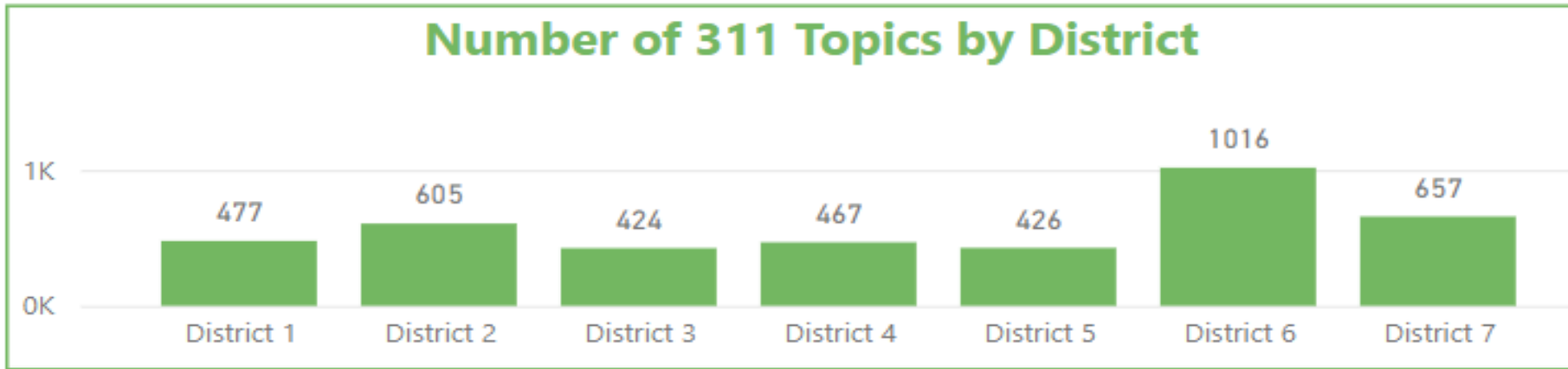


**THANK
YOU!**

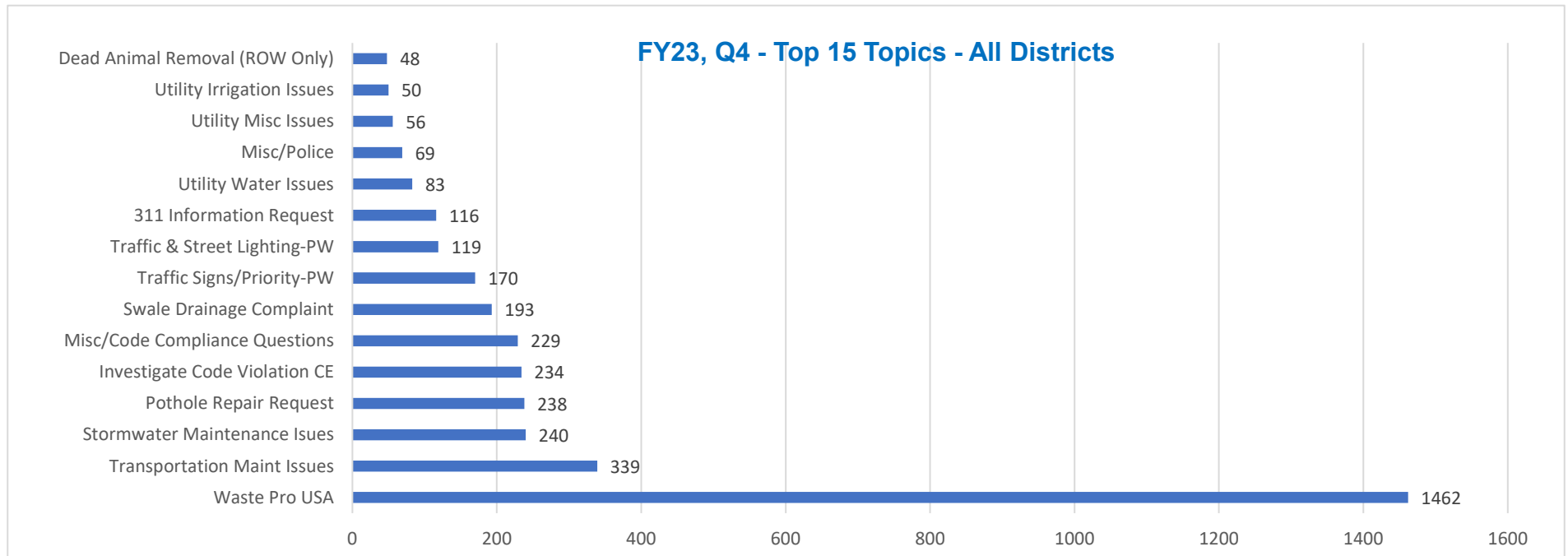


311 Topic Report - All Districts
FY24, Qtr 1
10/1/23-12/31/23

Total Requests: 4,072



<u>Top 15 Topics</u>	<u>Types of Issues</u>	<u>Ticket Counts (10/1-12/31)</u>	
		<u>Count</u>	<u>% of Total</u>
Waste Pro USA	<i>Damaged or missing totes; missed waste/recycling pick-up</i>	1462	35.90%
Transportation Maint Issues	<i>Materials dumped in ROW &/or vacant lot, median bush obstruction</i>	339	8.33%
Stormwater Maintenance Issues	<i>Sinkhole and storm drain pipe issues</i>	240	5.89%
Pothole Repair Request	<i>Citizen reports of specific locations to check</i>	238	5.84%
Investigate Code Violation CE	<i>RV's, boats, and commercial vehicles parking in yards overnight</i>	234	5.75%
Misc/Code Compliance Questions	<i>Reports of Improper trash dumping, overgrown lots</i>	229	5.62%
Swale Drainage Complaint	<i>Flooding/drainage issues (longer than 72 hours)</i>	193	4.74%
Traffic Signs/Priority-PW	<i>Stop signs/other directional signs down or facing the wrong way</i>	170	4.17%
Traffic & Street Lighting-PW	<i>Street lights out or not working correctly</i>	119	2.92%
311 Information Request	<i>Emails received via 311 Inbox transferred to correct dept</i>	116	2.85%
Utility Water Issues	<i>Water main break or water leak (coming from City's end)</i>	83	2.04%
Misc/Police	<i>Loud music, speeding cars, 4-wheeler racing, etc.</i>	69	1.69%
Utility Misc Issues	<i>Reports of discolored or smelly water, water coming out of sewer</i>	56	1.38%
Utility Irrigation Issues	<i>Water leak at box, snail filter requests, sprinkler maint, no pressure</i>	50	1.23%
Dead Animal Removal (ROW Only)	<i>Reports of miscellaneous deceased animals</i>	48	1.18%



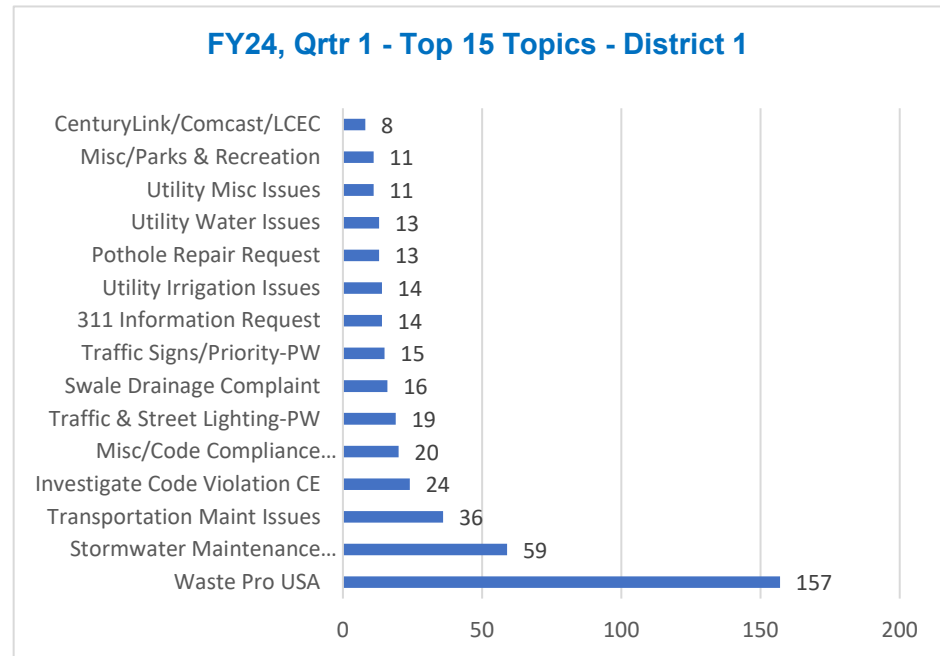
311 Topic Tracker Report - District 1

FY24, Qtr 1

10/1/23-12/31/23

Total Requests: 477

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	157	32.91%
Stormwater Maintenance Issues	59	12.37%
Transportation Maint Issues	36	7.55%
Investigate Code Violation CE	24	5.03%
Misc/Code Compliance Questions	20	4.19%
Traffic & Street Lighting-PW	19	3.98%
Swale Drainage Complaint	16	3.35%
Traffic Signs/Priority-PW	15	3.14%
311 Information Request	14	2.94%
Utility Irrigation Issues	14	2.94%
Pothole Repair Request	13	2.73%
Utility Water Issues	13	2.73%
Utility Misc Issues	11	2.31%
Misc/Parks & Recreation	11	2.31%
CenturyLink/Comcast/LCEC	8	1.68%



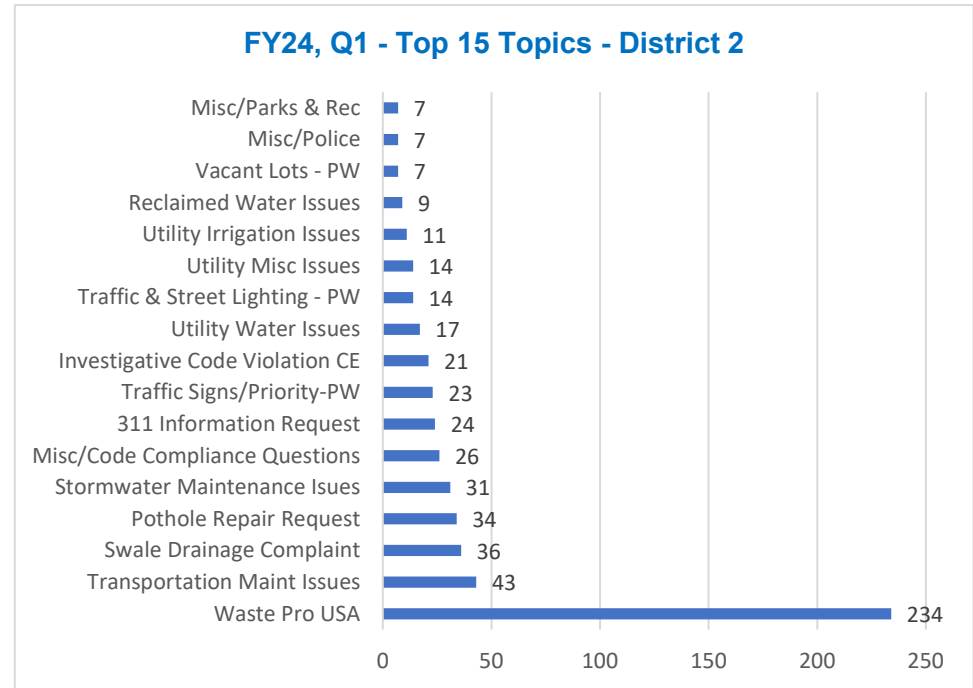
311 Topic Tracker Report - District 2

FY24, Qtr 1

10/1/23-12/31/23

Total Requests: 605

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	234	38.68%
Transportation Maint Issues	43	7.11%
Swale Drainage Complaint	36	5.95%
Pothole Repair Request	34	5.62%
Stormwater Maintenance Issues	31	5.12%
Misc/Code Compliance Questions	26	4.30%
311 Information Request	24	3.97%
Traffic Signs/Priority-PW	23	3.80%
Investigative Code Violation CE	21	3.47%
Utility Water Issues	17	2.81%
Traffic & Street Lighting - PW	14	2.31%
Utility Misc Issues	14	2.31%
Utility Irrigation Issues	11	1.82%
Reclaimed Water Issues	9	1.49%
Vacant Lots - PW	7	1.16%
Misc/Police	7	1.16%
Misc/Parks & Rec	7	1.16%



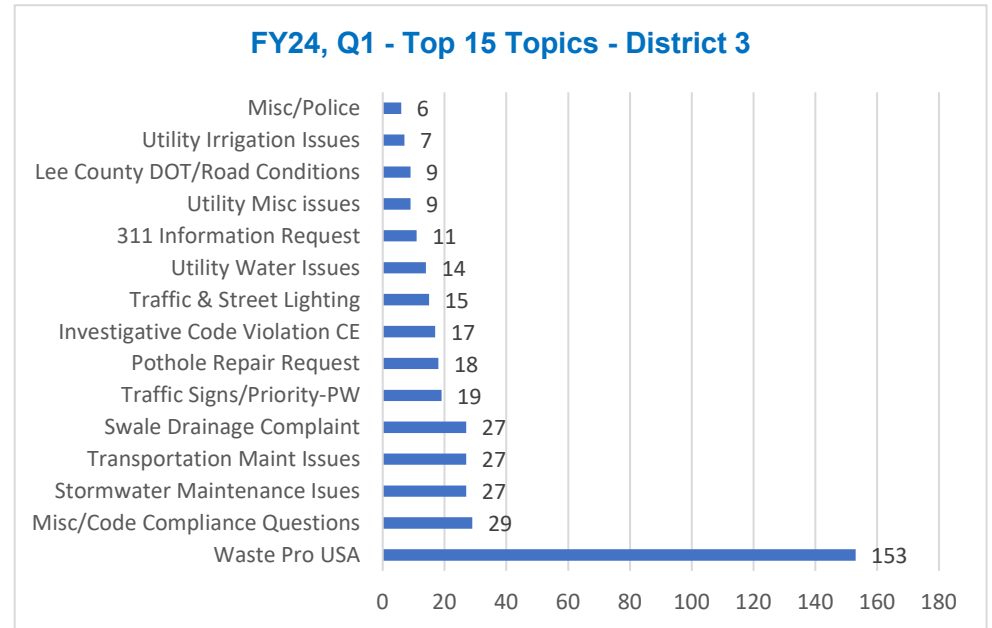
311 Topic Tracker Report - District 3

FY24, Qtr 1

10/1/23-12/31/23

Total Requests: 424

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	153	36.08%
Misc/Code Compliance Questions	29	6.84%
Stormwater Maintenance Issues	27	6.37%
Transportation Maint Issues	27	6.37%
Swale Drainage Complaint	27	6.37%
Traffic Signs/Priority-PW	19	4.48%
Pothole Repair Request	18	4.25%
Investigative Code Violation CE	17	4.01%
Traffic & Street Lighting	15	3.54%
Utility Water Issues	14	3.30%
311 Information Request	11	2.59%
Utility Misc issues	9	2.12%
Lee County DOT/Road Conditions	9	2.12%
Utility Irrigation Issues	7	1.65%
Misc/Police	6	1.42%



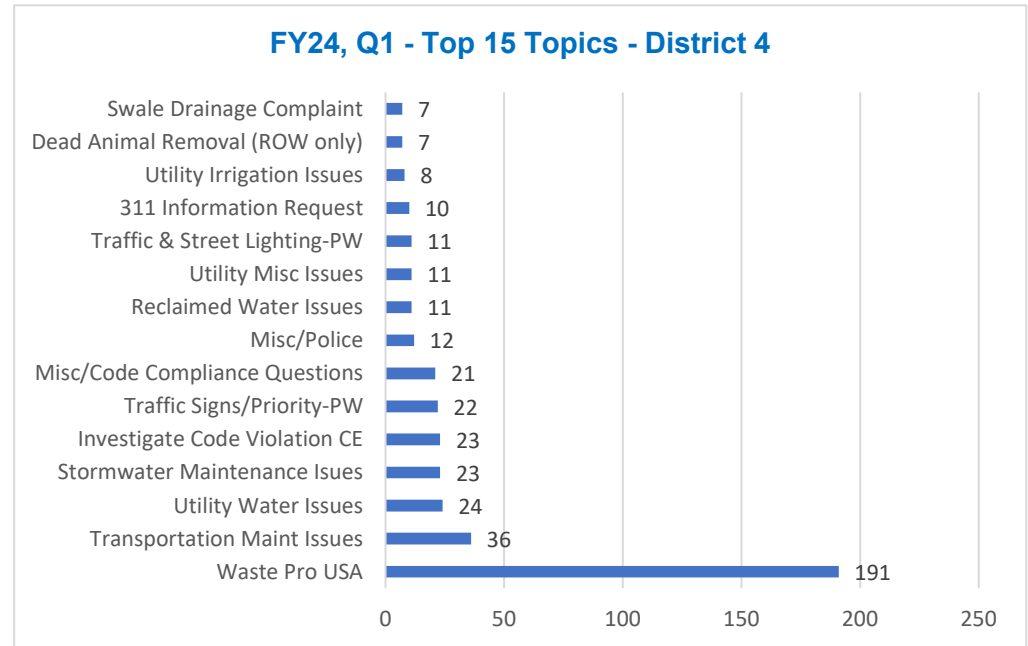
311 Topic Tracker Report - District 4

FY24, Qtr 1

10/1/23-12/31/23

Total Requests: 467

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	191	40.90%
Transportation Maint Issues	36	7.71%
Utility Water Issues	24	5.14%
Stormwater Maintenance Issues	23	4.93%
Investigate Code Violation CE	23	4.93%
Traffic Signs/Priority-PW	22	4.71%
Misc/Code Compliance Questions	21	4.50%
Misc/Police	12	2.57%
Reclaimed Water Issues	11	2.36%
Utility Misc Issues	11	2.36%
Traffic & Street Lighting-PW	11	2.36%
311 Information Request	10	2.14%
Utility Irrigation Issues	8	1.71%
Dead Animal Removal (ROW only)	7	1.50%
Swale Drainage Complaint	7	1.50%



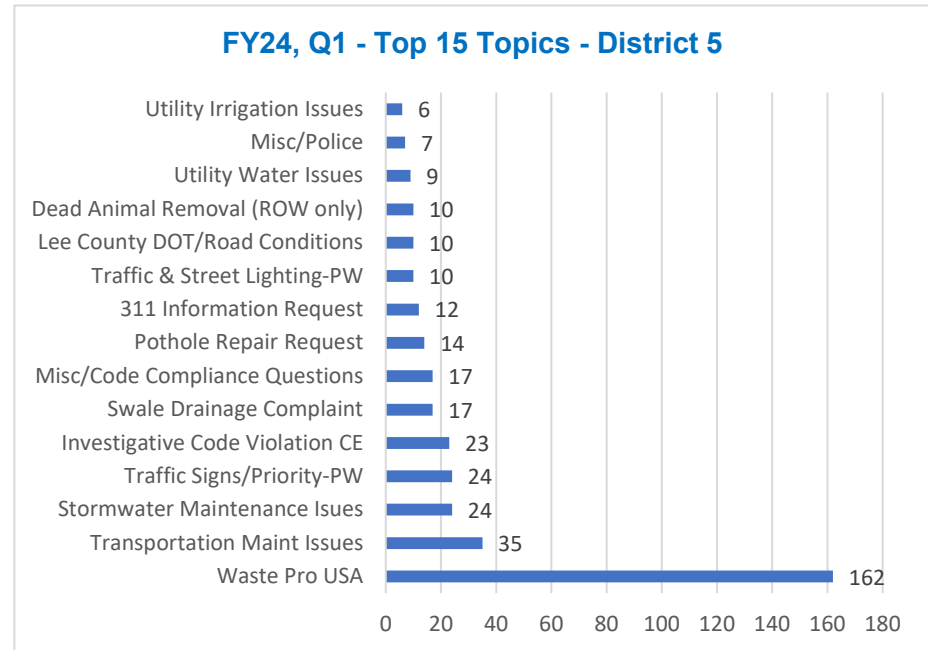
311 Topic Tracker Report - District 5

FY24, Qtr 1

10/1/23-12/31/23

Total Requests: 426

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	162	38.03%
Transportation Maint Issues	35	8.22%
Stormwater Maintenance Issues	24	5.63%
Traffic Signs/Priority-PW	24	5.63%
Investigative Code Violation CE	23	5.40%
Swale Drainage Complaint	17	3.99%
Misc/Code Compliance Questions	17	3.99%
Pothole Repair Request	14	3.29%
311 Information Request	12	2.82%
Traffic & Street Lighting-PW	10	2.35%
Lee County DOT/Road Conditions	10	2.35%
Dead Animal Removal (ROW only)	10	2.35%
Utility Water Issues	9	2.11%
Misc/Police	7	1.64%
Utility Irrigation Issues	6	1.41%



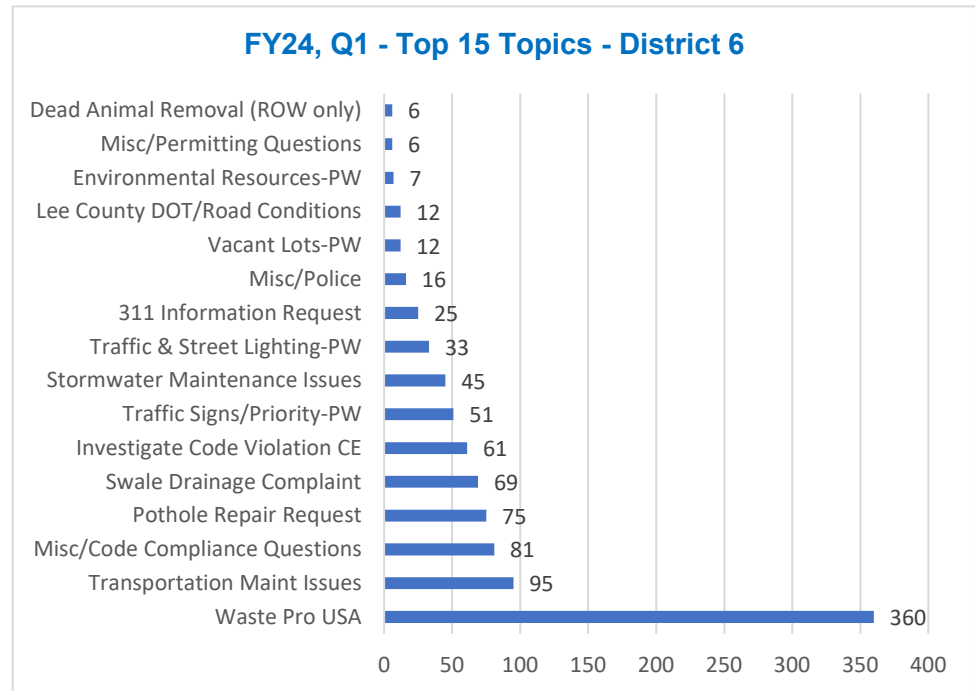
311 Topic Tracker Report - District 6

FY24, Qtr 1

10/1/23-12/31/23

Total Requests: 1016

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	360	35.43%
Transportation Maint Issues	95	9.35%
Misc/Code Compliance Questions	81	7.97%
Pothole Repair Request	75	7.38%
Swale Drainage Complaint	69	6.79%
Investigate Code Violation CE	61	6.00%
Traffic Signs/Priority-PW	51	5.02%
Stormwater Maintenance Issues	45	4.43%
Traffic & Street Lighting-PW	33	3.25%
311 Information Request	25	2.46%
Misc/Police	16	1.57%
Vacant Lots-PW	12	1.18%
Lee County DOT/Road Conditions	12	1.18%
Environmental Resources-PW	7	0.69%
Misc/Permitting Questions	6	0.59%
Dead Animal Removal (ROW only)	6	0.59%



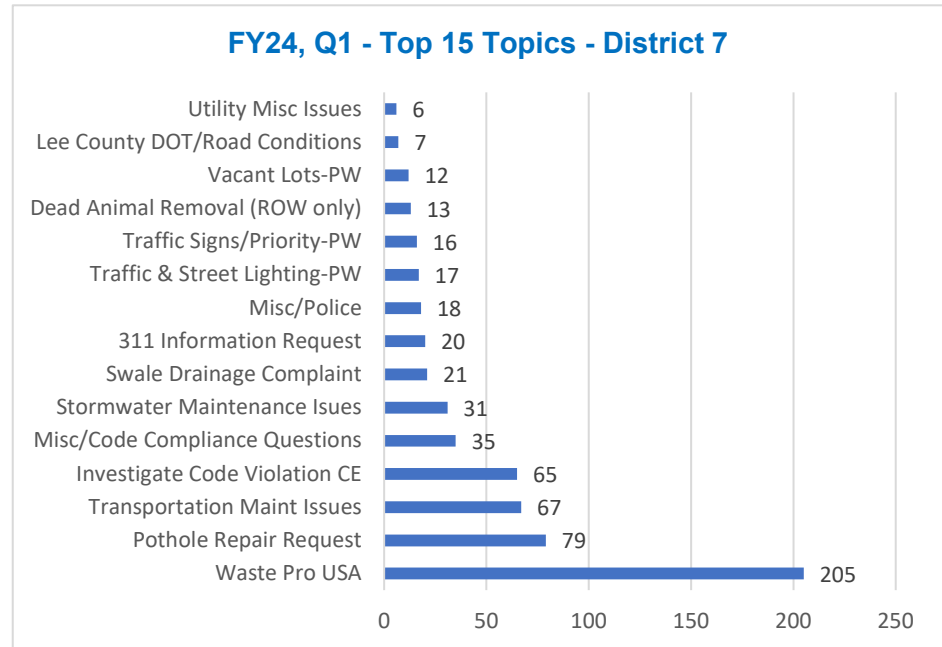
311 Topic Tracker Report - District 7

FY24, Qtr 1

10/1/23-12/31/23

Total Requests: 657

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	205	31.20%
Pothole Repair Request	79	12.02%
Transportation Maint Issues	67	10.20%
Investigate Code Violation CE	65	9.89%
Misc/Code Compliance Questions	35	5.33%
Stormwater Maintenance Issues	31	4.72%
Swale Drainage Complaint	21	3.20%
311 Information Request	20	3.04%
Misc/Police	18	2.74%
Traffic & Street Lighting-PW	17	2.59%
Traffic Signs/Priority-PW	16	2.44%
Dead Animal Removal (ROW only)	13	1.98%
Vacant Lots-PW	12	1.83%
Lee County DOT/Road Conditions	7	1.07%
Utility Misc Issues	6	0.91%



311 Call Center
FY24, Quarter 1
10/1/23-12/31/23

	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>TOTAL</u>
Calls Presented	2829	2645	2355	7829
Calls Handled	2780	2604	2314	7698
% of Calls Handled	98.27%	98.45%	98.26%	98.33%

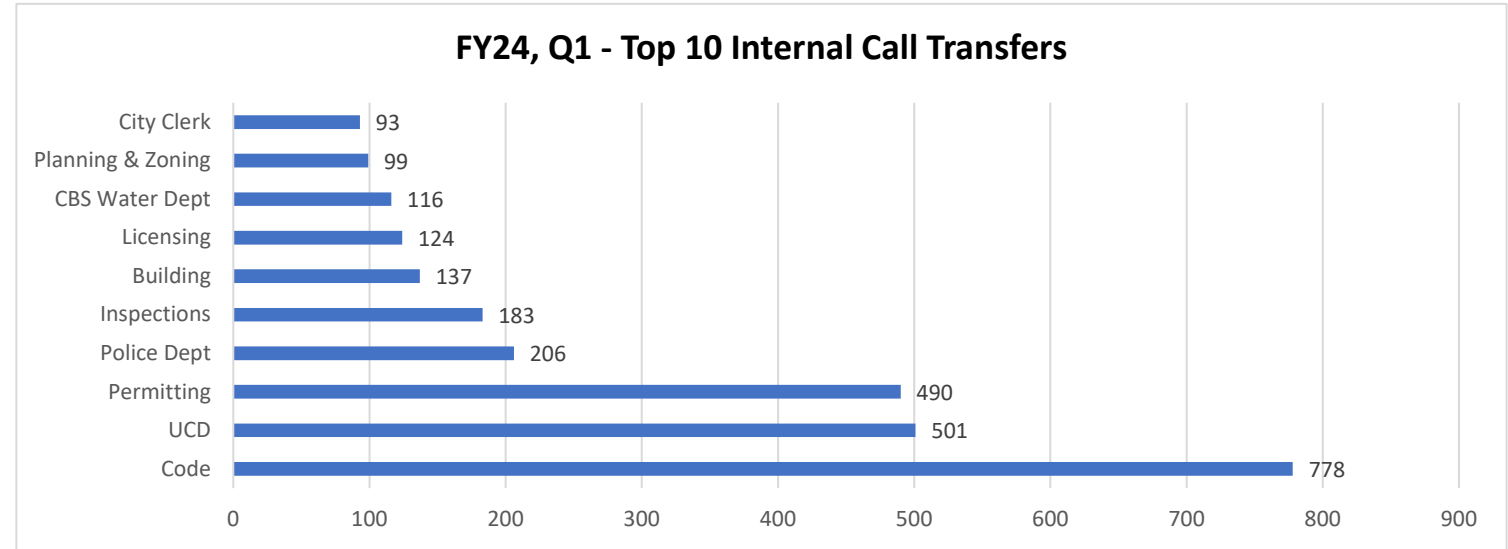
<u>Transferred Call Breakdown</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>TOTAL</u>
Internal Transfers	1325	925	845	3095
External Transfers	319	213	259	791
Total Transferred Calls*	1644	1138	1104	3886

**See below for Top 10 List
554 of 791 (70%) = Waste Pro

	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>TOTAL</u>
Phone Tickets Created by Call Center	706	687	600	1993
Email Tickets Created by Call Center	289	316	288	893
Total Tickets Created by Call Center	995	1003	888	2886

<u>Total 311 Tickets + Transferred Calls</u>	6772
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<u>**Top 10 Internal Transfer Requests</u>	<u>Calls</u>	<u>% of total</u>
Code	778	25.1%
UCD	501	16.2%
Permitting	490	15.8%
Police Dept	206	6.7%
Inspections	183	5.9%
Building	137	4.4%
Licensing	124	4.0%
CBS Water Dept	116	3.7%
Planning & Zoning	99	3.2%
City Clerk	93	3.0%



Tyler Tickets Created Citywide

<u>By Source</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>TOTAL</u>
Phone	761	712	635	2108
Email	294	316	286	896
Citizen Portal on Website	256	213	192	661
My 311 App	240	193	155	588
Walk-in / Other	11	10	16	37
TOTAL TICKETS (Citywide)	1562	1444	1284	4290

FY24, Q1 Tyler Ticket Breakdown by Source

