COMMUNICATIONS QUARTERLY REPORT
FY2024: QUARTER 2
COMMITTEE OF THE WHOLE – MAY 22, 2024

AGENDA

Campaigns, Events, Projects

Measurables

311

Campaigns and Projects

Quarter 2

1. FEMA messaging
2. HR Hiring posts
3. FY 2025 Budget Messaging
4. Annual Drinking Water Quality Report
5. Business Roundtables
6. Median Beautification/Adopt-a-Median
7. Water Conservation (Irrigation Ordinance)
8. NE Cape Water Shortage(Messaging)
9. Parks & Rec Summer Camp Guide
10. Solid Waste messaging
11. Parks & Rec Activity Guide
12. Ribbon Cuttings/Groundbreakings
13. Event Coverage (photos, videos, social)
14. Internal Messaging (Posters, PRPromos)
15. Videos: Budget, Bike Night Recap, Culture Fest,
16. City Style Guide
17. Kiosk Screen Covers
18. Florida Trend ad
19. Florida Trend spread

Events

January

1. Caloosahatchee Connect Ribbon Cutting
2. Budget Workshop

February

1. Bike Night
2. Procurement Event
3. Veterans Day Parade
4. Citizen's Academy
5. EBD Business Roundtable

March

1. Cape Coral Cleanup
2. FGCU Career Fair
3. Jaycee Park 30% Design Public Mtg

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
7. Media Inquiries/Interviews
8. 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
Q2 of 2024	**124**	**23,962**	**2,073,448**	**3,878/7,136**	**7000+**

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

1. Almost 6,000 downloads
2. Users report they enjoy:
   a. Ease of use and
   b. receiving confirmations

311 Call Center
FY24, Quarter 2
1/1/24-3/31/24

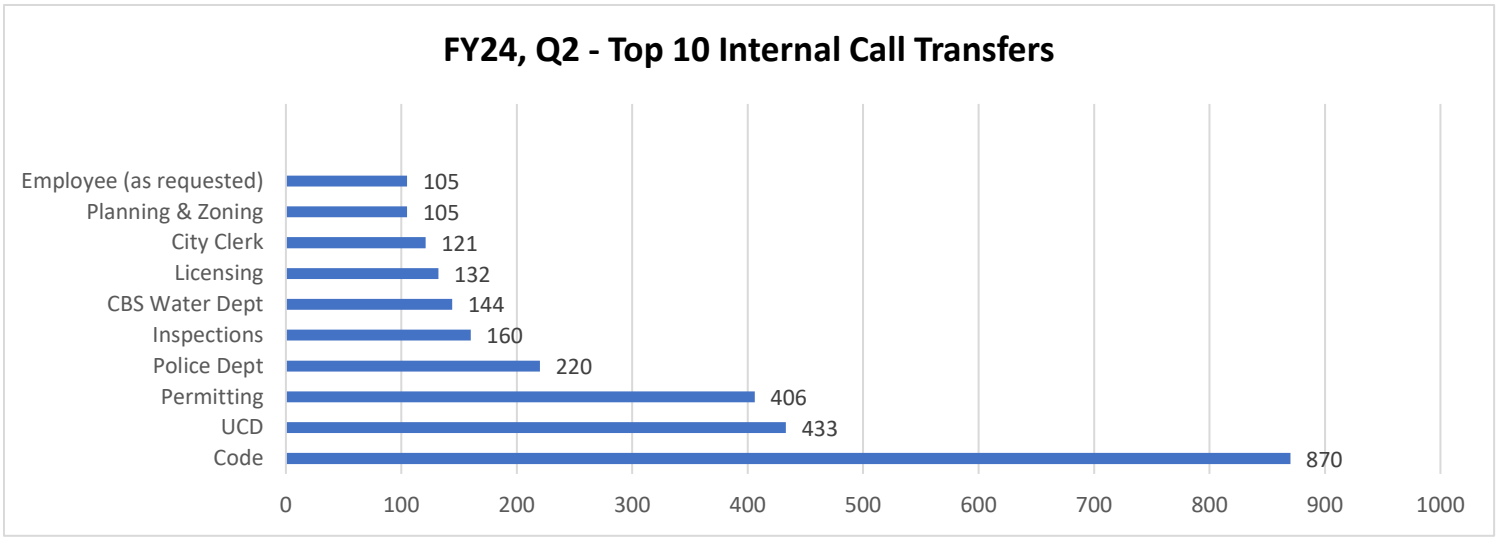
	Jan	Feb	Mar	TOTAL
Calls Presented	3277	3069	2744	**9090**
Calls Handled	3196	2983	2649	**8828**
% of Calls Handled	**97.53%**	**97.20%**	**96.54%**	**97.12%**

Transferred Call Breakdown	Jan	Feb	Mar	TOTAL	
Internal Transfers	884	1300	946	3130	***See below for Top 10 List*
External Transfers	328	293	321	942	*759 of 942 (81%) = Waste Pro*
Total Transferred Calls*	**1212**	**1593**	**1267**	**4072**	

	Jan	Feb	Mar	TOTAL
Phone Tickets Created by Call Center	1046	627	557	2230
Email Tickets Created by Call Center	415	388	321	1124
Total Tickets Created by Call Center	**1461**	**1015**	**878**	**3354**

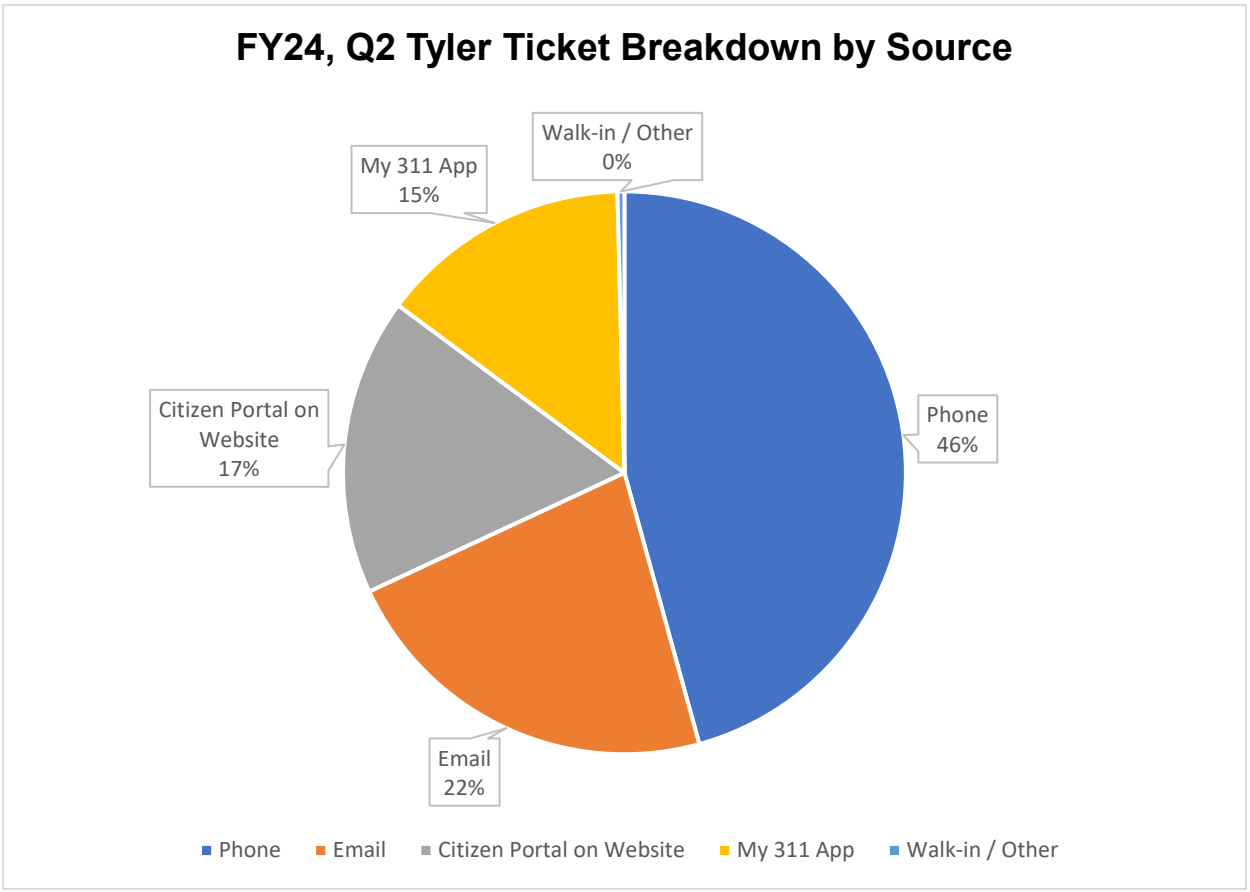
Total 311 Tickets + Transferred Calls	**7426**

****Top 10 Internal Transfer Requests**	Calls	% of total
Code	870	27.8%
UCD	433	13.8%
Permitting	406	13.0%
Police Dept	220	7.0%
Inspections	160	5.1%
CBS Water Dept	144	4.6%
Licensing	132	4.2%
City Clerk	121	3.9%
Planning & Zoning	105	3.4%
Employee (as requested)	105	3.4%



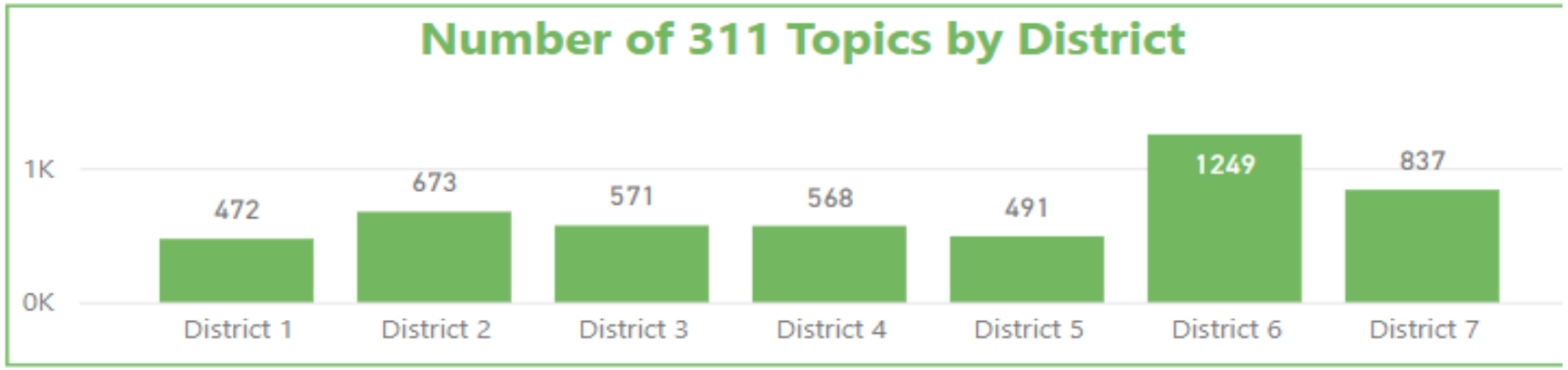
Tyler Tickets Created Citywide

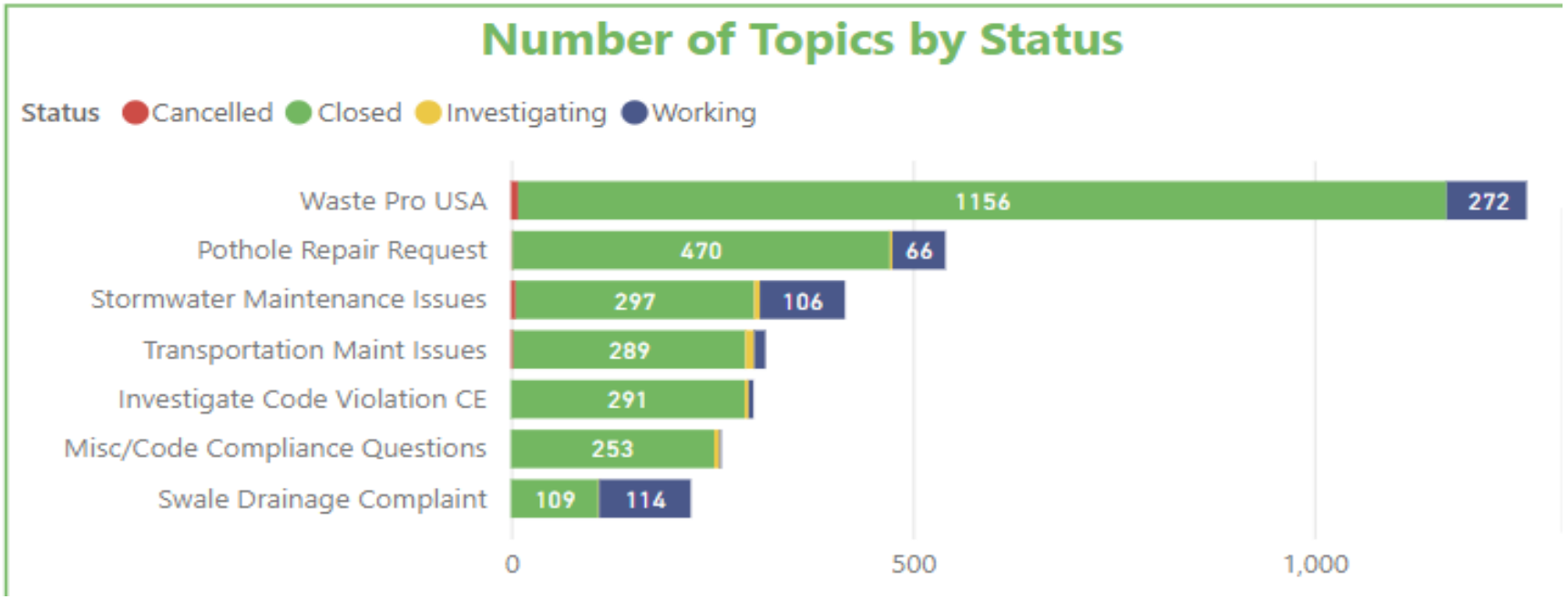
By Source	Jan	Feb	Mar	TOTAL
Phone	1073	651	584	2308
Email	415	390	324	1129
Citizen Portal on Website	337	249	276	862
My 311 App	298	238	194	730
Walk-in / Other	8	5	7	20
TOTAL TICKETS (Citywide)	**2131**	**1533**	**1385**	**5049**



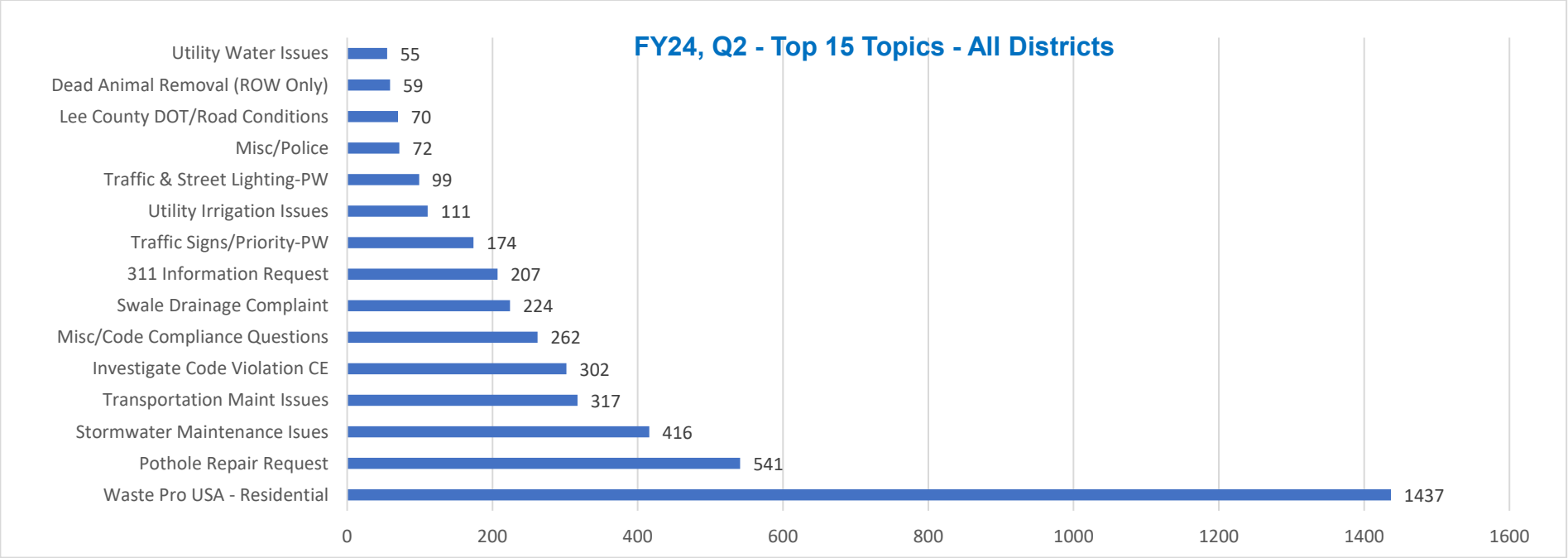
311 Topic Report - All Districts
FY24, Qrtr 2
1/1/24-3/31/24

Total Requests: 4,861





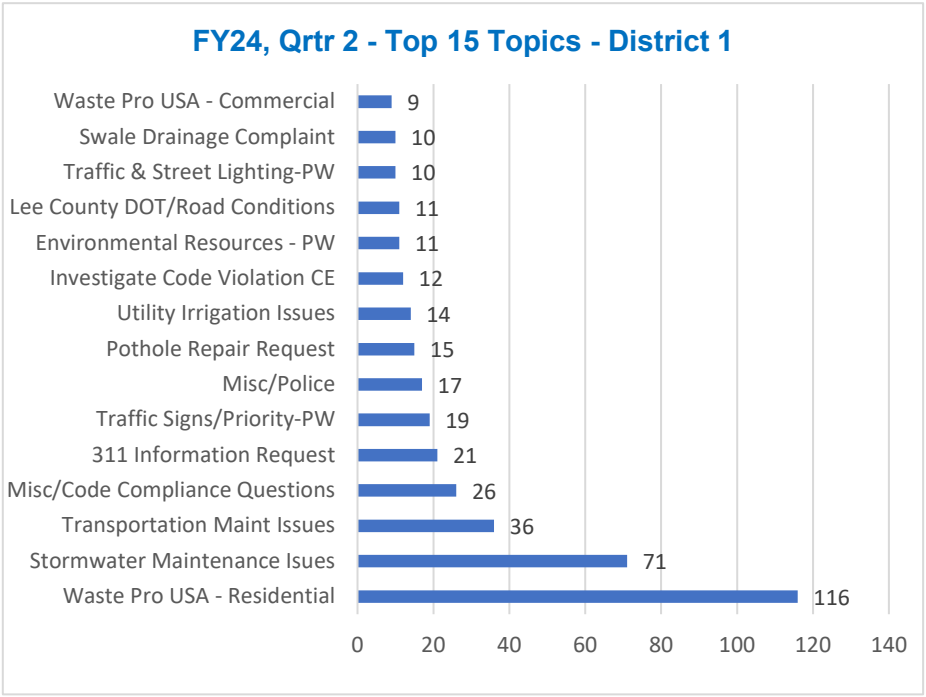
Top 15 Topics	Types of Issues	Ticket Counts (1/1-3/31) Count	% of Total
Waste Pro USA - Residential	*Damaged or missing totes; missed waste/recyling pick-up*	1437	29.56%
Pothole Repair Request	*Citizen reports of specific locations to check*	541	11.13%
Stormwater Maintenance Isues	*Sinkhole and storm drain pipe issues*	416	8.56%
Transportation Maint Issues	*Materials dumped in ROW &/or vacant lot, median bush obstruction*	317	6.52%
Investigate Code Violation CE	*RV's, boats, and commercial vehicles parking in yards overnight*	302	6.21%
Misc/Code Compliance Questions	*Reports of Improper trash dumping, overgrown lots*	262	5.39%
Swale Drainage Complaint	*Flooding/drainage issues (longer than 72 hours)*	224	4.61%
311 Information Request	*Emails received via 311 Inbox transferred to correct dept*	207	4.26%
Traffic Signs/Priority-PW	*Stop signs/other directional signs down or facing the wrong way*	174	3.58%
Utility Irrigation Issues	*Water leak at box, snail filter requests, sprinkler maint, no pressure*	111	2.28%
Traffic & Street Lighting-PW	*Street lights out or not working correctly*	99	2.04%
Misc/Police	*Loud music, speeding cars, 4-wheeler racing, etc.*	72	1.48%
Lee County DOT/Road Conditions	*Road signs down or obstructed from view*	70	1.44%
Dead Animal Removal (ROW Only)	*Reports of miscellaneous deceased animals*	59	1.21%
Utility Water Issues	*Water main break or water leak (coming from City's end)*	55	1.13%



311 Topic Tracker Report - District 1
FY24, Qrtr 2
1/1/24-3/31/24

Total Requests: 472

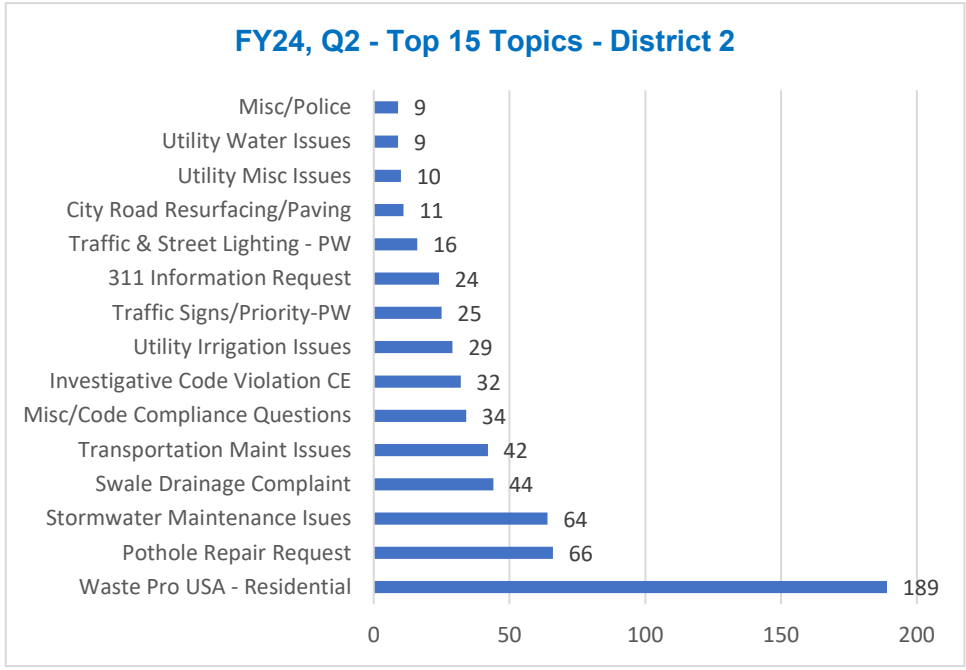
Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	116	24.58%
Stormwater Maintenance Isues	71	14.88%
Transportation Maint Issues	36	7.55%
Misc/Code Compliance Questions	26	5.45%
311 Information Request	21	4.40%
Traffic Signs/Priority-PW	19	3.98%
Misc/Police	17	3.56%
Pothole Repair Request	15	3.14%
Utility Irrigation Issues	14	2.94%
Investigate Code Violation CE	12	2.52%
Environmental Resources - PW	11	2.31%
Lee County DOT/Road Conditions	11	2.31%
Traffic & Street Lighting-PW	10	2.10%
Swale Drainage Complaint	10	2.10%
Waste Pro USA - Commercial	9	1.89%



311 Topic Tracker Report - District 2
FY24, Qrtr 2
1/1/24-3/31/24

Total Requests: 673

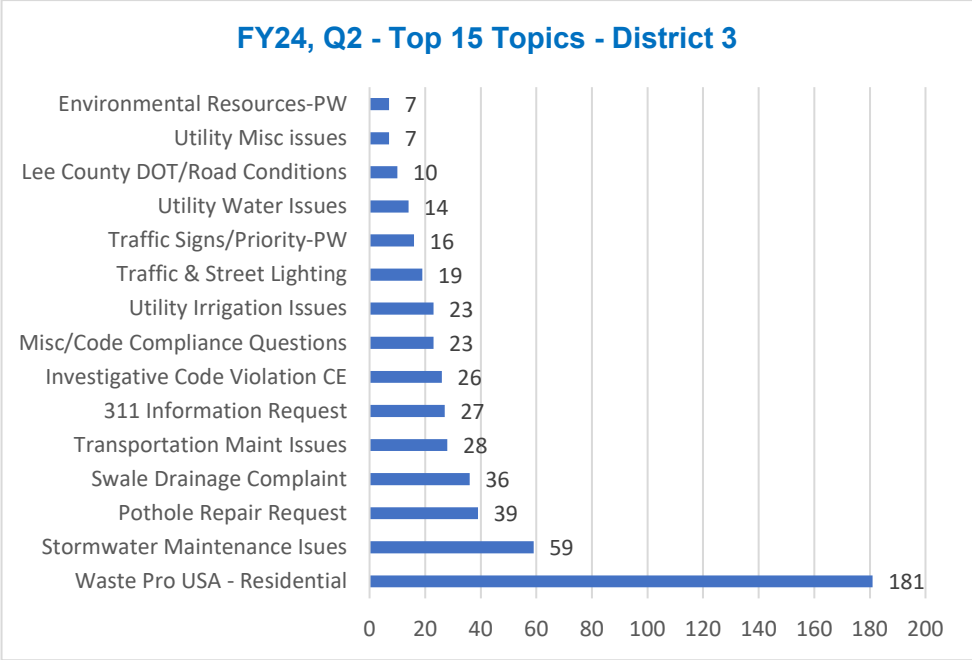
Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	189	28.08%
Pothole Repair Request	66	9.81%
Stormwater Maintenance Isues	64	9.51%
Swale Drainage Complaint	44	6.54%
Transportation Maint Issues	42	6.24%
Misc/Code Compliance Questions	34	5.05%
Investigative Code Violation CE	32	4.75%
Utility Irrigation Issues	29	4.31%
Traffic Signs/Priority-PW	25	3.71%
311 Information Request	24	3.57%
Traffic & Street Lighting - PW	16	2.38%
City Road Resurfacing/Paving	11	1.63%
Utility Misc Issues	10	1.49%
Utility Water Issues	9	1.34%
Misc/Police	9	1.34%



311 Topic Tracker Report - District 3
FY24, Qrtr 2
1/1/24-3/31/24

Total Requests: 571

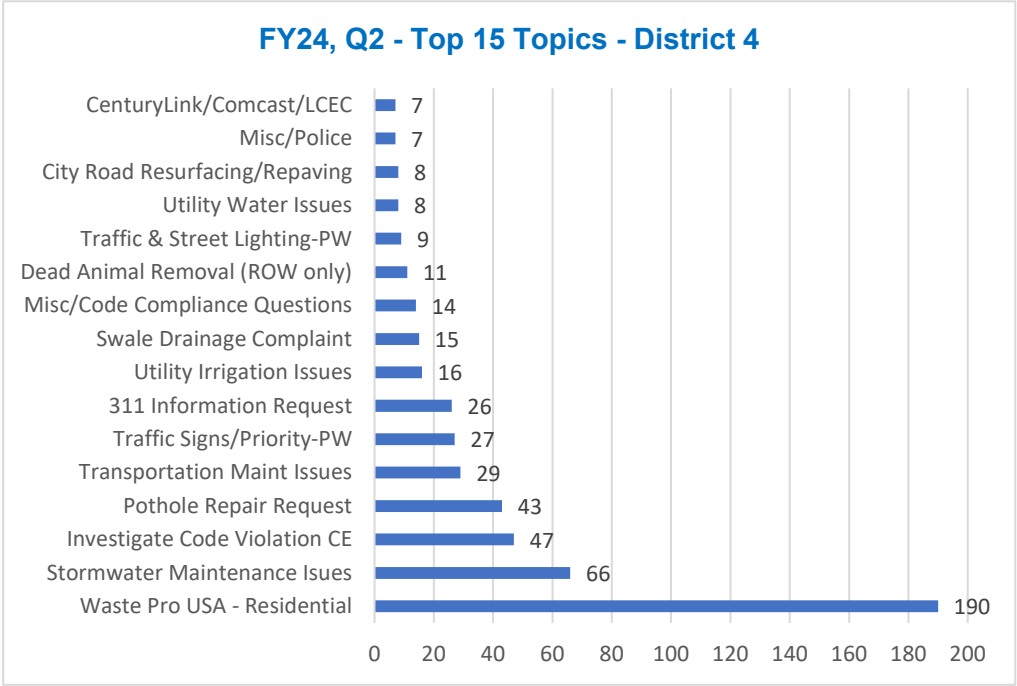
Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	181	31.70%
Stormwater Maintenance Isues	59	10.33%
Pothole Repair Request	39	6.83%
Swale Drainage Complaint	36	6.30%
Transportation Maint Issues	28	4.90%
311 Information Request	27	4.73%
Investigative Code Violation CE	26	4.55%
Misc/Code Compliance Questions	23	4.03%
Utility Irrigation Issues	23	4.03%
Traffic & Street Lighting	19	3.33%
Traffic Signs/Priority-PW	16	2.80%
Utility Water Issues	14	2.45%
Lee County DOT/Road Conditions	10	1.75%
Utility Misc issues	7	1.23%
Environmental Resources-PW	7	1.23%



311 Topic Tracker Report - District 4
FY24, Qrtr 2
1/1/24-3/31/24

Total Requests: 568

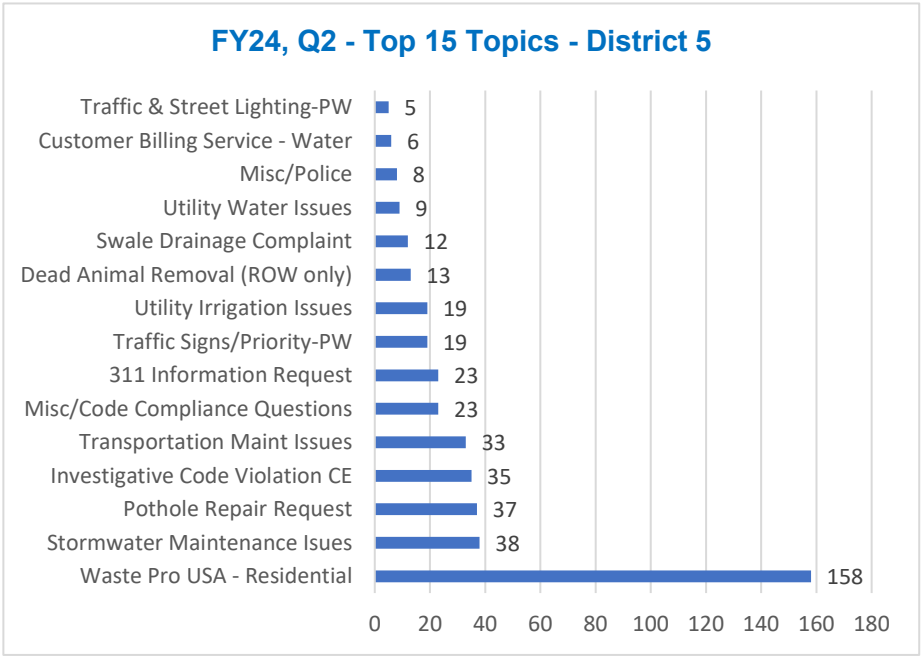
Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	190	33.45%
Stormwater Maintenance Isues	66	11.62%
Investigate Code Violation CE	47	8.27%
Pothole Repair Request	43	7.57%
Transportation Maint Issues	29	5.11%
Traffic Signs/Priority-PW	27	4.75%
311 Information Request	26	4.58%
Utility Irrigation Issues	16	2.82%
Swale Drainage Complaint	15	2.64%
Misc/Code Compliance Questions	14	2.46%
Dead Animal Removal (ROW only)	11	1.94%
Traffic & Street Lighting-PW	9	1.58%
Utility Water Issues	8	1.41%
City Road Resurfacing/Repaving	8	1.41%
Misc/Police	7	1.23%
CenturyLink/Comcast/LCEC	7	1.23%



311 Topic Tracker Report - District 5
FY24, Qrtr 2
1/1/24-3/31/24

Total Requests: 491

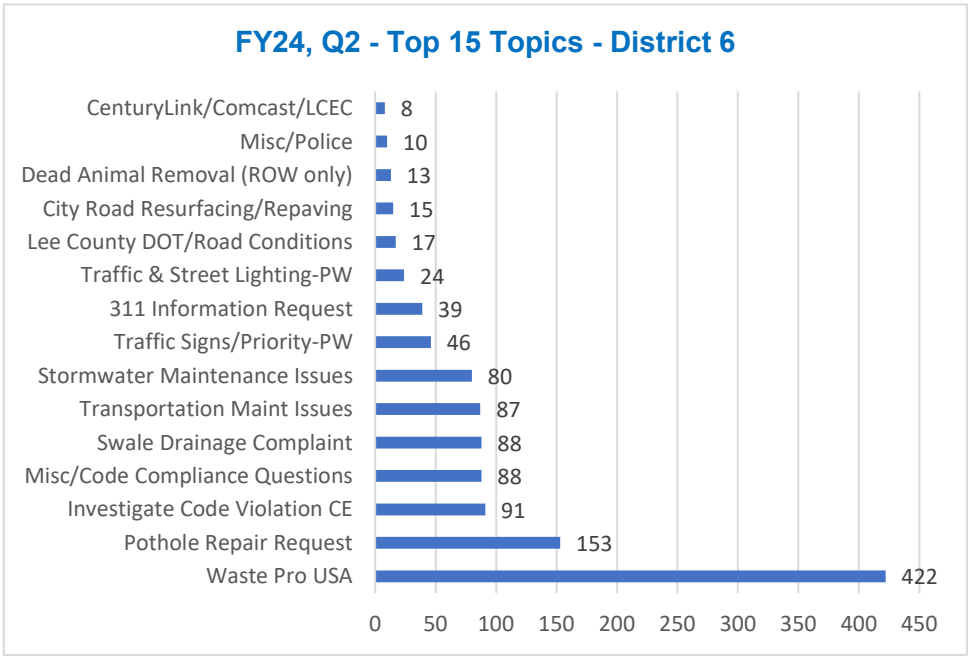
Top 15 Topics	Count	% of Total
Waste Pro USA - Residential	158	32.18%
Stormwater Maintenance Isues	38	7.74%
Pothole Repair Request	37	7.54%
Investigative Code Violation CE	35	7.13%
Transportation Maint Issues	33	6.72%
Misc/Code Compliance Questions	23	4.68%
311 Information Request	23	4.68%
Traffic Signs/Priority-PW	19	3.87%
Utility Irrigation Issues	19	3.87%
Dead Animal Removal (ROW only)	13	2.65%
Swale Drainage Complaint	12	2.44%
Utility Water Issues	9	1.83%
Misc/Police	8	1.63%
Customer Billing Service - Water	6	1.22%
Traffic & Street Lighting-PW	5	1.02%



311 Topic Tracker Report - District 6
FY24, Qrtr 2
1/1/24-3/31/24

Total Requests: 1249

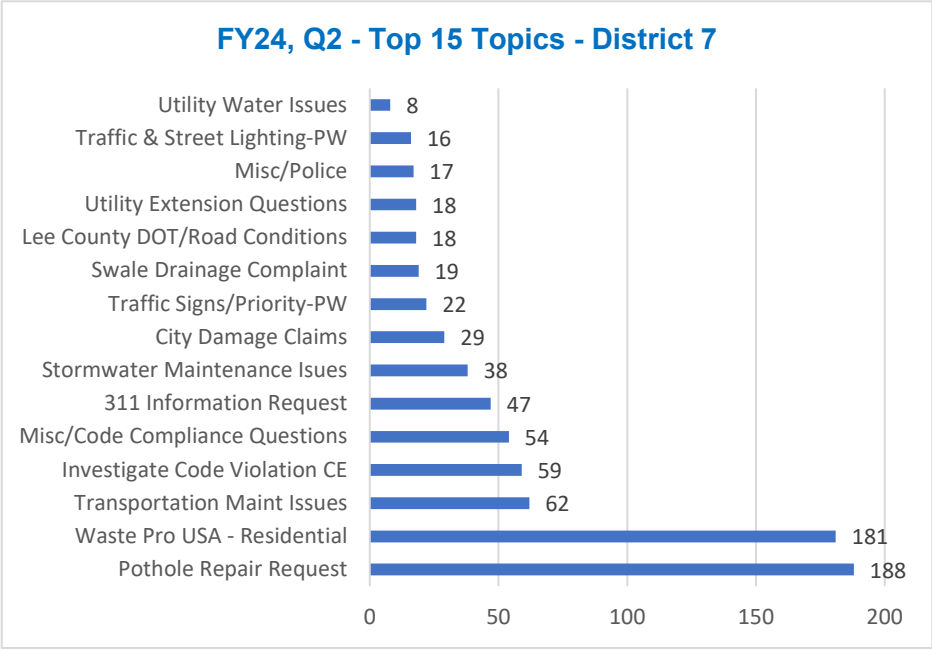
Top 15 Topics	Count	% of Total
Waste Pro USA	422	33.79%
Pothole Repair Request	153	12.25%
Investigate Code Violation CE	91	7.29%
Misc/Code Compliance Questions	88	7.05%
Swale Drainage Complaint	88	7.05%
Transportation Maint Issues	87	6.97%
Stormwater Maintenance Issues	80	6.41%
Traffic Signs/Priority-PW	46	3.68%
311 Information Request	39	3.12%
Traffic & Street Lighting-PW	24	1.92%
Lee County DOT/Road Conditions	17	1.36%
City Road Resurfacing/Repaving	15	1.20%
Dead Animal Removal (ROW only)	13	1.04%
Misc/Police	10	0.80%
CenturyLink/Comcast/LCEC	8	0.64%



311 Topic Tracker Report - District 7
FY24, Qrtr 2
1/1/24-3/31/24

Total Requests: 837

Top 15 Topics	Count	% of Total
Pothole Repair Request	188	22.46%
Waste Pro USA - Residential	181	21.62%
Transportation Maint Issues	62	7.41%
Investigate Code Violation CE	59	7.05%
Misc/Code Compliance Questions	54	6.45%
311 Information Request	47	5.62%
Stormwater Maintenance Isues	38	4.54%
City Damage Claims	29	3.46%
Traffic Signs/Priority-PW	22	2.63%
Swale Drainage Complaint	19	2.27%
Lee County DOT/Road Conditions	18	2.15%
Utility Extension Questions	18	2.15%
Misc/Police	17	2.03%
Traffic & Street Lighting-PW	16	1.91%
Utility Water Issues	8	0.96%



THANK YOU!