



COMMUNICATIONS QUARTERLY REPORT FY2025: QUARTER 1



AGENDA

Campaigns, Projects, Events

Measurables

311 Call Center

Priority Educational & Marketing Campaign Topics Q1 FY25

*This page highlights the larger, priority Campaigns but is not an all-inclusive list.

1. Citizens Academy
2. City Manager's Annual Report
3. FY 2026 Budget Workshops
4. Department Stats
5. City Infrastructure Messaging
6. Median Beautification
7. Water Shortage/Water Conservation
8. Solid waste
9. Rental Registration
10. Bulk Waste Site
11. Holiday Nights on the Lawn Marketing
12. NYE Event Marketing
13. Tour de Cape Marketing
14. WaterWays Festival Marketing
16. Boater Safety
17. Targeted Economic Business Development Ads
18. City Accomplishments/Awards
19. Videos: Telling our Story (City info)
20. Videos: Here We Grow (EBD specific)

Q1 FY25 Priority Projects

This page highlights the larger, priority projects but is not an all-inclusive list.

1. Website Refresh
2. Chiquita Lock Messaging
3. Jaycee Park Updates
4. New Resident's Guide
5. On The Move Winter edition
6. Event Marketing Campaigns – creation/execution
7. Internal Messaging: reduce comms overload
8. Event Recap Videos
9. Bike Night – new layout messaging
10. Parks & Rec Master Plan – Marketing
11. Branding GuideCity
12. Branding Guide
13. Kiosk Screen Covers
14. Park Amenities Video Series
15. Know Your City Video Series
16. Spring On The Move planning
17. Correct Livestream issue
18. New box for CCTV channel
19. Streamlining 311/Ticket Issues
20. Building Photo Library

EVENTS

October

1. Hurricane Milton Messaging
2. Trunk or Treat
3. EBD Marine Industry Roundtable

November

1. Veterans Day Parade
2. Water Conservation Town Hall
3. Holiday Nights on the Lawn

December

1. Employee Holiday Luncheon
2. EBD Workforce, Education Industry Roundtable
3. Second Annual NYE Event

Measurables

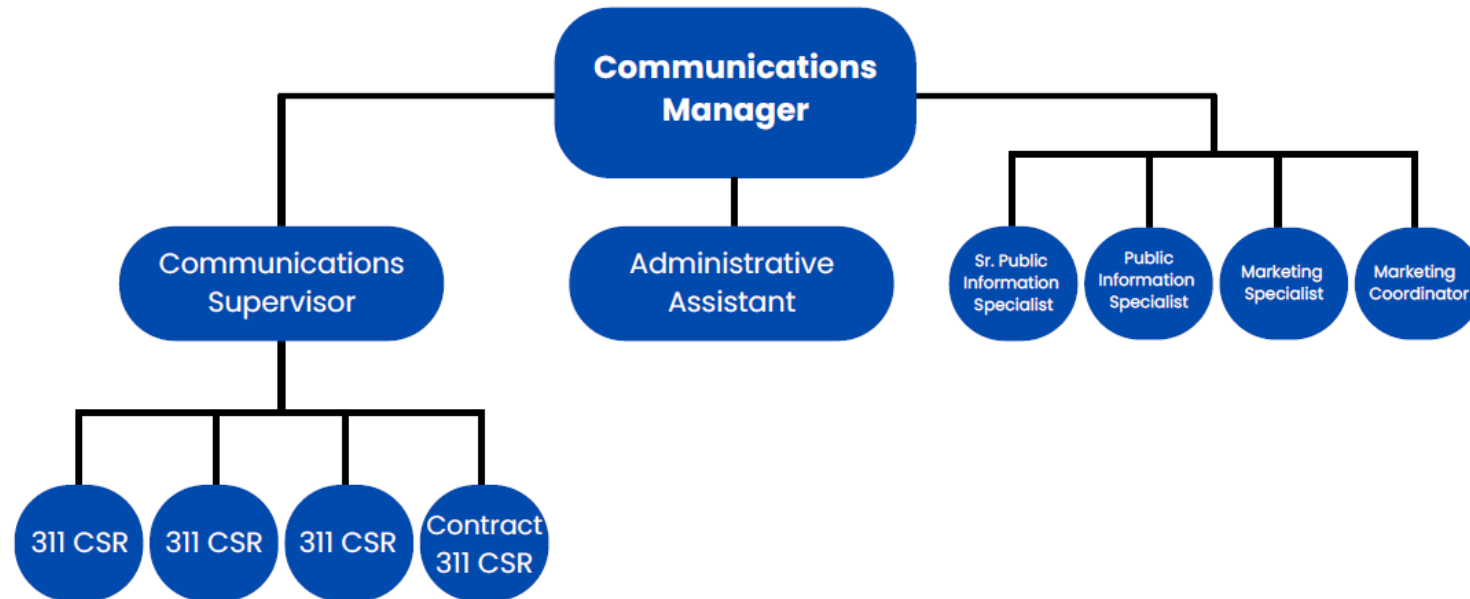
FY	Press Releases	Facebook Followers	Website Views	Instagram Followers	X (Twitter) Followers	App Downloads	Media Inquiries Handled	311 Calls Handled
2021	99	9,746	4,208,757	465	4,046	*	*	*
2022	195	20,499	4,722,797	2,116	6,033	*	*	11,627
2023	293*	22,226	4,765,503	3,100	6,766	5,818	*	25,307
2024	256	26,170	4,153,344	4,749	7,732	11,042	369*	19,980
Q1, 2025	83	30,346	1,222,998	5,667	8,352	12,477	110	3,872

*Increased number of Press Releases in FY23 is result of Hurricane Ian

*Q3 and Q4 numbers only – previously not tracked

311 Calls spiked in 2023 as a result of Hurricane Ian as well.

Communications Office Organizational Chart



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. More than 11,000 downloads
2. Users report they enjoy:
 - a. Ease of use and
 - b. Receiving receipts

CITY GOVERNMENT AT YOUR FINGERTIPS

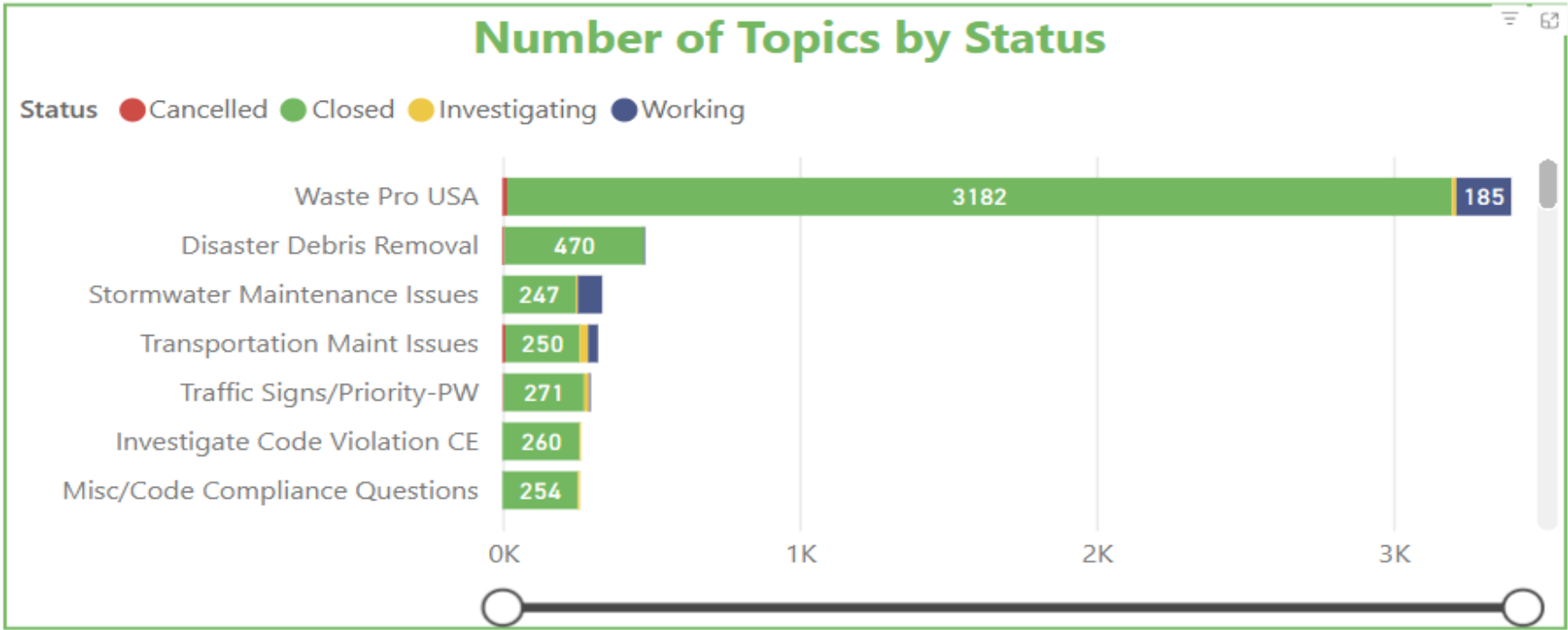
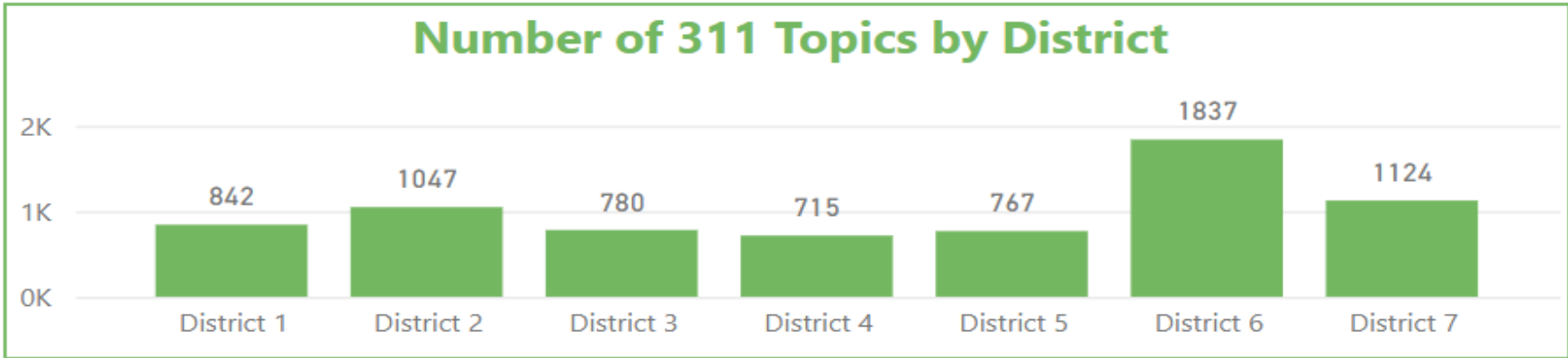




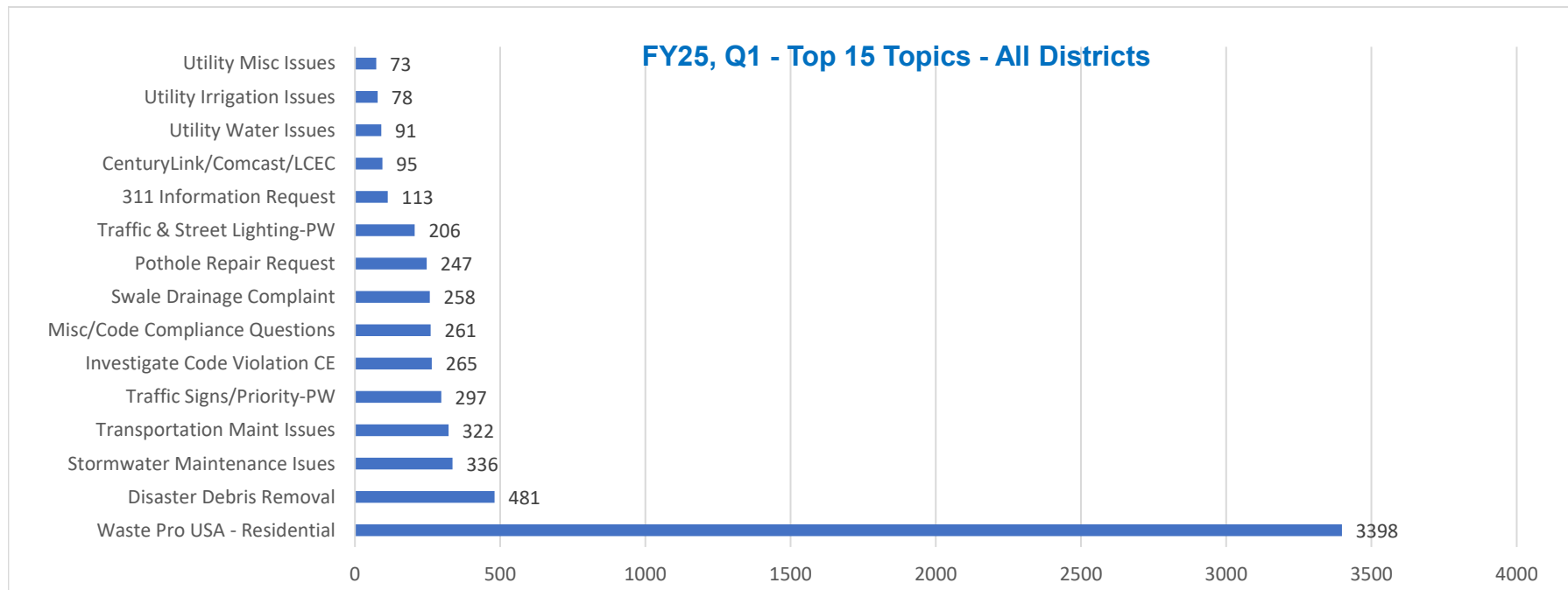
THANK YOU!

311 Topic Report - All Districts
FY25, Qtr 1
10/1/24-12/31/24

Total Requests: 7,112



<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 - Residential	<i>Damaged or missing totes; missed waste/recycling pick-up</i>	3398	47.78%
Disaster Debris Removal	<i>Large debris removal associated with Hurricane Milton</i>	481	6.76%
Stormwater Maintenance Issues	<i>Sinkhole and storm drain pipe issues</i>	336	4.72%
Transportation Maint Issues	<i>Materials dumped in ROW &/or vacant lot, median bush obstruction</i>	322	4.53%
Traffic Signs/Priority-PW	<i>Stop signs/other directional signs down or facing the wrong way</i>	297	4.18%
Investigate Code Violation CE	<i>RV's, boats, and commercial vehicles parking in yards overnight</i>	265	3.73%
Misc/Code Compliance Questions	<i>Reports of Improper trash dumping, overgrown lots</i>	261	3.67%
Swale Drainage Complaint	<i>Flooding/drainage issues (longer than 72 hours)</i>	258	3.63%
Pothole Repair Request	<i>Citizen reports of specific locations to check</i>	247	3.47%
Traffic & Street Lighting-PW	<i>Street lights out or not working correctly</i>	206	2.90%
311 Information Request	<i>Emails received via 311 Inbox transferred to correct dept</i>	113	1.59%
CenturyLink/Comcast/LCEC	<i>Lines down, connectivity issues</i>	95	1.34%
Utility Water Issues	<i>Water main break or water leak (coming from City's end)</i>	91	1.28%
Utility Irrigation Issues	<i>Water leak at box, snail filter requests, sprinkler maint, no pressure</i>	78	1.10%
Utility Misc Issues	<i>Fire hydrant open, leak after or unlaidd sod after utilities work</i>	73	1.03%



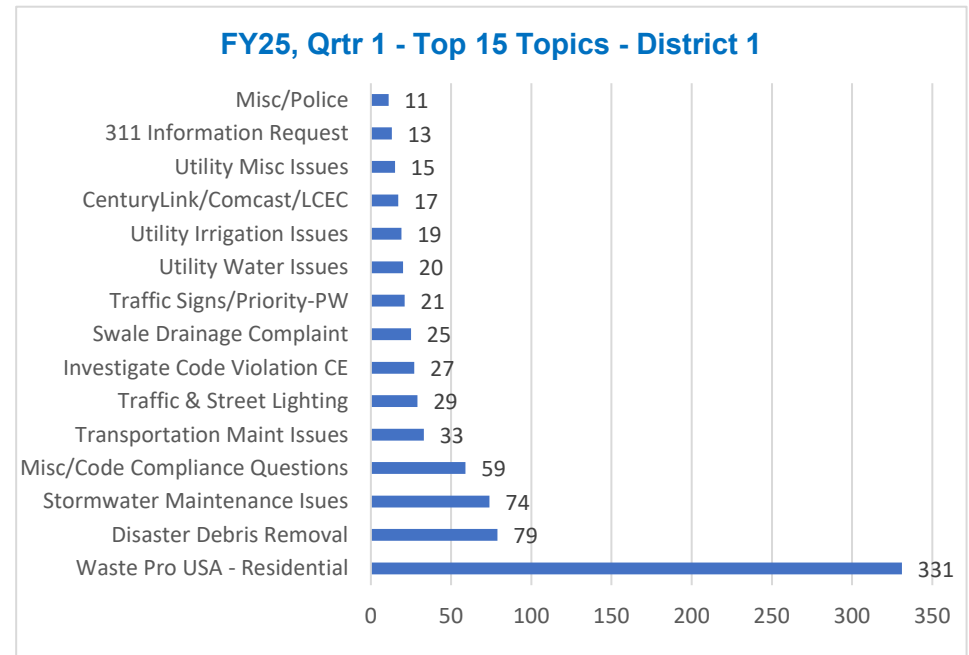
311 Topic Tracker Report - District 1

FY25, Qtr 1

10/1/24/12/31/24

Total Requests: 842

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	331	39.31%
Disaster Debris Removal	79	9.38%
Stormwater Maintenance Issues	74	8.79%
Misc/Code Compliance Questions	59	7.01%
Transportation Maint Issues	33	3.92%
Traffic & Street Lighting	29	3.44%
Investigate Code Violation CE	27	3.21%
Swale Drainage Complaint	25	2.97%
Traffic Signs/Priority-PW	21	2.49%
Utility Water Issues	20	2.38%
Utility Irrigation Issues	19	2.26%
CenturyLink/Comcast/LCEC	17	2.02%
Utility Misc Issues	15	1.78%
311 Information Request	13	1.54%
Misc/Police	11	1.31%



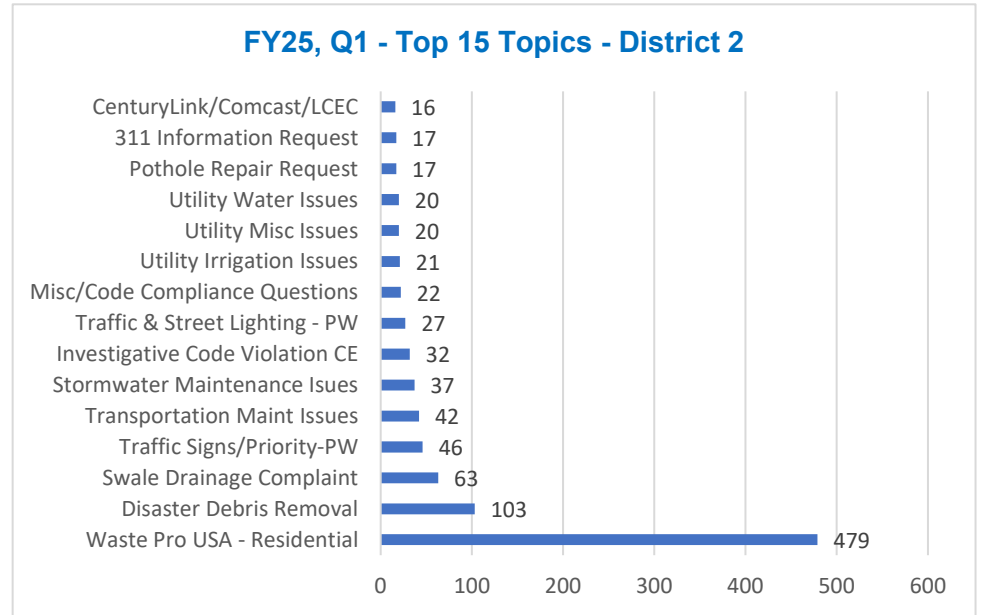
311 Topic Tracker Report - District 2

FY25, Qtr 1

10/1/24-12/31/24

Total Requests: 1,047

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	479	45.75%
Disaster Debris Removal	103	9.84%
Swale Drainage Complaint	63	6.02%
Traffic Signs/Priority-PW	46	4.39%
Transportation Maint Issues	42	4.01%
Stormwater Maintenance Issues	37	3.53%
Investigative Code Violation CE	32	3.06%
Traffic & Street Lighting - PW	27	2.58%
Misc/Code Compliance Questions	22	2.10%
Utility Irrigation Issues	21	2.01%
Utility Misc Issues	20	1.91%
Utility Water Issues	20	1.91%
Pothole Repair Request	17	1.62%
311 Information Request	17	1.62%
CenturyLink/Comcast/LCEC	16	1.53%



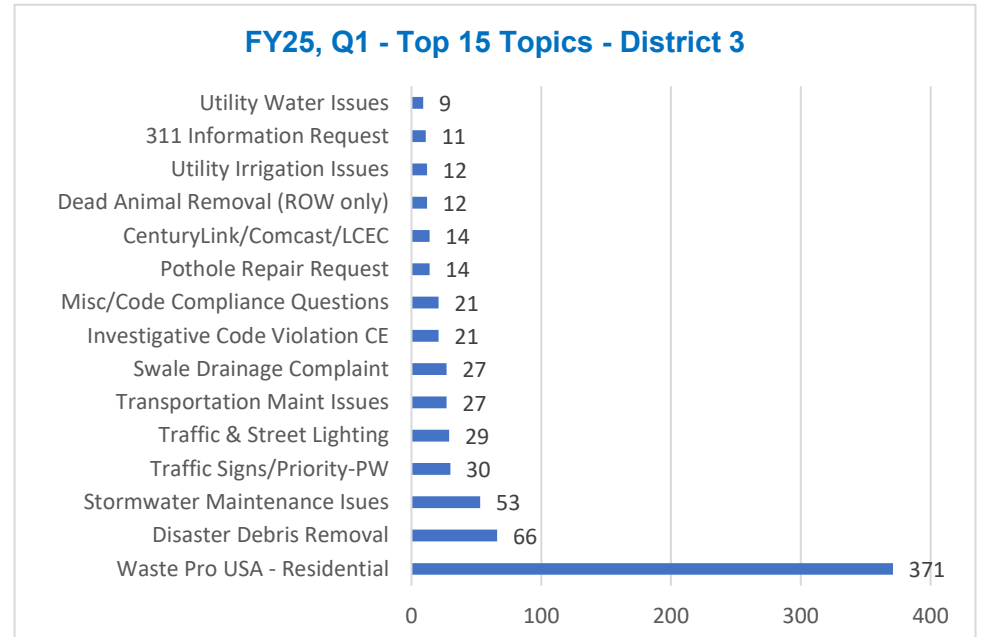
311 Topic Tracker Report - District 3

FY25, Qtr 1

10/1/24-12/31/24

Total Requests: 780

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	371	47.56%
Disaster Debris Removal	66	8.46%
Stormwater Maintenance Issues	53	6.79%
Traffic Signs/Priority-PW	30	3.85%
Traffic & Street Lighting	29	3.72%
Transportation Maint Issues	27	3.46%
Swale Drainage Complaint	27	3.46%
Investigative Code Violation CE	21	2.69%
Misc/Code Compliance Questions	21	2.69%
Pothole Repair Request	14	1.79%
CenturyLink/Comcast/LCEC	14	1.79%
Dead Animal Removal (ROW only)	12	1.54%
Utility Irrigation Issues	12	1.54%
311 Information Request	11	1.41%
Utility Water Issues	9	1.15%



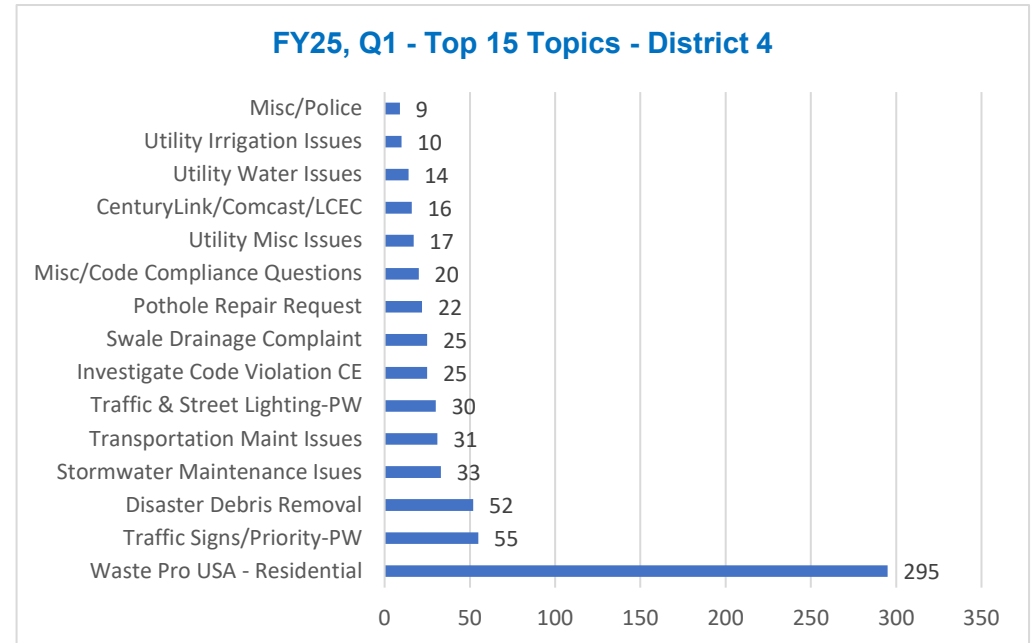
311 Topic Tracker Report - District 4

FY25, Qtr 1

10/1/24-12/31/24

Total Requests: 715

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	295	41.26%
Traffic Signs/Priority-PW	55	7.69%
Disaster Debris Removal	52	7.27%
Stormwater Maintenance Issues	33	4.62%
Transportation Maint Issues	31	4.34%
Traffic & Street Lighting-PW	30	4.20%
Investigate Code Violation CE	25	3.50%
Swale Drainage Complaint	25	3.50%
Pothole Repair Request	22	3.08%
Misc/Code Compliance Questions	20	2.80%
Utility Misc Issues	17	2.38%
CenturyLink/Comcast/LCEC	16	2.24%
Utility Water Issues	14	1.96%
Utility Irrigation Issues	10	1.40%
Misc/Police	9	1.26%



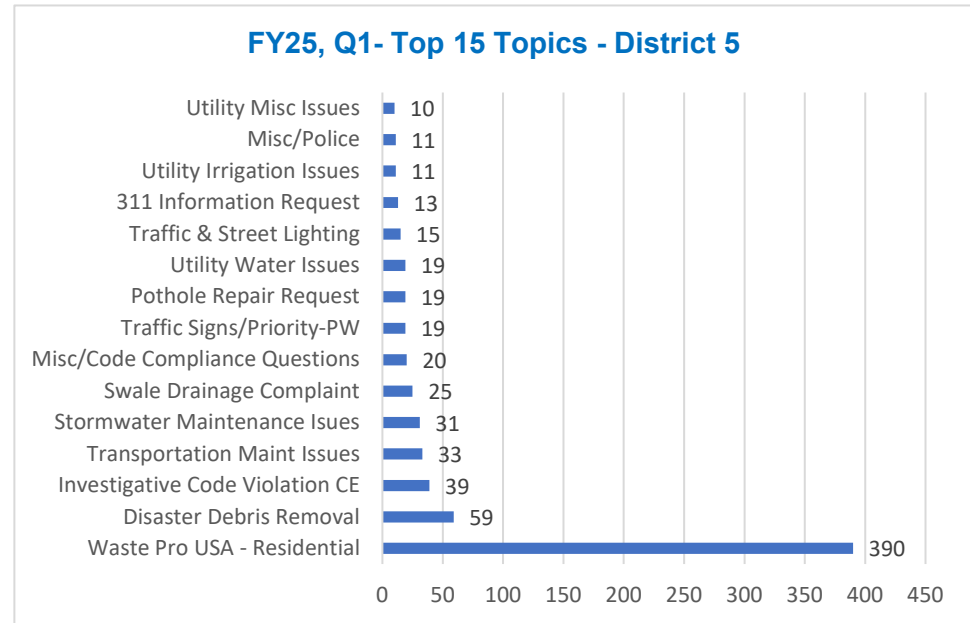
311 Topic Tracker Report - District 5

FY25, Qtr 1

10/1/24-12/31/24

Total Requests: 767

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	390	50.85%
Disaster Debris Removal	59	7.69%
Investigative Code Violation CE	39	5.08%
Transportation Maint Issues	33	4.30%
Stormwater Maintenance Issues	31	4.04%
Swale Drainage Complaint	25	3.26%
Misc/Code Compliance Questions	20	2.61%
Traffic Signs/Priority-PW	19	2.48%
Pothole Repair Request	19	2.48%
Utility Water Issues	19	2.48%
Traffic & Street Lighting	15	1.96%
311 Information Request	13	1.69%
Utility Irrigation Issues	11	1.43%
Misc/Police	11	1.43%
Utility Misc Issues	10	1.30%



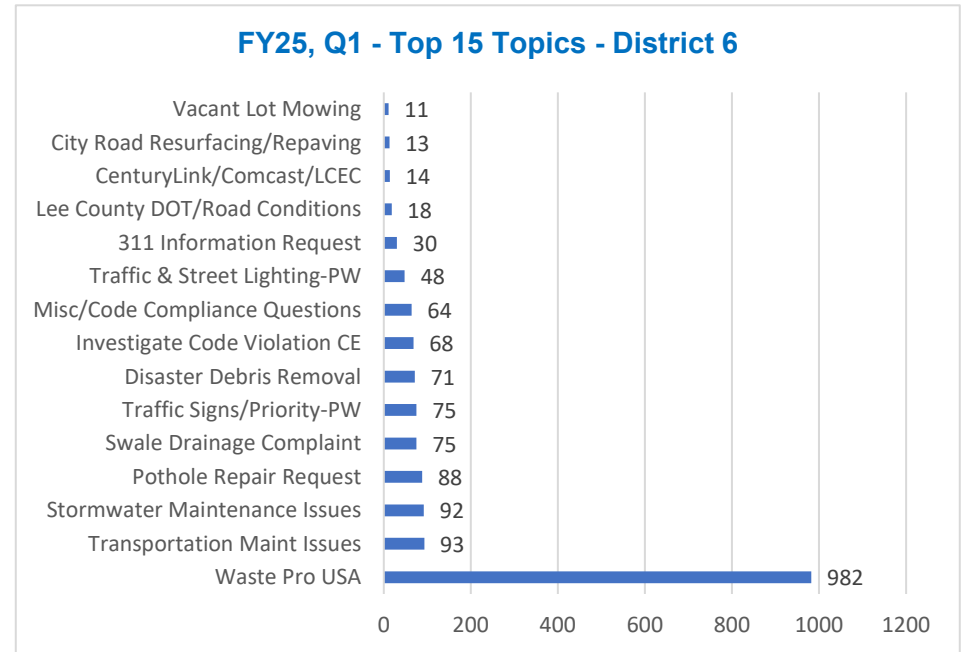
311 Topic Tracker Report - District 6

FY25, Qtr 1

10/1/24-12/31/24

Total Requests: 1,837

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	982	53.46%
Transportation Maint Issues	93	5.06%
Stormwater Maintenance Issues	92	5.01%
Pothole Repair Request	88	4.79%
Swale Drainage Complaint	75	4.08%
Traffic Signs/Priority-PW	75	4.08%
Disaster Debris Removal	71	3.86%
Investigate Code Violation CE	68	3.70%
Misc/Code Compliance Questions	64	3.48%
Traffic & Street Lighting-PW	48	2.61%
311 Information Request	30	1.63%
Lee County DOT/Road Conditions	18	0.98%
CenturyLink/Comcast/LCEC	14	0.76%
City Road Resurfacing/Repaving	13	0.71%
Vacant Lot Mowing	11	0.60%



311 Topic Tracker Report - District 7

FY25, Qtr 1

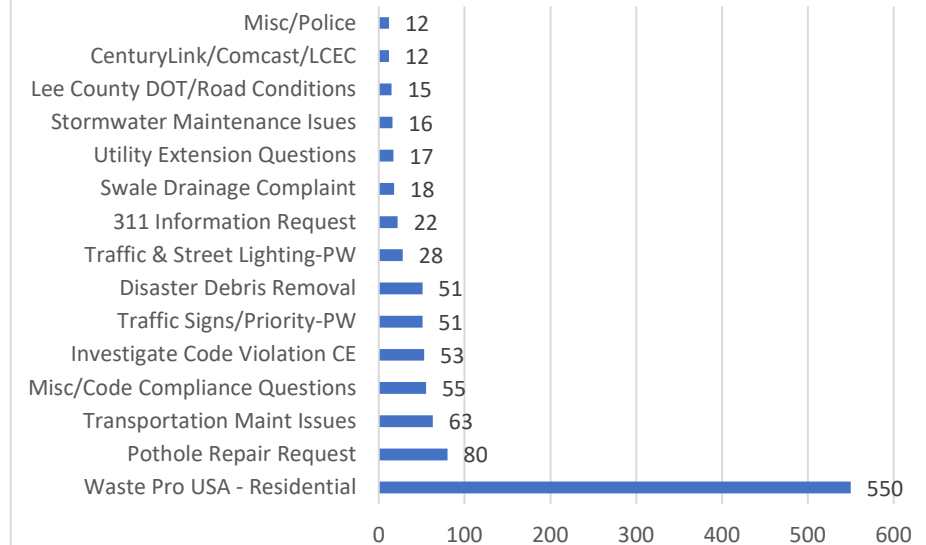
10/1/24-12/31/24

Total Requests: 1,124

Top 15 Topics

	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	550	48.93%
Pothole Repair Request	80	7.12%
Transportation Maint Issues	63	5.60%
Misc/Code Compliance Questions	55	4.89%
Investigate Code Violation CE	53	4.72%
Traffic Signs/Priority-PW	51	4.54%
Disaster Debris Removal	51	4.54%
Traffic & Street Lighting-PW	28	2.49%
311 Information Request	22	1.96%
Swale Drainage Complaint	18	1.60%
Utility Extension Questions	17	1.51%
Stormwater Maintenance Issues	16	1.42%
Lee County DOT/Road Conditions	15	1.33%
CenturyLink/Comcast/LCEC	12	1.07%
Misc/Police	12	1.07%

FY25, Q1 - Top 15 Topics - District 7



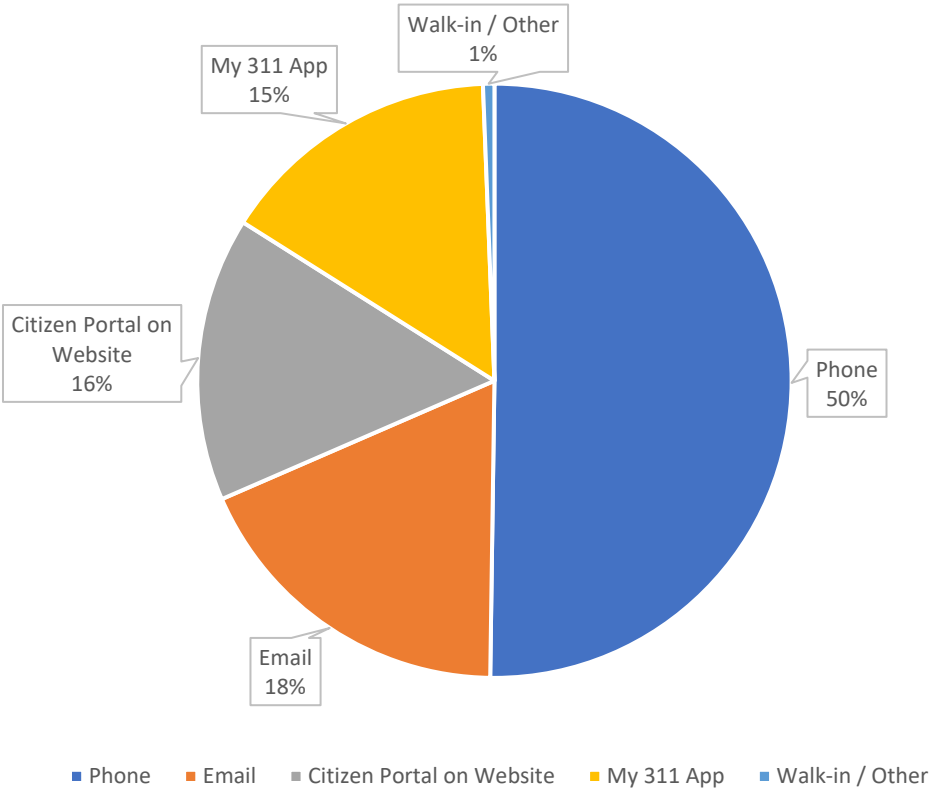
311 Call Center
FY25, Quarter 1
10/1/24-12/31/24

<u>Incoming Call Center Calls</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>TOTAL</u>
Calls Presented	4494	3416	2703	10613
Calls Handled	4404	3329	2647	10380
% of Calls Handled	98.00%	97.45%	97.93%	97.80%

<u>311 Requests Created by Call Center</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>TOTAL</u>	
Phone	1466	1154	771	3391	92.6% of total phone tix
Email	501	435	387	1323	99.3% of total email tix
Total	1967	1589	1158	4714	64.7% of total requests

<u>311 Requests Created Citywide</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>TOTAL</u>
Phone	1579	1248	835	3662
Email	504	439	388	1331
Citizen Portal on Website	455	364	309	1128
My 311 App	469	373	283	1125
Walk-in / Other	23	14	8	45
TOTAL REQUESTS (Citywide)	3030	2438	1823	7291

FY25, Q1 Tyler Requests by Source



311 Call Center Transferred Calls
FY25, Q1
10/1/24-12/31/24

<u>Transferred Call Breakdown</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>TOTAL</u>	
Internal Transfers	823	794	1027	2644	<i>**See below for Top 10 List</i> <i>807 of 1228 (66%) = Waste Pro</i>
External Transfers	362	327	539	1228	
Total Transferred Calls*	1185	1121	1566	3872	

**Top 10 Internal Transfer Requests	<u>Calls</u>	<u>% of total</u>
Code	793	30.0%
UCD	589	22.3%
Permitting	287	10.9%
CBS Water Dept	220	8.3%
Police Dept	128	4.8%
Planning & Zoning	100	3.8%
Licensing	100	3.8%
Inspections	81	3.1%
Public Works	71	2.7%
Assessments	69	2.6%

