



COMMUNICATIONS QUARTERLY REPORT FY2025: QUARTER 2



AGENDA

Projects, Events

Measurables

311 Call Center

Priority Projects

Q2 FY25

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

1. Website Refresh
2. Launched new informative social media video series: ***Keeping Up with the Cape***
3. Compile Stakeholder Group Information
4. Citizens Academy Coordination
5. City Manager's Annual Report
6. FY 2026 Budget Workshops
7. Chiquita Lock Closure
8. Messaging: City Infrastructure
9. Messaging: Water Shortage
10. Messaging: Beware of Scams
11. Messaging: Rental Registration
12. Messaging: Hurricane Damage Assessments underway
13. Biennial Community Survey
14. Event: Tour De Cape
15. Event: Bike Night (new layout)
16. Event: WaterWays Festival Marketing
17. City Accomplishments/Awards
18. Video: Know Your City series
19. On The Move Spring edition
20. Jaycee Park Fence Screens
21. New Residents Guide
22. Video: Event Recaps

Priority Projects Continued

Q2 FY25

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

- 23. Video: EBD event
- 24. Video: Park Amenities Series
- 25. Streamlining 311/Ticket Issues
- 26. Build & Organize Photo Library
- 27. Parks and Recreation Adaptive Recreation Survey
- 28. Planning for Summer OTM
- 29. Monthly City e-newsletter Dissemination
- 30. Video: Monthly Mayor's Message

Event Marketing

January

1. New Year's Eve Celebration
2. Tour De Cape

February

1. WaterWays Science Festival
2. Bike Night
3. The Courts Grand Opening

March

1. Sounds of Jazz & Blues
2. Music & Arts Fusion Walk
3. Concert in the Park

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	*	*	*
2023	293*	22,226	4,765,503	3,100	6,766	5,818	*	21,849 (Q3&4 data only)
2024	256	26,170	4,153,344	4,749	7,732	11,042	369*	36,582
Q2, 2025	151	32,625	2,254,238	6,112	8,530	13,428	255	18,433

*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.

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

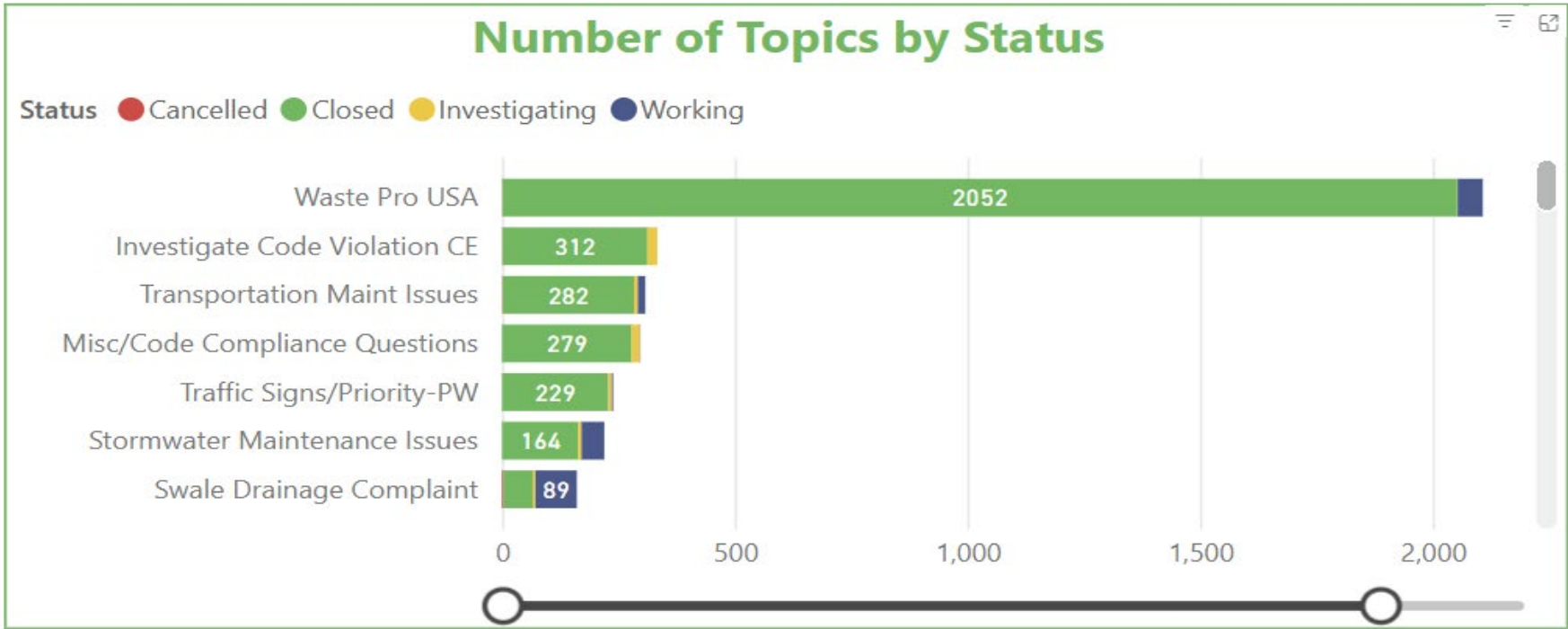
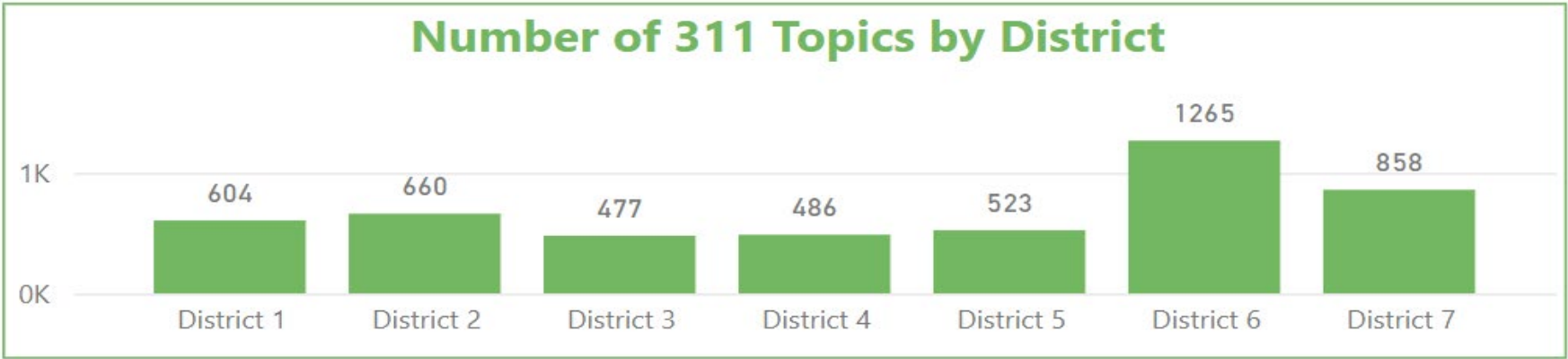




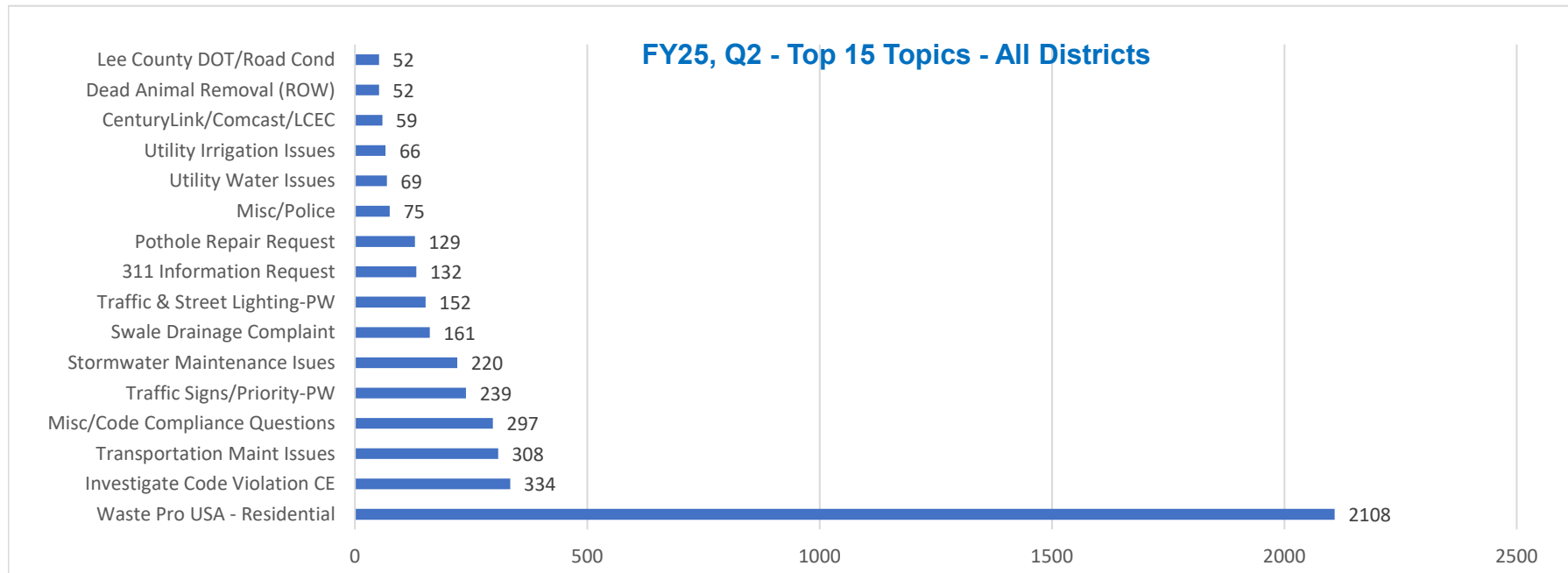
THANK YOU!

311 Topic Report - All Districts
FY25, Qtr 2
1/1/25-3/31/25

Total Requests: 4,873



<u>Top 15 Topics</u>	<u>Types of Issues</u>	<u>Ticket Counts (1/1-3/31)</u>	
		<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	<i>Damaged or missing totes; missed waste/recycling pick-up</i>	2108	43.26%
Investigate Code Violation CE	<i>RV's, boats, and commercial vehicles parking in yards overnight</i>	334	6.85%
Transportation Maint Issues	<i>Materials dumped in ROW &/or vacant lot, median bush obstruction</i>	308	6.32%
Misc/Code Compliance Questions	<i>Reports of Improper trash dumping, overgrown lots</i>	297	6.09%
Traffic Signs/Priority-PW	<i>Stop signs/other directional signs down or facing the wrong way</i>	239	4.90%
Stormwater Maintenance Issues	<i>Sinkhole and storm drain pipe issues</i>	220	4.51%
Swale Drainage Complaint	<i>Flooding/drainage issues (longer than 72 hours)</i>	161	3.30%
Traffic & Street Lighting-PW	<i>Street lights out or not working correctly</i>	152	3.12%
311 Information Request	<i>Emails received via 311 Inbox transferred to correct dept</i>	132	2.71%
Pothole Repair Request	<i>Citizen reports of specific locations to check</i>	129	2.65%
Misc/Police	<i>Loud music, speeding cars, 4-wheeler racing, etc.</i>	75	1.54%
Utility Water Issues	<i>Water main break or water leak (coming from City's end)</i>	69	1.42%
Utility Irrigation Issues	<i>Water leak at box, snail filter requests, sprinkler maint, no pressure</i>	66	1.35%
CenturyLink/Comcast/LCEC	<i>Lines down, connectivity issues</i>	59	1.21%
Dead Animal Removal (ROW)	<i>Reports of miscellaneous deceased animals</i>	52	1.07%
Lee County DOT/Road Cond	<i>Road signs down or obstructed from view</i>	52	1.07%



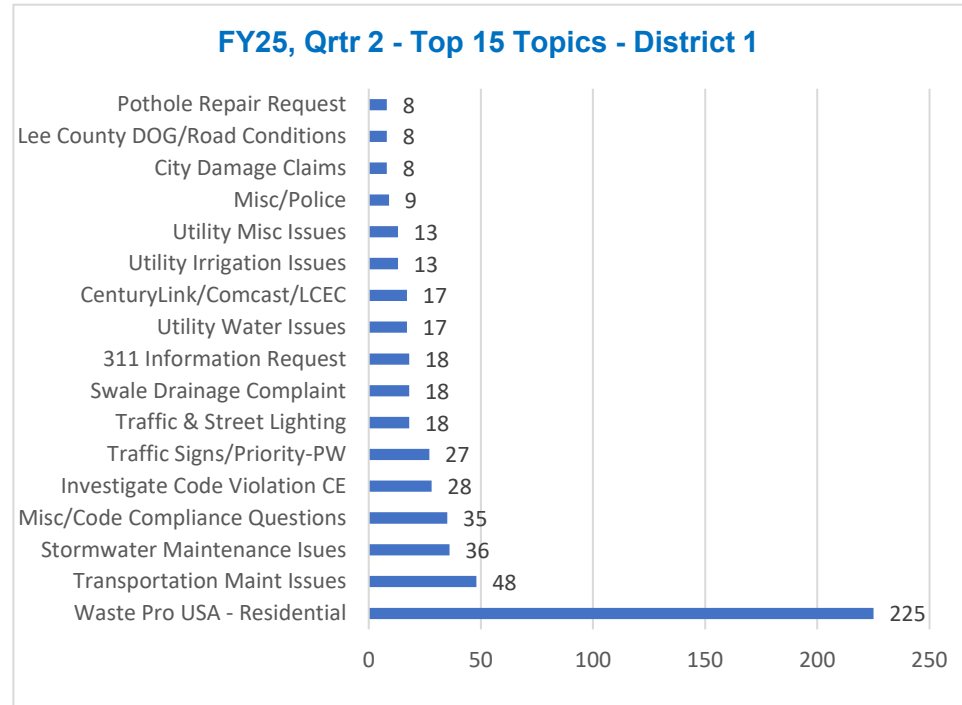
311 Topic Tracker Report - District 1

FY25, Qtr 2

1/1/25-3/31/25

Total Requests: 604

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	225	37.25%
Transportation Maint Issues	48	5.70%
Stormwater Maintenance Issues	36	4.28%
Misc/Code Compliance Questions	35	4.16%
Investigate Code Violation CE	28	3.33%
Traffic Signs/Priority-PW	27	3.21%
Traffic & Street Lighting	18	2.14%
Swale Drainage Complaint	18	2.14%
311 Information Request	18	2.14%
Utility Water Issues	17	2.02%
CenturyLink/Comcast/LCEC	17	2.02%
Utility Irrigation Issues	13	1.54%
Utility Misc Issues	13	1.54%
Misc/Police	9	1.07%
City Damage Claims	8	0.95%
Lee County DOG/Road Conditions	8	0.95%
Pothole Repair Request	8	0.95%



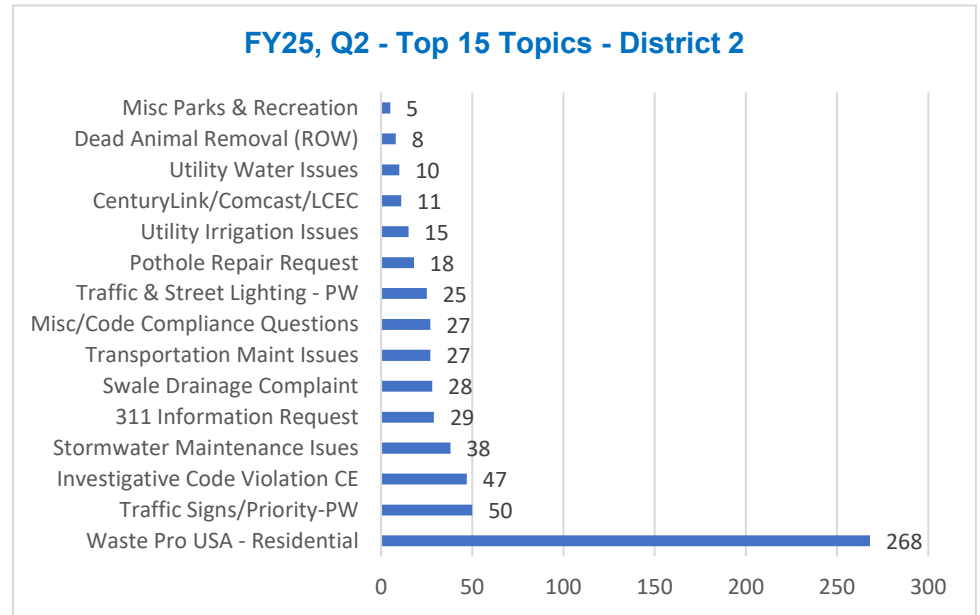
311 Topic Tracker Report - District 2

FY25, Qtr 2

1/1/25-3/31/25

Total Requests: 660

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	268	40.61%
Traffic Signs/Priority-PW	50	7.58%
Investigative Code Violation CE	47	7.12%
Stormwater Maintenance Issues	38	5.76%
311 Information Request	29	4.39%
Swale Drainage Complaint	28	4.24%
Transportation Maint Issues	27	4.09%
Misc/Code Compliance Questions	27	4.09%
Traffic & Street Lighting - PW	25	3.79%
Pothole Repair Request	18	2.73%
Utility Irrigation Issues	15	2.27%
CenturyLink/Comcast/LCEC	11	1.67%
Utility Water Issues	10	1.52%
Dead Animal Removal (ROW)	8	1.21%
Misc Parks & Recreation	5	0.76%



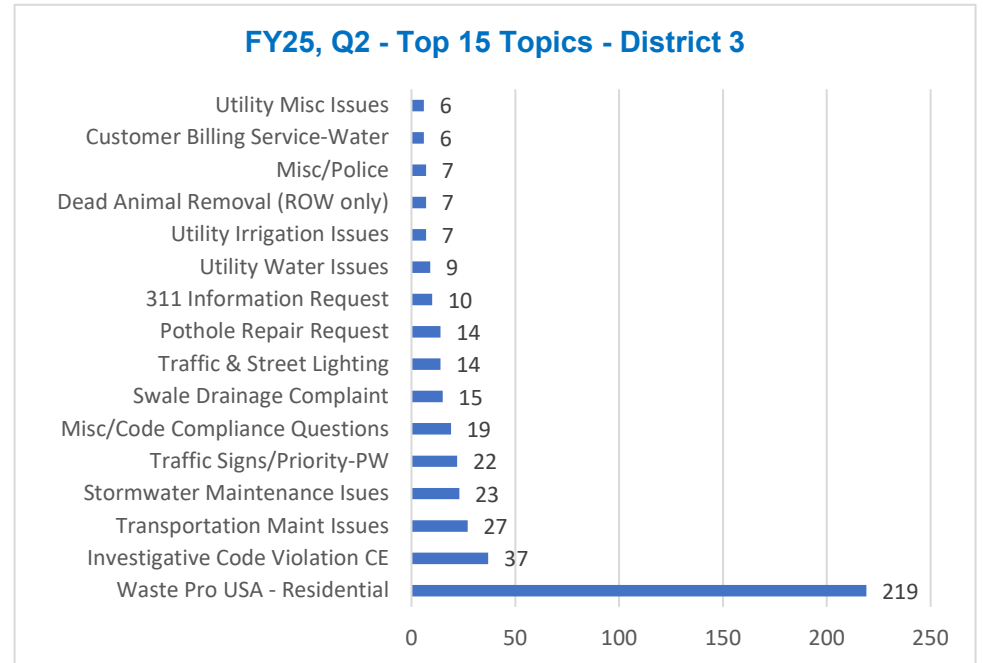
311 Topic Tracker Report - District 3

FY25, Qtr 2

1/1/25-3/31/25

Total Requests: 477

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	219	45.91%
Investigative Code Violation CE	37	7.76%
Transportation Maint Issues	27	5.66%
Stormwater Maintenance Issues	23	4.82%
Traffic Signs/Priority-PW	22	4.61%
Misc/Code Compliance Questions	19	3.98%
Swale Drainage Complaint	15	3.14%
Traffic & Street Lighting	14	2.94%
Pothole Repair Request	14	2.94%
311 Information Request	10	2.10%
Utility Water Issues	9	1.89%
Utility Irrigation Issues	7	1.47%
Dead Animal Removal (ROW only)	7	1.47%
Misc/Police	7	1.47%
Customer Billing Service-Water	6	1.26%
Utility Misc Issues	6	1.26%



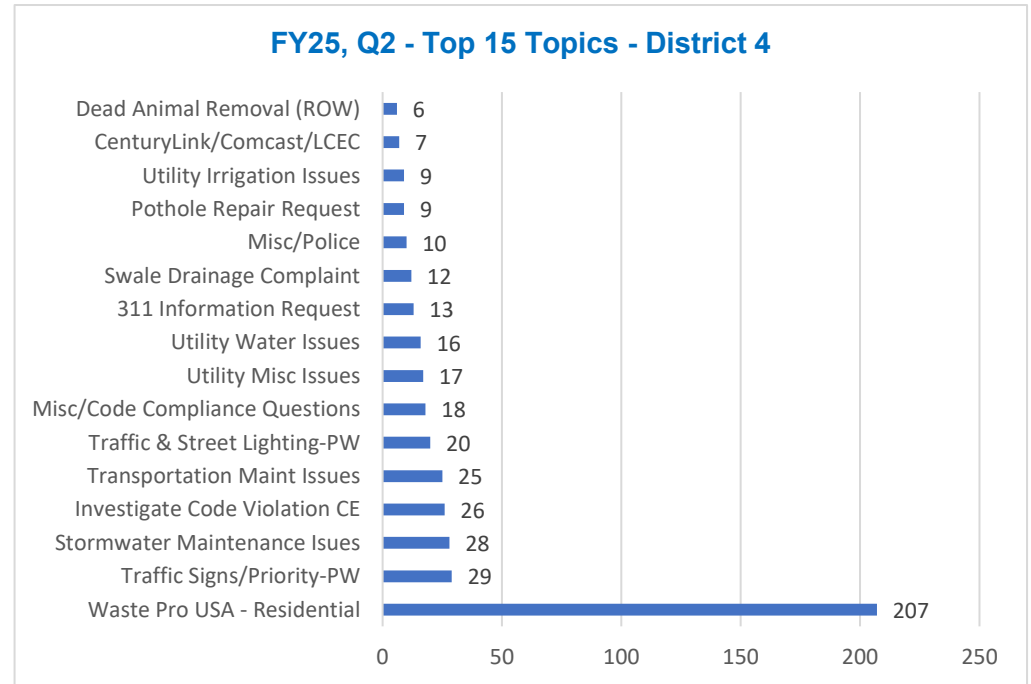
311 Topic Tracker Report - District 4

FY25, Qtr 2

1/1/25-3/31/25

Total Requests: 486

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	207	42.59%
Traffic Signs/Priority-PW	29	5.97%
Stormwater Maintenance Issues	28	5.76%
Investigate Code Violation CE	26	5.35%
Transportation Maint Issues	25	5.14%
Traffic & Street Lighting-PW	20	4.12%
Misc/Code Compliance Questions	18	3.70%
Utility Misc Issues	17	3.50%
Utility Water Issues	16	3.29%
311 Information Request	13	2.67%
Swale Drainage Complaint	12	2.47%
Misc/Police	10	2.06%
Pothole Repair Request	9	1.85%
Utility Irrigation Issues	9	1.85%
CenturyLink/Comcast/LCEC	7	1.44%
Dead Animal Removal (ROW)	6	1.23%



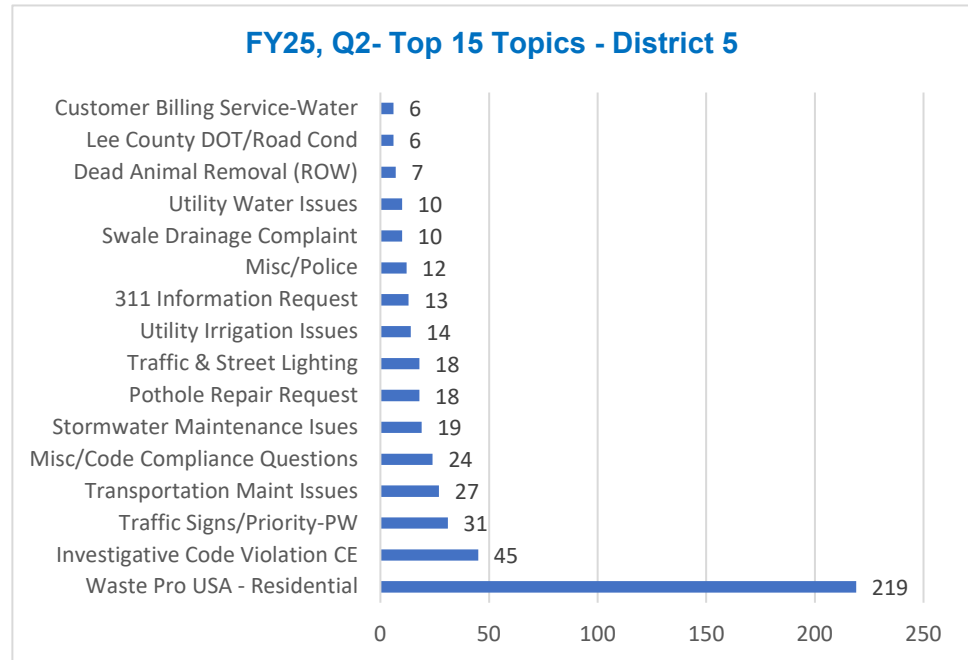
311 Topic Tracker Report - District 5

FY25, Qtr 2

1/1/25-3/31/25

Total Requests: 523

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	219	41.87%
Investigative Code Violation CE	45	8.60%
Traffic Signs/Priority-PW	31	5.93%
Transportation Maint Issues	27	5.16%
Misc/Code Compliance Questions	24	4.59%
Stormwater Maintenance Issues	19	3.63%
Pothole Repair Request	18	3.44%
Traffic & Street Lighting	18	3.44%
Utility Irrigation Issues	14	2.68%
311 Information Request	13	2.49%
Misc/Police	12	2.29%
Swale Drainage Complaint	10	1.91%
Utility Water Issues	10	1.91%
Dead Animal Removal (ROW)	7	1.34%
Lee County DOT/Road Cond	6	1.15%
Customer Billing Service-Water	6	1.15%



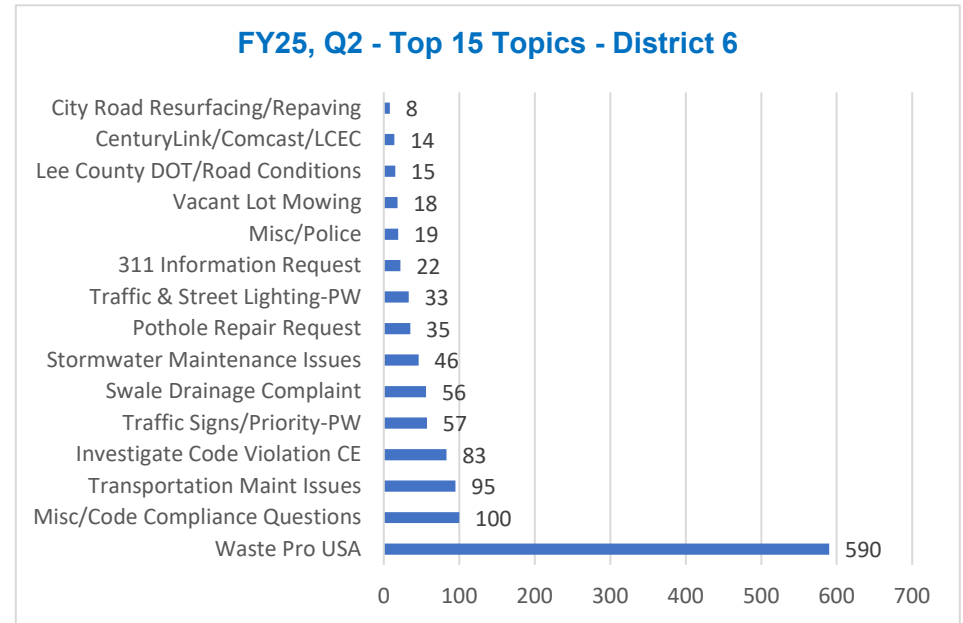
311 Topic Tracker Report - District 6

FY25, Qtr 2

1/1/25-3/31/25

Total Requests: 1,265

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA	590	46.64%
Misc/Code Compliance Questions	100	7.91%
Transportation Maint Issues	95	7.51%
Investigate Code Violation CE	83	6.56%
Traffic Signs/Priority-PW	57	4.51%
Swale Drainage Complaint	56	4.43%
Stormwater Maintenance Issues	46	3.64%
Pothole Repair Request	35	2.77%
Traffic & Street Lighting-PW	33	2.61%
311 Information Request	22	1.74%
Misc/Police	19	1.50%
Vacant Lot Mowing	18	1.42%
Lee County DOT/Road Conditions	15	1.19%
CenturyLink/Comcast/LCEC	14	1.11%
City Road Resurfacing/Repaving	8	0.63%



311 Topic Tracker Report - District 7

FY25, Qtr 2

1/1/25-3/31/25

Total Requests: 858

<u>Top 15 Topics</u>	<u>Count</u>	<u>% of Total</u>
Waste Pro USA - Residential	380	44.29%
Misc/Code Compliance Questions	74	8.62%
Investigate Code Violation CE	68	7.93%
Transportation Maint Issues	59	6.88%
Stormwater Maintenance Issues	30	3.50%
Pothole Repair Request	27	3.15%
311 Information Request	27	3.15%
Traffic & Street Lighting-PW	24	2.80%
Traffic Signs/Priority-PW	23	2.68%
Swale Drainage Complaint	22	2.56%
Utility Extension Questions	20	2.33%
Misc/Police	14	1.63%
Lee County DOT/Road Conditions	13	1.52%
Dead Animal Removal (ROW)	13	1.52%
Lee County Mosquito Control	7	0.82%

