Communications

August 27, 2014

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Measures in regular text are "influence" level. *These measures are high-level measures that the department wants to impact with its work. Measures in italics are "supporting" measures. They can add context to the influence level measures, represent the programmatic or operational activities of the department, or be the direct outcomes of the department's work.*

Deliver Open, Transparent Access to City News and Information

Informing Residents on Major Issues in the City of Minneapolis, Respondents Rating Very Good or Good
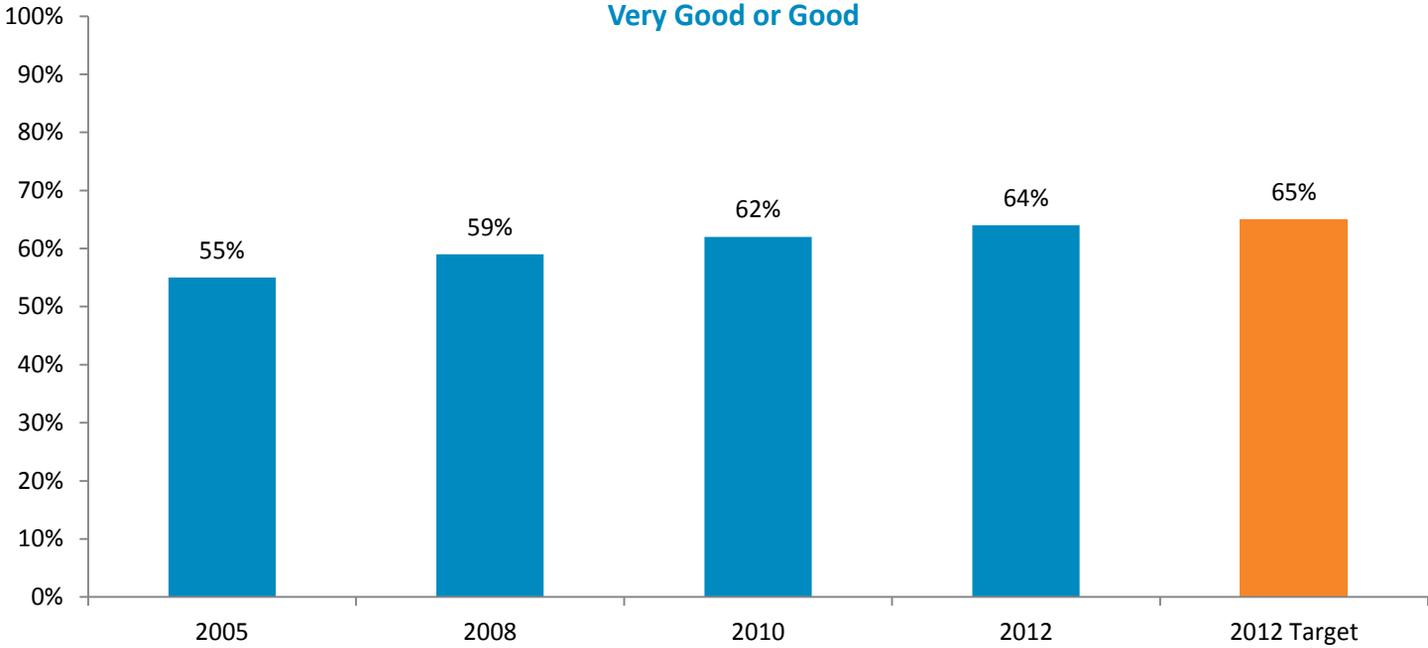
Year	Rating
2005	55%
2008	59%
2010	62%
2012	64%
2012 Target	65%

For comparisons by survey year, the margin of error is plus or minus four percentage points around any given percentage point and differences from 2010 to 2012 must be five percentage points or higher before they should be considered real changes in population sentiment.
Source: Resident Surveys

Informing Residents on Major Issues in the City of Minneapolis by Planning District, Respondents Rating Very Good or Good

Planning District	2010	2012
Calhoun-Isles	78%	73%
Camden	46%	54%
Central	56%	70%
Longfellow	64%	68%
Near North	54%	41%
Nokomis	67%	64%
Northeast	55%	70%
Phillips	58%	58%
Powderhorn	61%	62%
Southwest	64%	72%
University	69%	65%
Overall	62%	64%
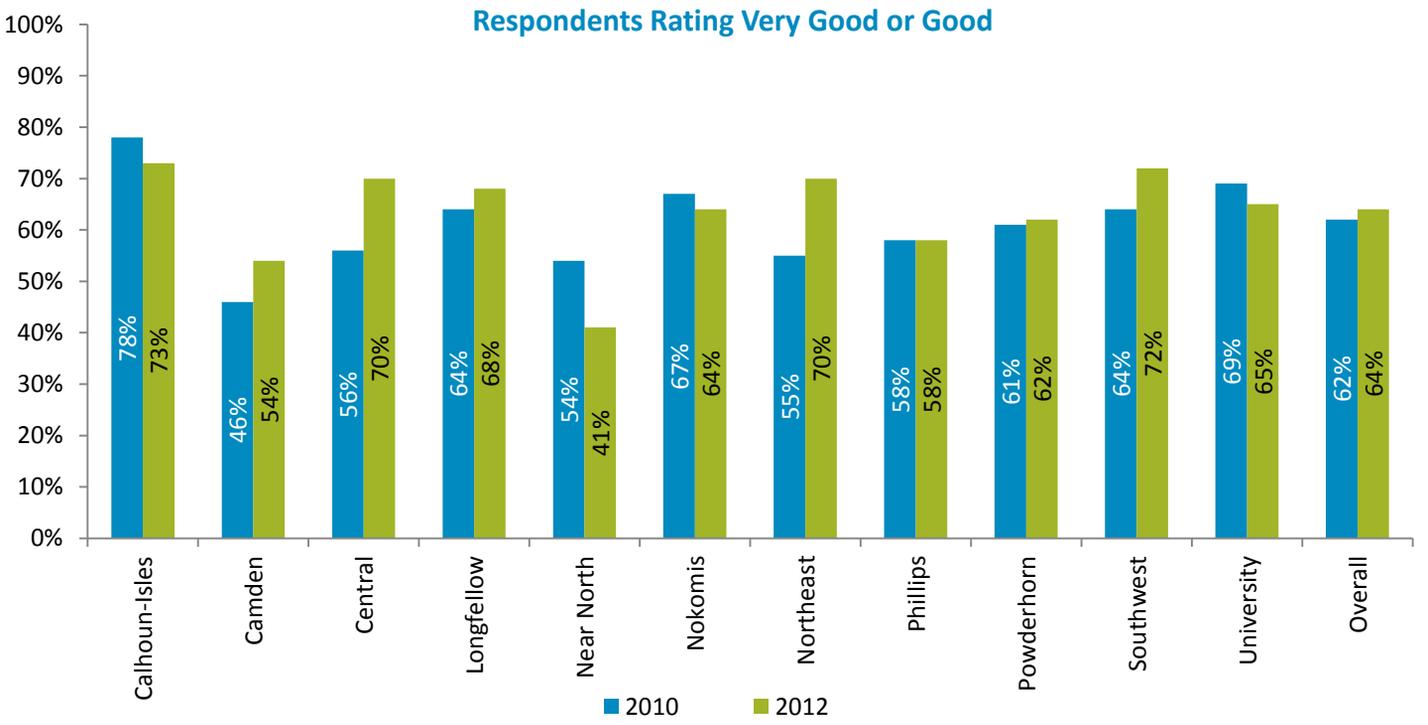
Note: Due to sample size, the margin of error is ± 10 percent for community planning districts.
Source: 2013 Resident Survey

Resident Perception of City Website, Respondents Rating Very Good or Good

Notes:
1. For comparisons by survey year, the margin of error is plus or minus four percentage points around any given percentage point and differences from 2010 to 2012 must be five percentage points or higher before they should be considered real changes in population sentiment.
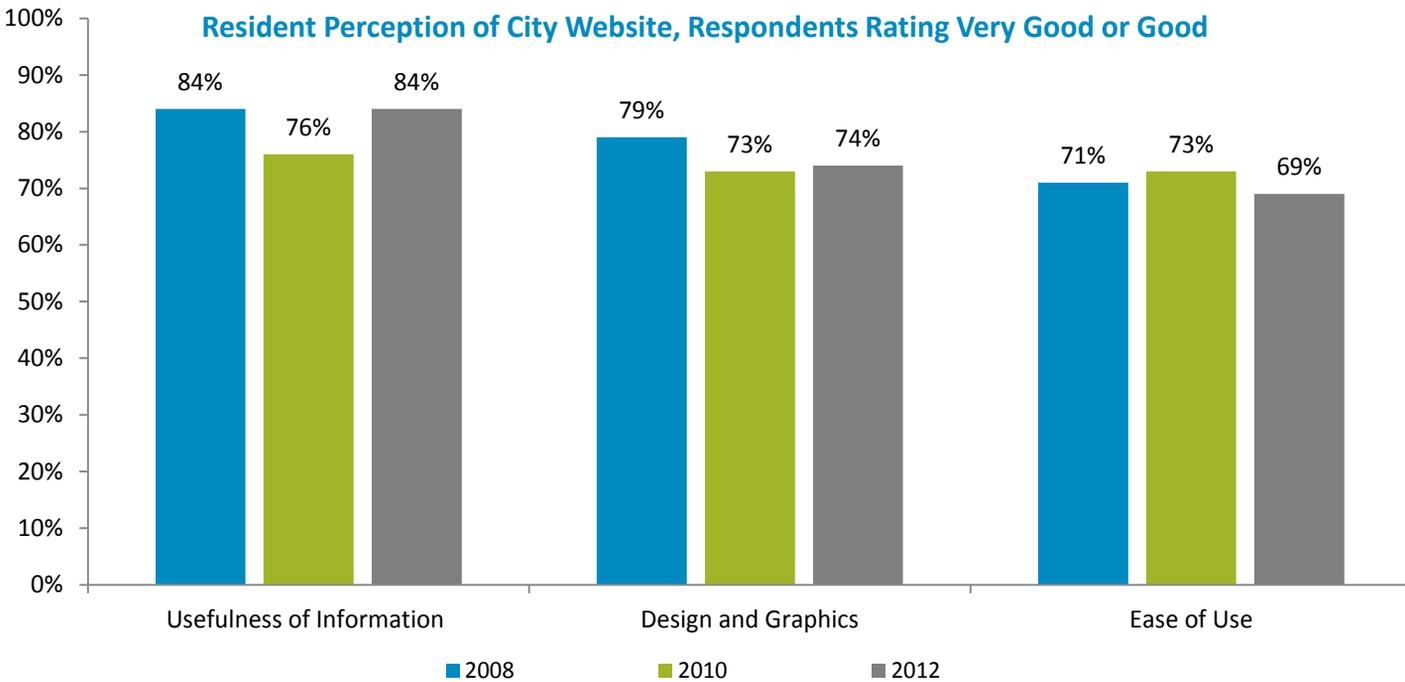2. "Design and Graphics" and "Ease of Use" are primarily responsibilities of IT
*Source: Resident Surveys*

Why is the goal of delivering open transparent access to City news and information important?

This set of data shows Minneapolis residents' perception of how proactive and open City government is in communicating on major issues. Residents' views on how well they're kept informed by local government help to influence the confidence they have in the quality of services the City provides and in local government decision-making. These measures show the audience reach and impact of our work to maintain open, transparent news and information for the public.

What will it take to improve this goal?

The Communications Department is not solely responsible for moving the dial on this goal since the City has many communications "touch-points" with our residents every day. However, Communications' work should play a significant role in influencing this measure. We have seen steady progress in achieving our target on the resident survey; however, it is a gradual change. Communications must continue to utilize existing communications channels to aggressively promote City news and information and seek new opportunities and channels to reach our residents and other stakeholders. Our overarching communications strategy is built on the understanding that people get their news from a diverse set of online and traditional sources and communications channels and preferences change over time. This data helps us understand which communications channels remain effective and how we should prioritize our efforts. Moving forward, the department is putting greater emphasis on coordination with non-English media and is continuing to build its library of videos on City services in multiple languages that can be broadcast on City cable channels and shared in a variety of ways. Our social media strategies will also need to continually evolve to ensure we're reaching audiences in engaging ways, keeping up with best practices and emerging social media trends.

City of Minneapolis Website Usage
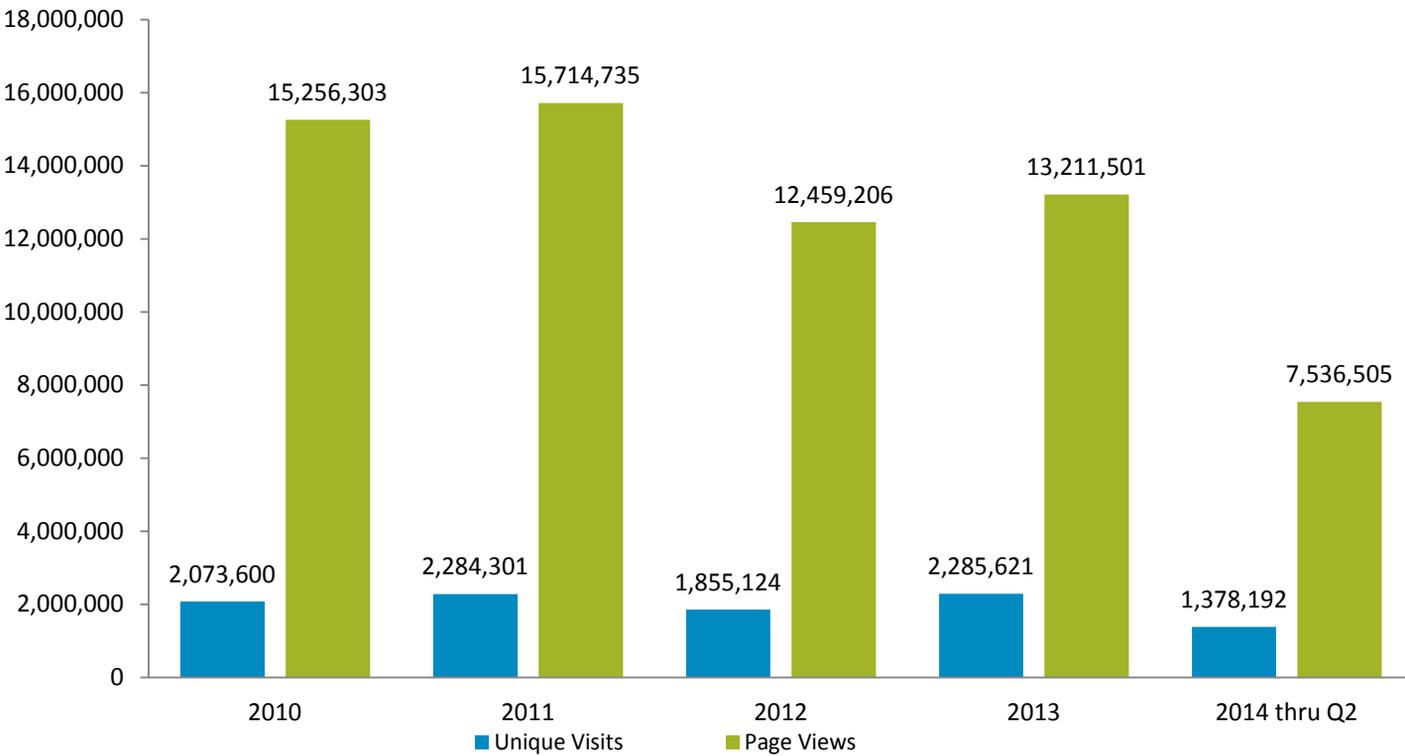
Source: Google analytics

Rank	Top Web News Stories 2014 thru Q2	Unique Page Views
1	Snow Emergency ends at 8 p.m. Saturday, Winter Parking Restrictions begin 8 a.m. Sunday (2/22)	10,761
2	High snow accumulation prompts limited parking restrictions (2/4)	10,558
3	Updates on street flooding (6/19)	6,506
4	Winter Parking Restrictions no longer in effect (3/27)	5,093
5	Help spread the word about Winter Parking Restrictions with flyer (2/22)	4,556
6	Targeted Snow Emergency Routes will be posted "No Parking" to improve traffic safety and flow (3/7)	2,861
7	Order a compost bin or rain barrel now, pick it up in the spring (1/29)	2,653
8	Plant a tree on your Minneapolis property for $25 (3/10)	1,741
9	Air pollution alert issued for the metro area (3/7)	1,667
10	Help shape our city— apply for openings on Minneapolis boards and commissions (3/6)	1,522

Source: Google analytics

Ranking	Visits to City of Minneapolis Website, by Source 2014 thru Q2
Deliver Open, Transparent Access to City News and Information	
1	GovDelivery (links.govdelivery.com)
2	Facebook mobile
3	Facebook
4	Twitter
5	Star Tribune website (startribune.com)
6	Minnesota Twins website (minnesota.twins.mlb.com)
7	Yahoo
8	KSTP website (kstp.com)
9	minneapolis.about.com
10	Wikipedia
11	Government jobs.com (agency.governmentjobs.com)
12	Ramsey County website (co.ramsey.mn.us)
13	KARE-TV website (kare11.com)
14	Minneapolis Parks website (minneapolisparks.org)
15	Meet Minneapolis (minneapolis.org)

Source: Google Analytics

City of Minneapolis Facebook Page

Source: Facebook
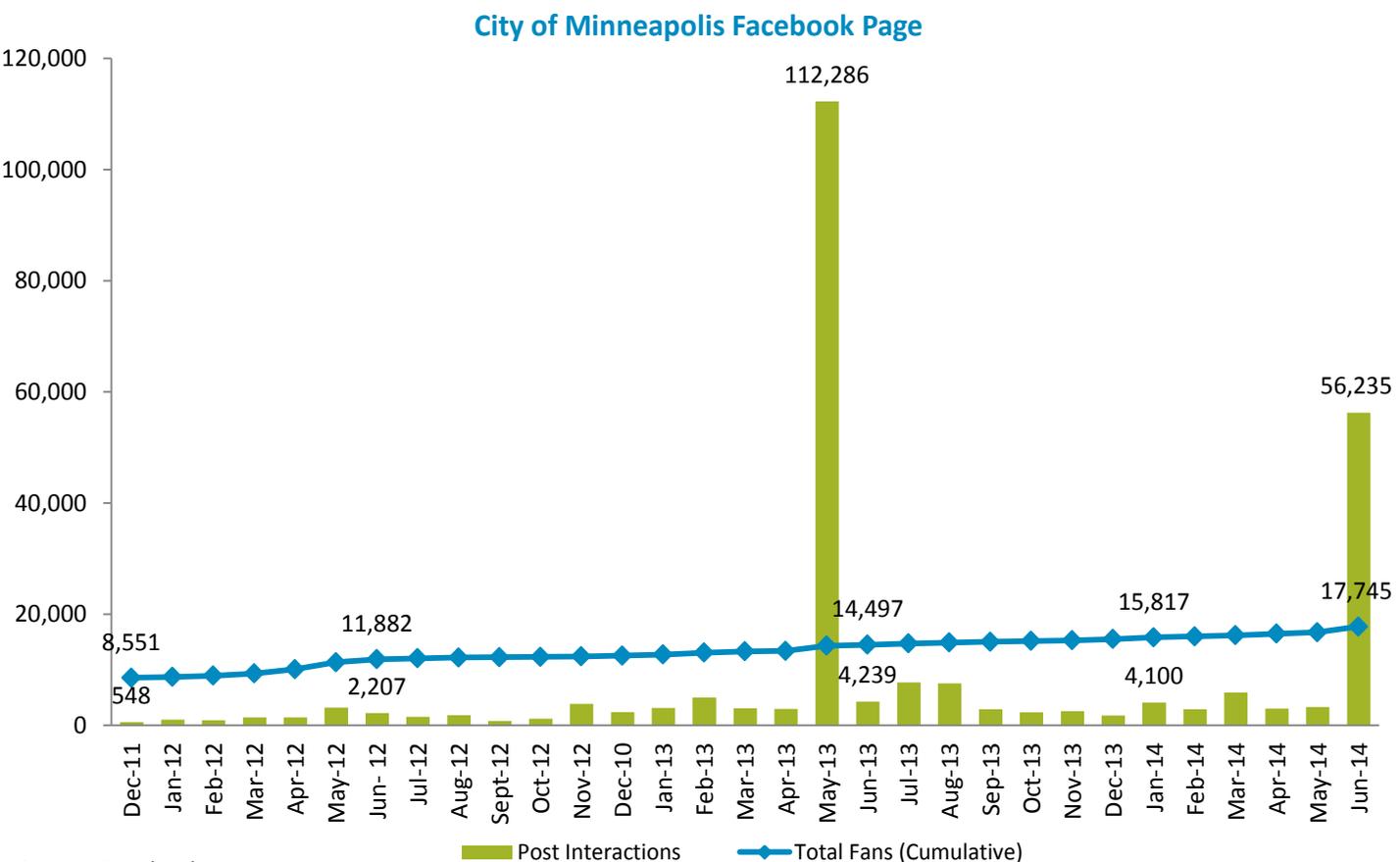
Rank	Post	Reach
	Top Facebook Posts by "organic reach" (2014 thru Q2)	
1	I-35W Bridge lit for Pride photo (6/27)	567,552
2	New bees at City Hall status (6/27)	87,232
3	Sula dog adoption photo (3/17)	63,360
4	Street flooding update #2 status (6/19)	40,688
5	Winter Parking Restrictions end link (3/26)	33,840
6	Street flooding update #1 status (6/19)	25,720
7	Street flooding update #3 link (6/19)	25,416
8	Pit Bull adoptions now allowed at MACC status (6/5)	17,696
9	Pet of the Week before and after photo (6/17)	6,884
10	Throwback Thursday: President Johnson in town photo (6/26)	5,872

Note: Facebook defines "organic reach" as "the number of people who saw your page post in news feed or ticker, or on your page's timeline."
Source: Facebook

Twitter Followers (Cumulative)
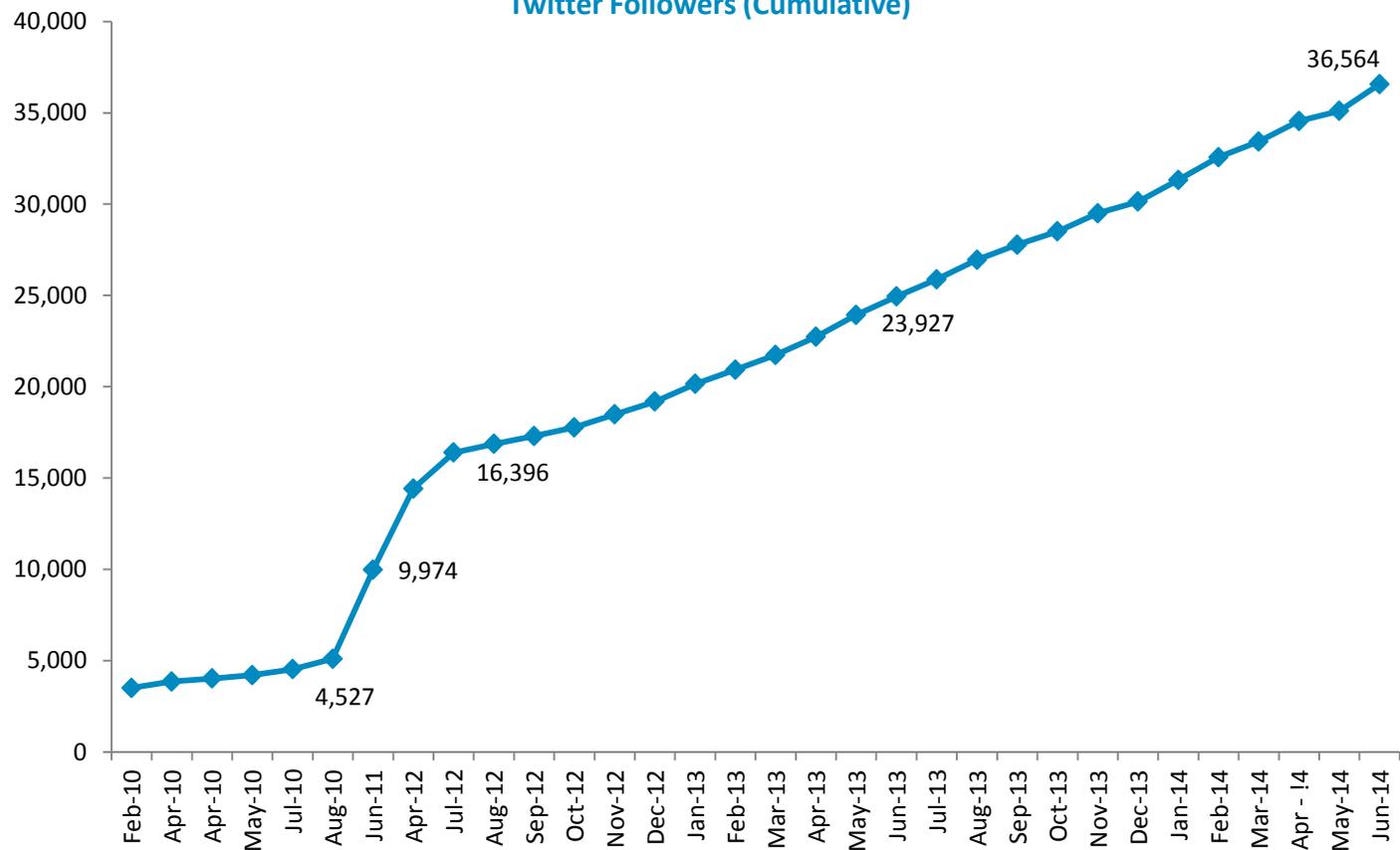
Source: Twitter

Minneapolis Snow Emergency Facebook Page

Unique Page Views:
- Nov-11: 718
- Dec-11: 1,021
- Jan-12: 658
- Feb-12: 848
- Mar-12: 283
- Apr-12: 107
- Nov-12: 217
- Dec-12: 3,551
- Jan-13: 634
- Feb-13: 2,432
- Mar-13: 2,302
- Apr-13: 2,136
- Nov-13: 163
- Dec-13: 4083
- Jan-14: 3901
- Feb-14: 5024
- Mar-14: 865
- Apr-14: 498

Total Fans (Cumulative):
- Nov-11: 18,294
- Dec-11: 18,567
- Jan-12: 18,709
- Feb-12: 18,835
- Mar-12: 18,871
- Apr-12: 18,894
- Nov-12: 18,985
- Dec-12: 20,332
- Jan-13: 20,525
- Feb-13: 21,302
- Mar-13: 21,821
- Apr-13: 22,071
- Nov-13: 22,435
- Dec-13: 23,472
- Jan-14: 24,267
- Feb-14: 24,887
- Mar-14: 25,041
- Apr-14: 25,157

Legend: Unique Page Views | Total Fans (Cumulative)

Source: Facebook

Yearly Total Percentage of Social Media Posts: Facebook and Twitter, by Priority Area

Priority Area	2010	2011	2012	2013	2014 thru Q2
Green	23%	12%	14%	13%	12%
Biking	4%	3%	5%	4%	5%
Economic Development	2%	1%	2%	3%	3%
Public Safety	11%	15%	17%	12%	20%
Good Government	36%	30%	34%	33%	24%
Transportation				7%	5%
Other Infrastructure				3%	4%
Reactive				6%	1%
Other	24%	20%	27%	12%	5%
Tornado		19%	1%		
Snow				8%	19%

Legend: 2010 | 2011 | 2012 | 2013 | 2014 thru Q2
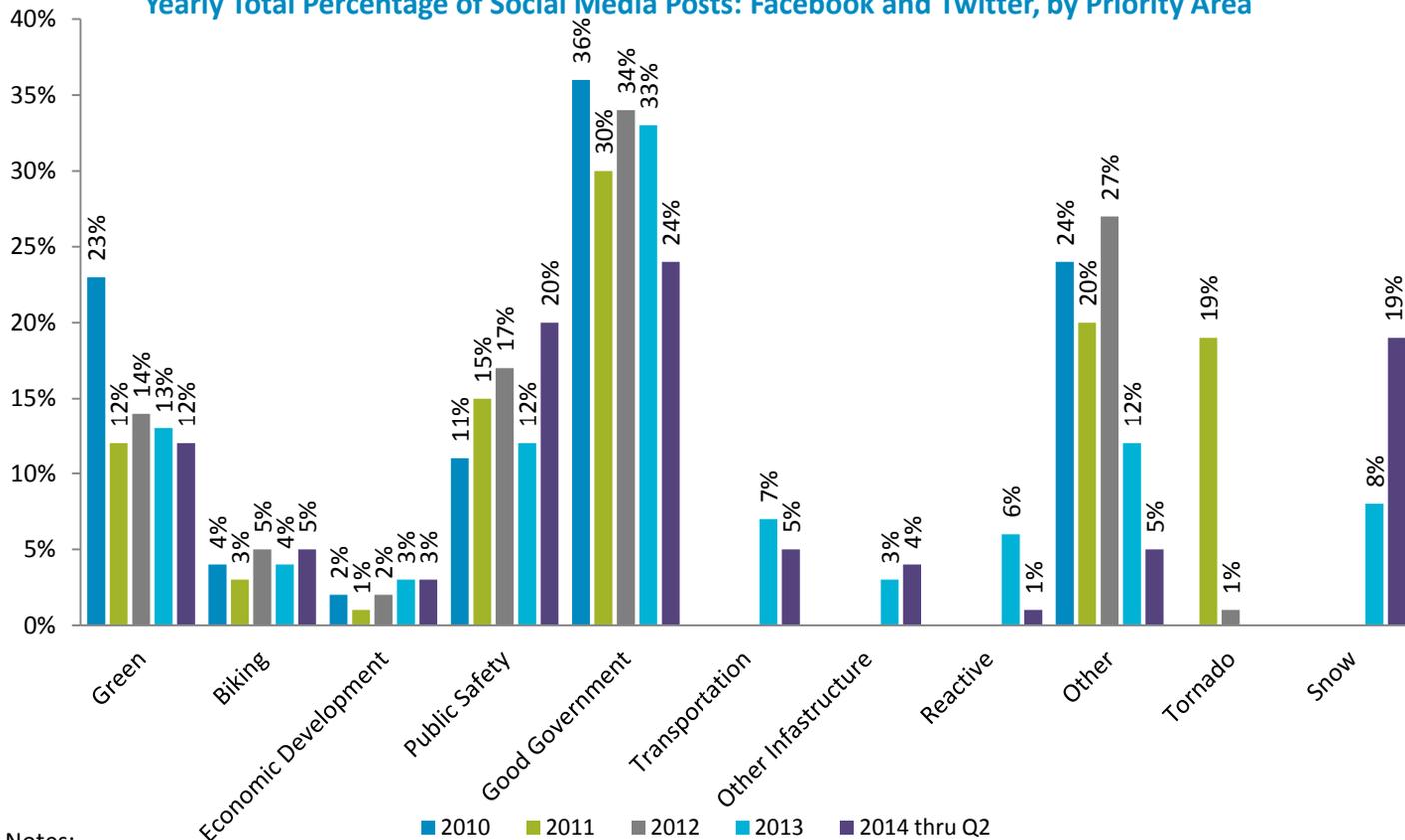
Notes:
1. In 2010, data was collected on "Economic Recovery." This has been retitled "Economic Development."
2. "Other" includes "Snow" and "Tornado" for 2011 and 2012. "Other" also includes "Transportation" for 2010.
Source: Facebook & Twitter

Deliver Open, Transparent Access to City News and Information

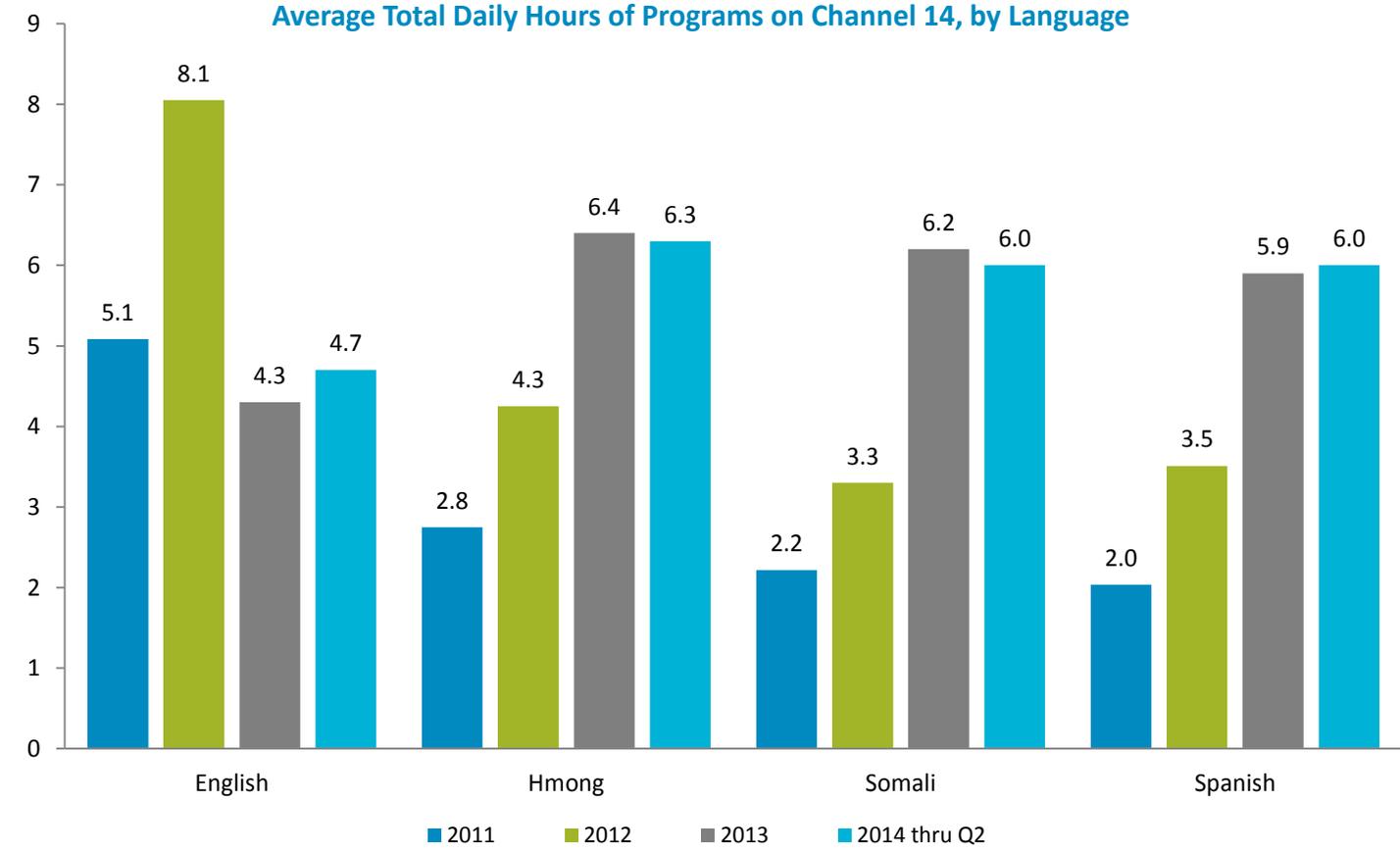| Ranking	Top City Web Pages Visited, 2013	Top City Web Pages Visited, 2014 thru Q2
1	Homepage	Homepage
2	Search page results	Search page results
3	Snow season parking	Snow season parking
4	Webmail (City employees)	Snow Emergency app
5	Jobs	Snow Emergency parking rules
6	Utility billing	Jobs
7	Before you apply for a job	Snow Emergency street lookup
8	Snow Emergency parking rules	Before you apply for a job
9	Crime maps	Utility billing
10	Property information	Property information

Source: Google Analytics

Average Total Daily Hours of Programs on Channel 14, by Language

	English	Hmong	Somali	Spanish
2011	5.1	2.8	2.2	2.0
2012	8.1	4.3	3.3	3.5
2013	4.3	6.4	6.2	5.9
2014 thru Q2	4.7	6.3	6.0	6.0

Source: Minneapolis Communications Department

Results Minneapolis: Communications   August 27, 2014

Average Number of Videos on Channel 14 per Day, by Language (2012) Total 118
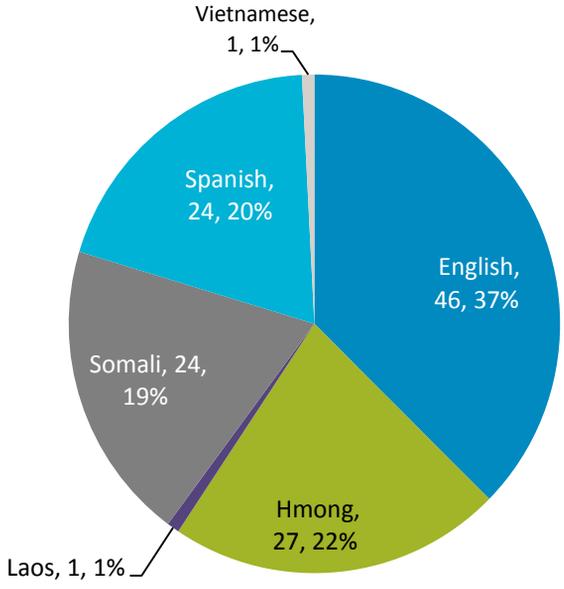
Vietnamese, 1, 1%
Spanish, 24, 20%
English, 46, 37%
Somali, 24, 19%
Laos, 1, 1%
Hmong, 27, 22%

Source: Minneapolis Communications Department

Average Number of Videos on Channel 14 per Day, by Language (2013) Total 350
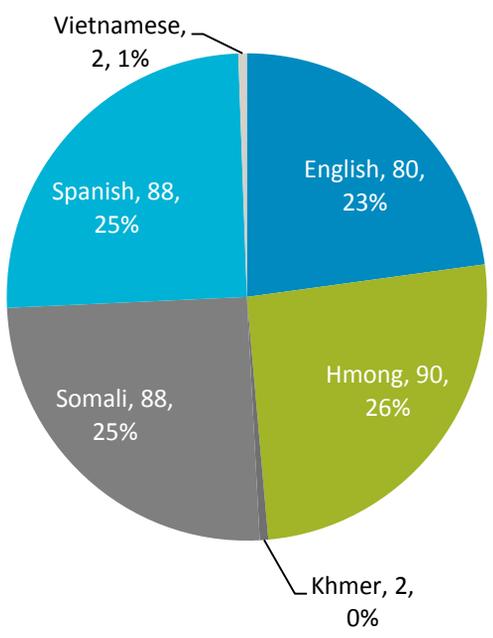
Vietnamese, 2, 1%
Spanish, 88, 25%
English, 80, 23%
Somali, 88, 25%
Hmong, 90, 26%
Khmer, 2, 0%

Source: Minneapolis Communications Department

Average Number of Videos on Channel 14 per Day by Language (2014, Thru Q2) Total 364

Vietnamese, 1, 0%
Spanish, 86, 24%
English, 99, 27%
Somali, 88, 24%
Hmong, 88, 24%
Laos, 1, 0%
Khmer, 1, 1%
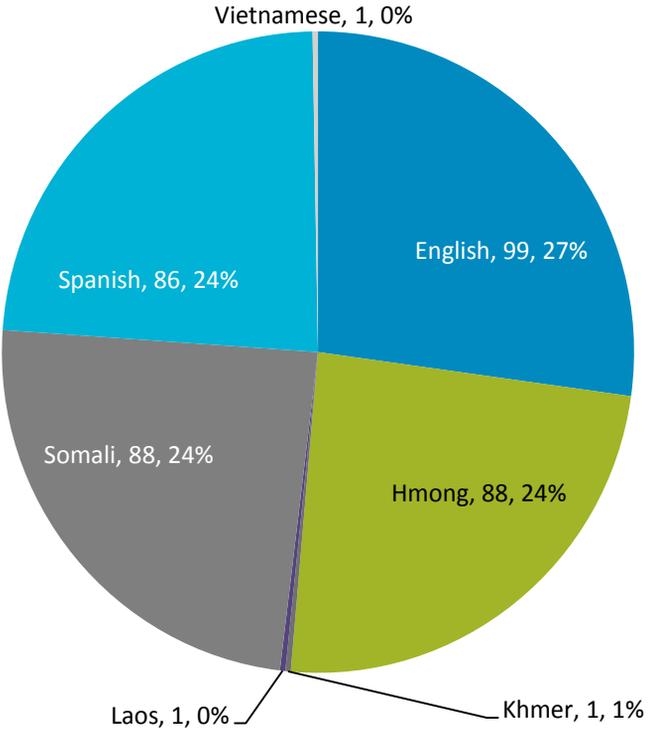
Source: Minneapolis Communications Department

Promote City Government's Work to Be a Safe, Green, Healthy, Equitable City that's Well Run

Year	Press Releases & Advisories	Audience Reach	Publicity Ad Value
2010	265	80,669,701	$ 15,046,077
2011	310	289,222,001	$ 22,474,250
2012	322	12,516,803,069	$ 20,350,262
2013	331	42,384,693,318	$ 26,652,035
2014 thru Q2	136	24,866,374,084	$ 8,001,731

Note: There was a change in the process of reporting measures for audience reach in 2012 due to a change in vendors for our media monitoring system
Sources: TV Eyes Inc. and Meltwater Inc.

### Why is the goal of promoting City government's work important?
This chart articulates how Communications' proactive media relations efforts translate into earned media coverage, audience reach, and publicity ad value. These measures are industry standards for quantifying the value of public relations efforts.

While people are getting their news and information from an increasing number of sources beyond traditional media, news coverage maintains a sizeable audience and can play a major role in how the City is perceived as a place to live, work, and visit. When residents hear about and understand the work the City is doing, they are more likely to engage in City government and trust the work it's doing and the services it provides.

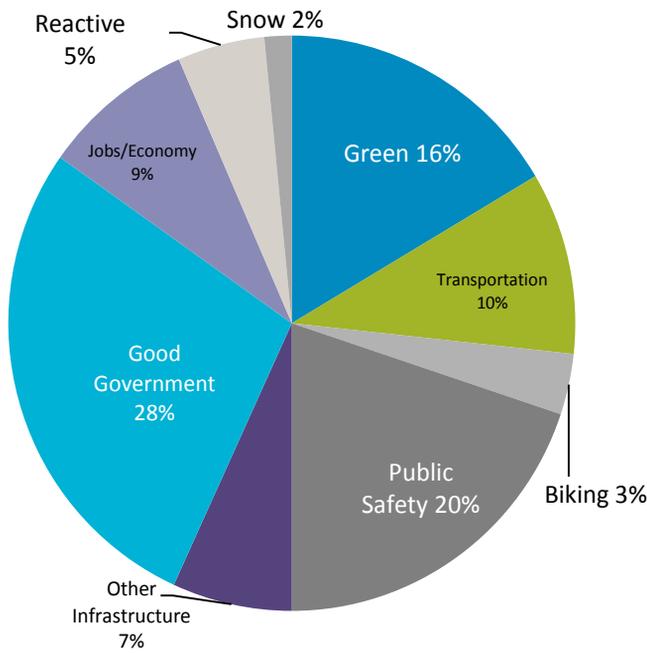### What will it take to make progress on this goal?
A number of factors play into translating proactive media relations into news coverage, some of which are not under our control. However, we can increase the likelihood of proactive media pitches being successful by focusing on providing high-quality news to the media and by creating easy opportunities for media to get the story (news conferences, media availabilities, etc.) Identifying story opportunities from the City enterprise is part of the challenge. Communications works consistently to build relationships with departments to ensure we know about City news in advance, and we have added new ways to stay in regular touch with news generators around the City enterprise. We have also expanded our communications training efforts in part to help our employees understand how their actions and decision-making can positively (or negatively) impact the City's image with our residents and the public at large.

Audience Reach of Coverage from News Releases, by Priority Area
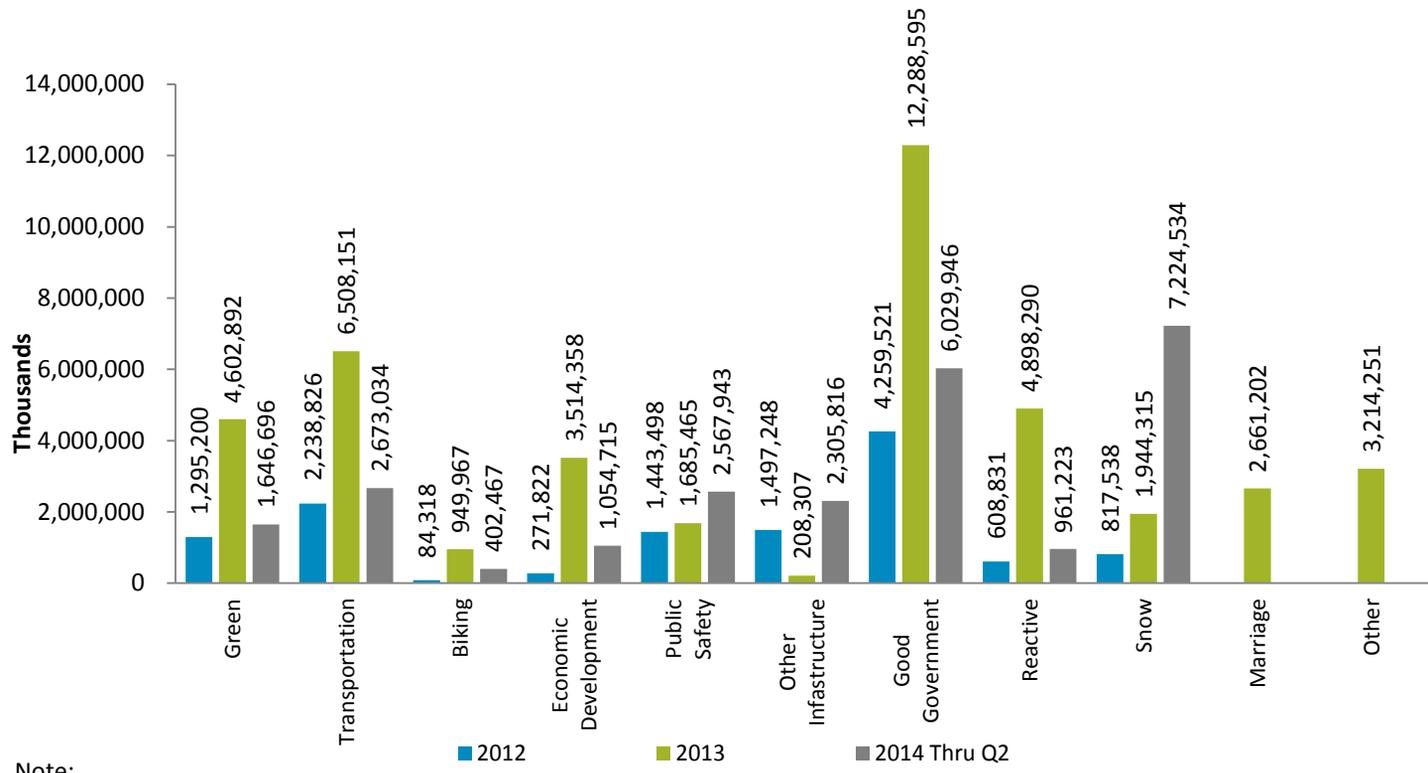
Note:
1."Other" includes "Snow" for 2012.
Sources: TVEyes Inc. and Meltwater Inc.

2012 Press Releases and Advisories by Priority Area

Reactive 5%
Snow 2%
Jobs/Economy 9%
Green 16%
Transportation 10%
Good Government 28%
Public Safety 20%
Biking 3%
Other Infrastructure 7%

2013 Press Releases and Advisories by Priority Area

Marriage 1%
Other 10%
Reactive 11%
Green 18%
Transportation 13%
Good Government 22%
Other Infrastructure 2%
Biking 7%
Public Safety 14%
Jobs/Economy 0.4%
Snow 2%
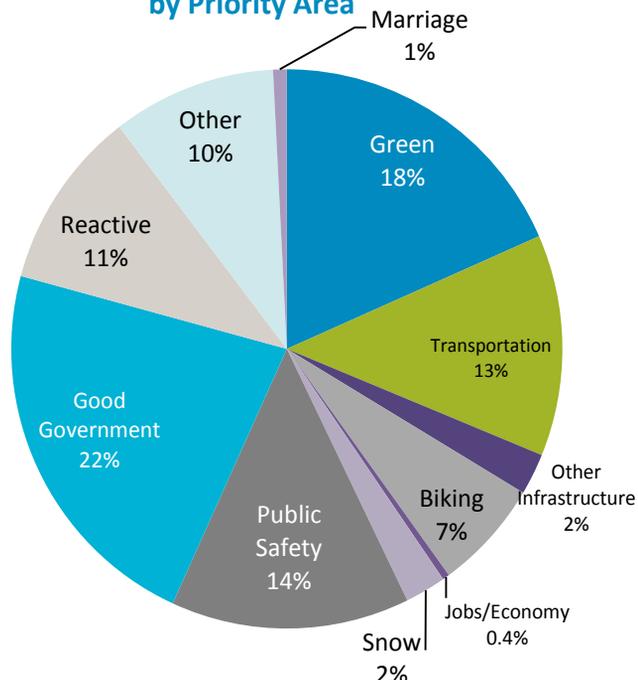
Sources: Minneapolis Communications Department, TVEyes Inc. and Meltwater Inc.

2014 thru Q2 Press Releases and Advisories by Priority Area

Pie chart:
- Reactive 2%
- Green 17%
- Transportation 10%
- Other Infrastructure 6%
- Biking 3%
- Jobs/Econ/CPED 23%
- Snow 7%
- Public Safety 11%
- Good Government 21%
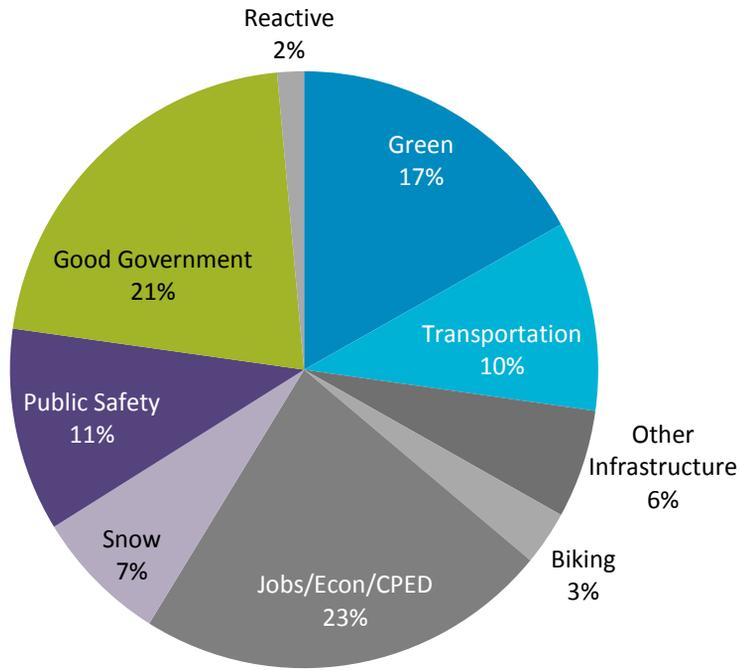
Sources: Minneapolis Communications Department, TVEyes Inc. and Meltwater Inc.

Publicity Ad Value of Coverage, by Priority Area

Bar chart (2013 / 2014 thru Q2):
- Green: 1,592,223 / 327,596.00
- Transportation: 2,181,507 / 505,809.00
- Biking: 307,382 / 102,257.00
- Economic Development: 2,714,990 / 203,496.00
- Public Safety: 1,208,966 / 482,820.00
- Other Infrastructure: 149,379 / 497,539.00
- Good Government: 9,046,354 / 2,109,473.00
- Snow: 1,680,052 / 3,095,236.00
- Reactive: 2,136,558 / 629,668.00
- Marriage: 4,418,912

Legend: ■ 2013 ■ 2014 thru Q2
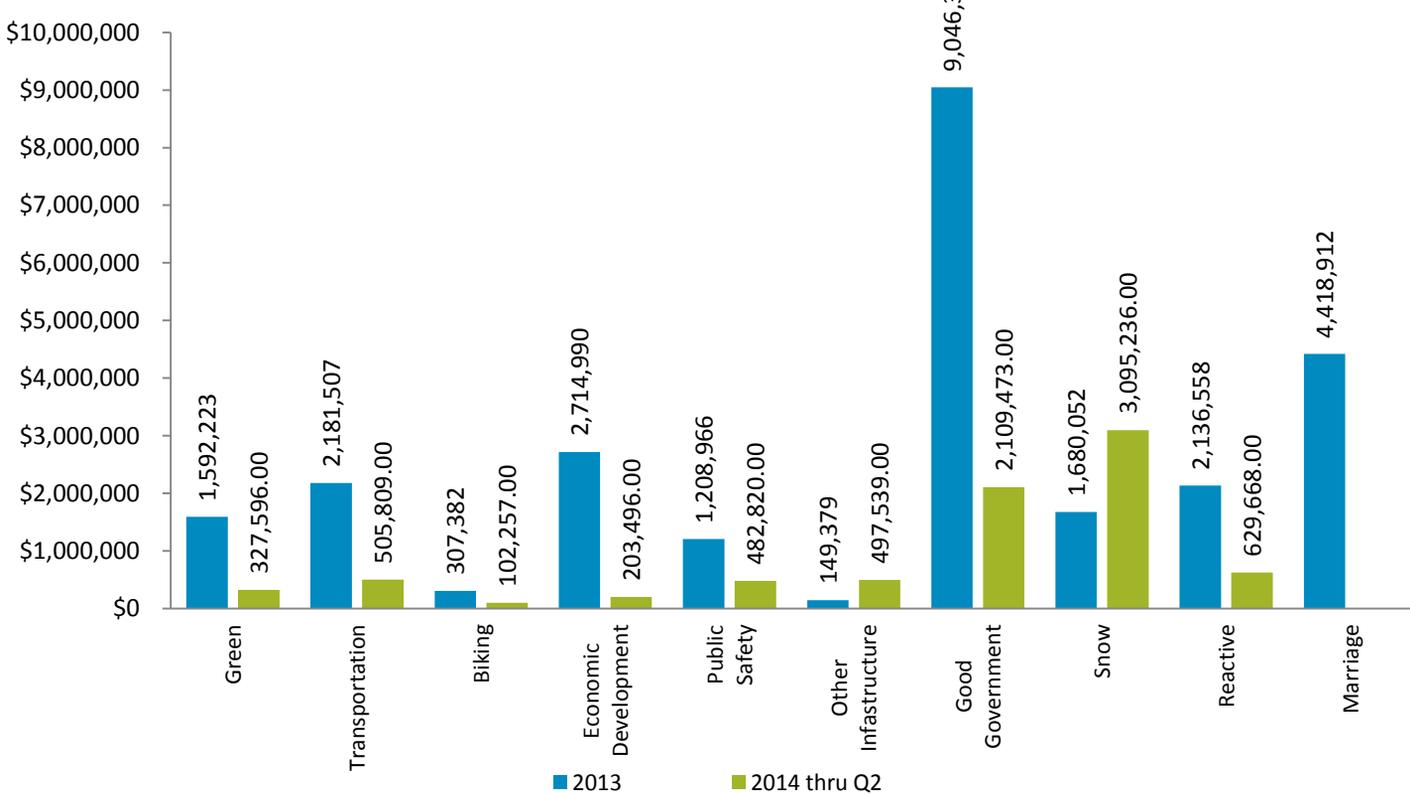
Sources: TVEyes Inc. and Meltwater Inc

Yearly Total Number of Newsbites Impressions by Priority Area

Priority Area	2012	2013	2014 thru Q2
Green	123,738	124,435	120,830
Transportation	19,942	46,883	24,966
Biking	23,440	18,866	435
Public Safety	59,575	31,733	31,931
Good Government	169,072	154,803	158,629
Other Infrastructure		9,663	33,684
Reactive	4,000	9,236	5,695
Jobs/Economy	26,074	1,651	4,370
Snow	14,175	5,385	15,205
Other		38,931	26,038
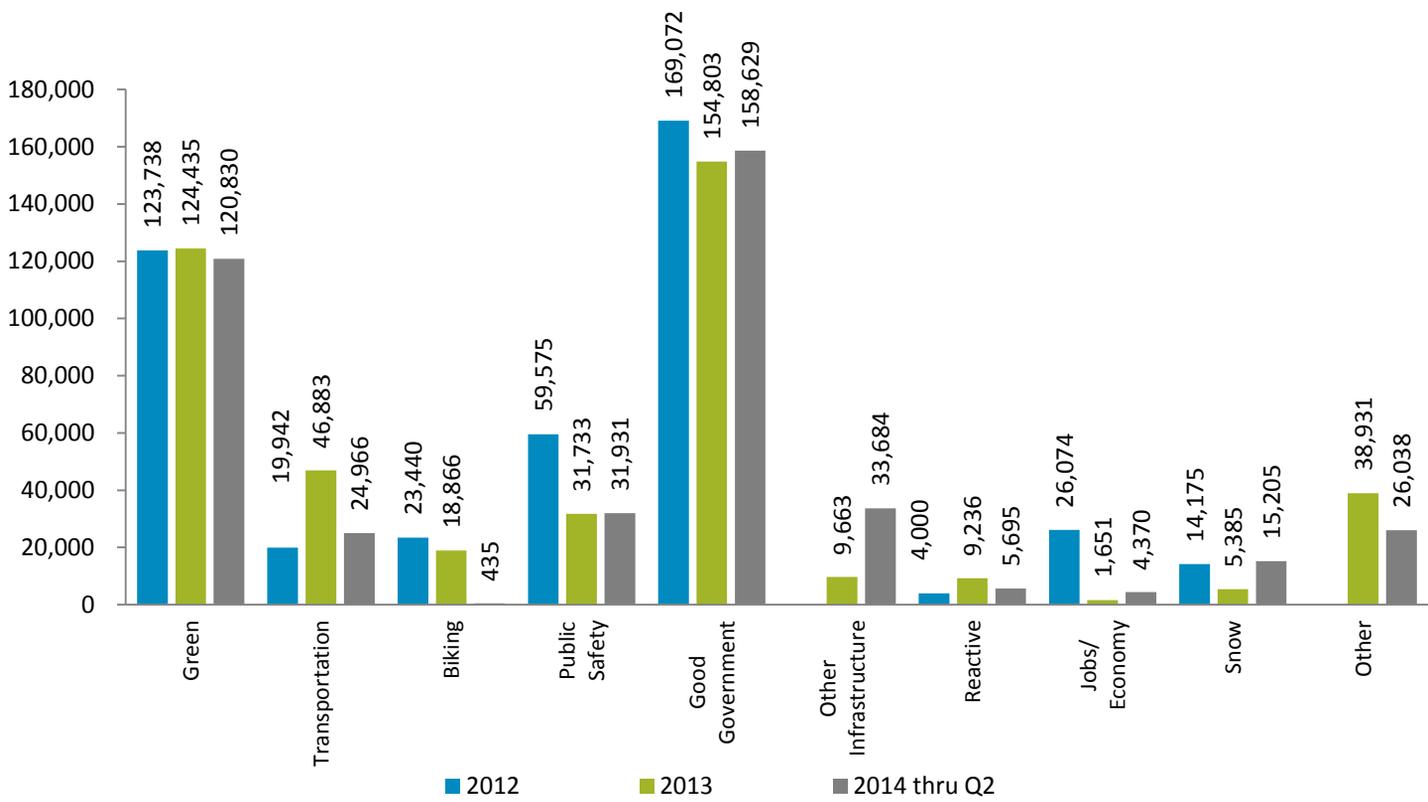
Source: Minneapolis Communications Department

Comcast Public Service Announcements: Plays and Estimated Value

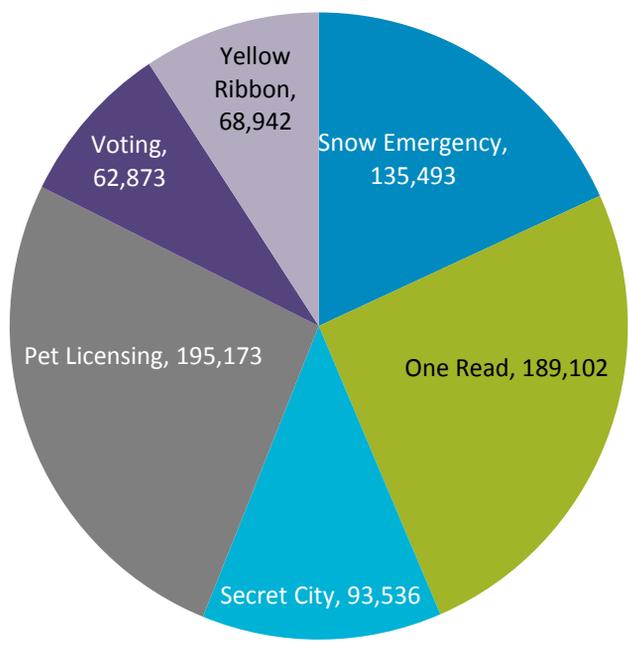| Year	Number of Plays	Estimated Value
2012	32,454	$554,666
2013	27,808	$458,782
2014 thru Q2	12,734	$210,111
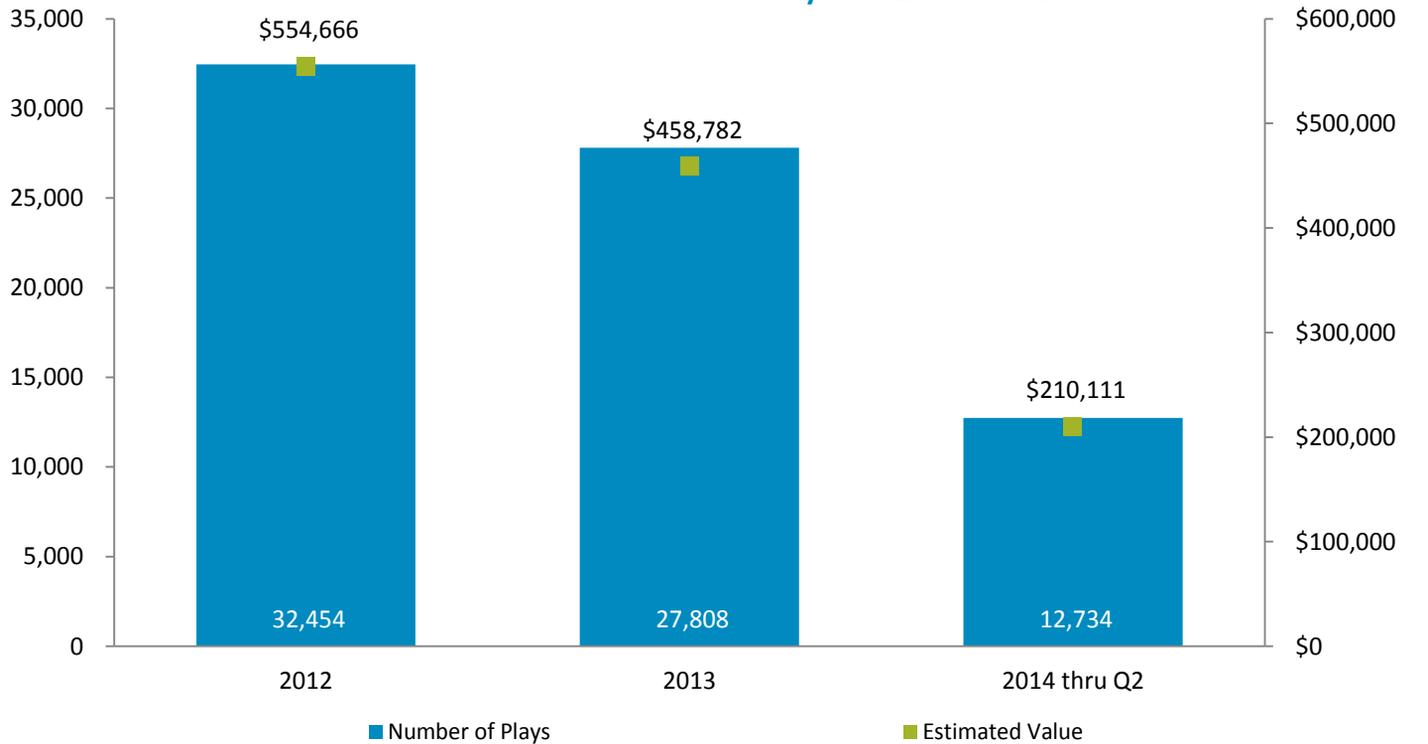
Source: Minneapolis Communications Department

Clear Channel Outdoor E-Billboard Runs and Estimated Value
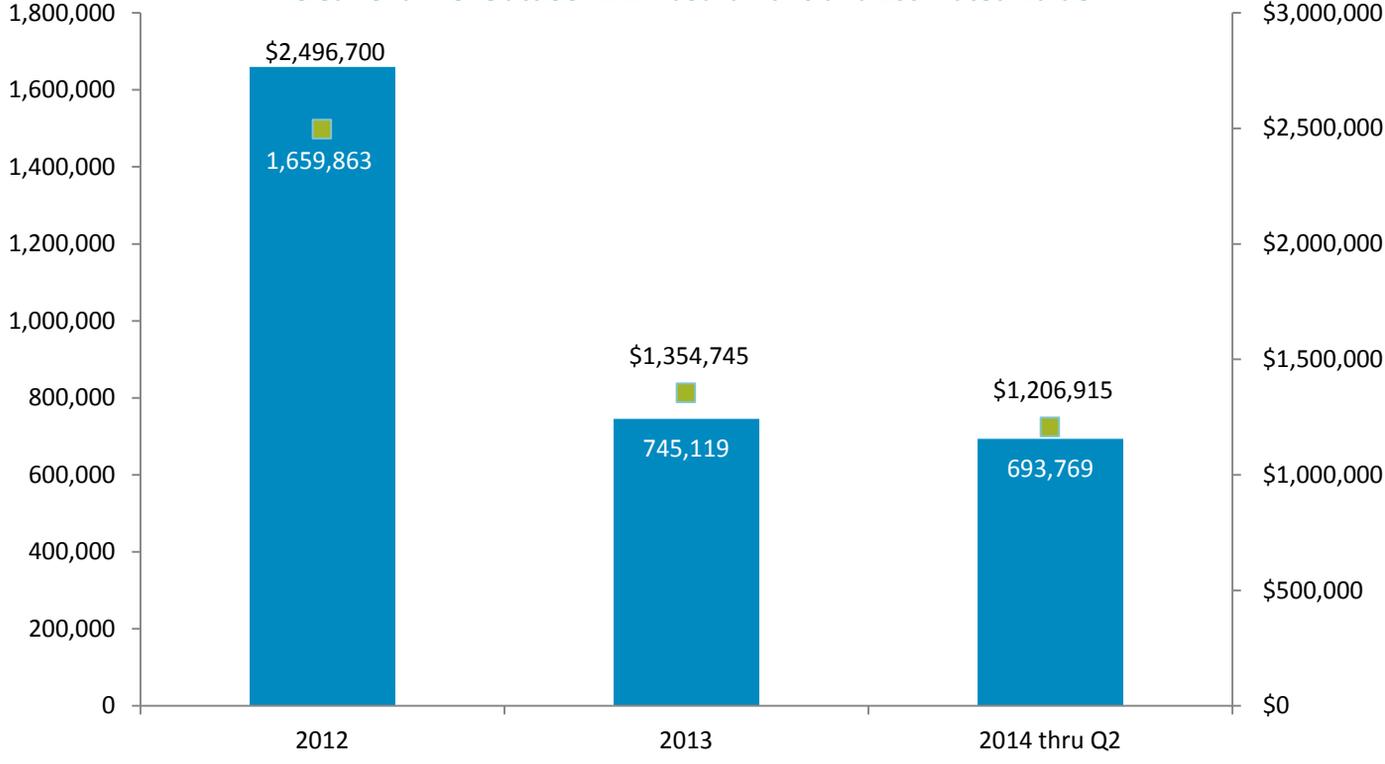
Source: Minneapolis Communications Department
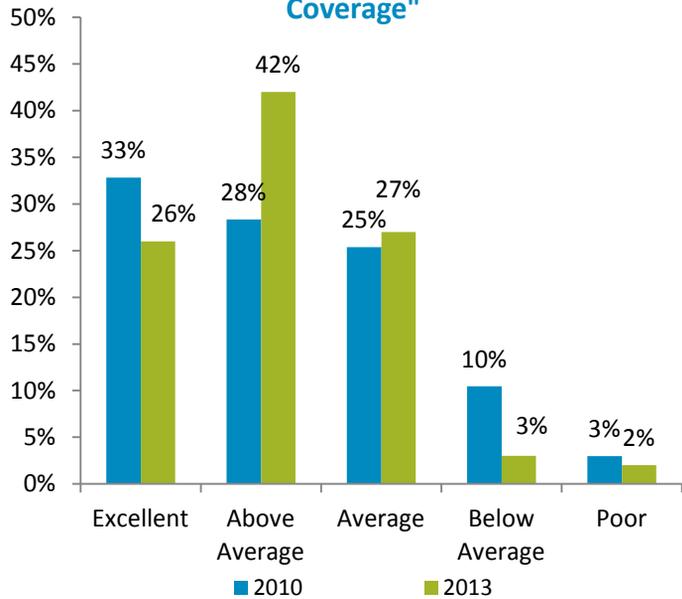
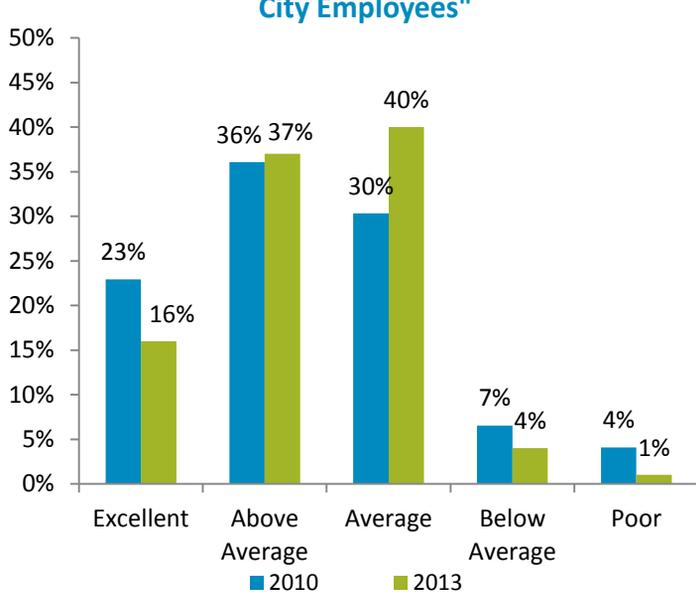## 2013 Clear Channel Outdoor E-Billboard Runs

Source: Minneapolis Communications Department

Partner with City Departments and Leadership to Foster an Engaged and Informed City Workforce

Rating of Communications on "Keeping My Department Informed of News Coverage"

Rating	2010	2013
Excellent	33%	26%
Above Average	28%	42%
Average	25%	27%
Below Average	10%	3%
Poor	3%	2%

Rating of Communications on "Assisting My Department in Communicating with City Employees"

Rating	2010	2013
Excellent	23%	16%
Above Average	36%	37%
Average	30%	40%
Below Average	7%	4%
Poor	4%	1%

Source: Coordinator Management Services Surveys

Why is the goal of partnering with City departments and leadership important?

These charts help to measure our department's effectiveness at maintaining an informed and engaged workforce. The Communications Department works with all departments across City government to keep employees informed and to help them see themselves as part of the larger enterprise. Employees who feel they are informed about issues related to their workplace and the organization generally are more engaged in their work, which improves the workplace and can lead to better outcomes in the work we do. In addition, our employees are the face of Minneapolis City government and the impressions they leave with the public help to shape the public's view of the effectiveness of the enterprise. So it's important they understand what the City is doing to run well.

Our efforts include managing the City's employee e-newsletter and news content on CityTalk. We also provide communications skills training to employees at all levels of the enterprise and assist departments as they deal with internal communications challenges and opportunities.

What will it take to make progress on this goal?

The department has a staff member devoted to employee communications, and we have recently begun a refresh of the Minneapolis Matters employee newsletter, adding new types of content to engage employees and share important City news. In addition, the department provides daily digests of news coverage related to City government. We will continue to devote these resources to employee communication, training, and engagement. NOTE: Our classroom trainings for employees take place in the fall, so although there are no numbers to report yet for 2014, those trainings will happen in the fourth quarter of this year.

Partner with City Departments and Leadership to Foster an Engaged and Informed City Workforce
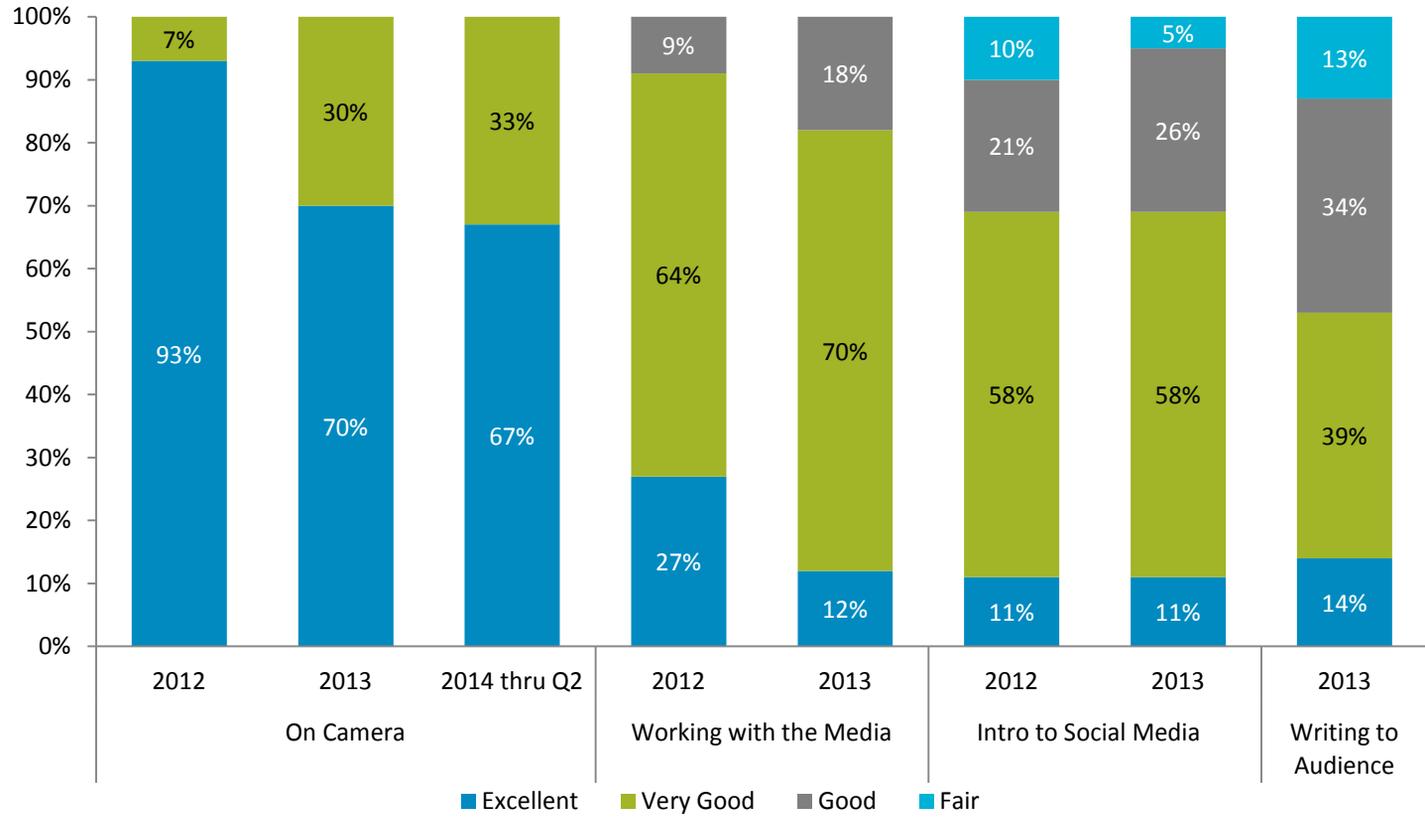
Rank	Top City Talk Stories for 2013	Unique Page Views	Top City Talk Stories, 2014 thru Q2	Unique Page Views
1	Your paycheck reflects tax cut expiration (1/08)	1,074	Register now for biometric screening to earn 2014 wellness points	1,275
2	Open enrollment begins today (11/01)	1,011	Earn an extra $200 for your HRA/VEBA account	807
3	How to use your new WageWorks card for medical expenses (2/04)	748	More ways to save money on your health insurance with the new 2014 Wellness Program	698
4	Upcoming worksite health fairs offer free health screening tests (2/07)	742	City staff members receive threatening voice mails	619
5	Options for earning preferred health insurance rate expanded (2/5)	706	Buy a bike at the police auction April 17	586
6	Completing health profile can help you qualify for lower insurance premium (2/27)	696	Never lose your way in the skyways again	562
7	Biometric screenings at this week's City Hall and Hiawatha health fairs (2/19)	690	Learn and earn with new health and wellness classes	550
8	Questions about 2014 benefits? Attend an open enrollment meeting (10/25)	658	Cinema in the Cemetery returns	544
9	Do you work out at least eight times a month? (2/25)	656	It pays to eat healthy	516
10	Surplus office supplies available for City departments (11/12)	641	Reminder: Register now for a biometric screening	486

Communications Training by Type

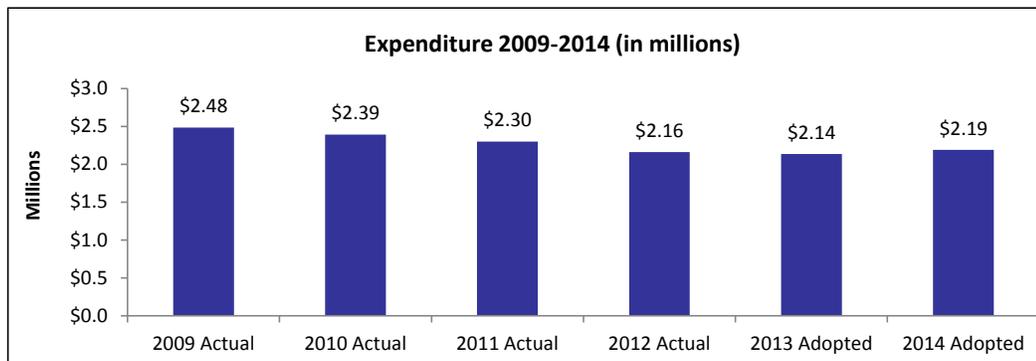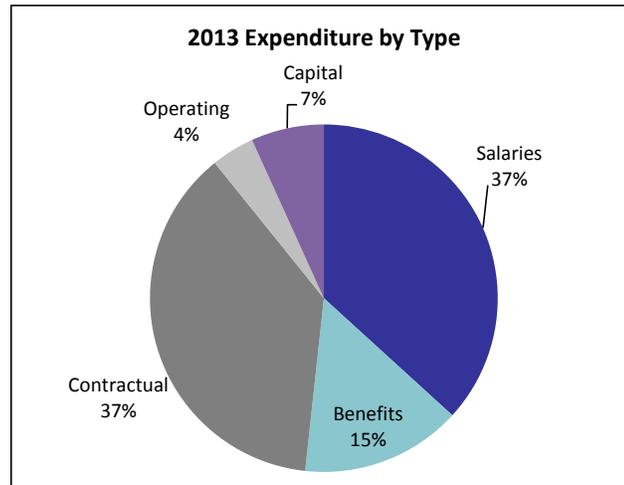*Source: Minneapolis Communications Department*
Results Minneapolis: Communications   August 27, 2014
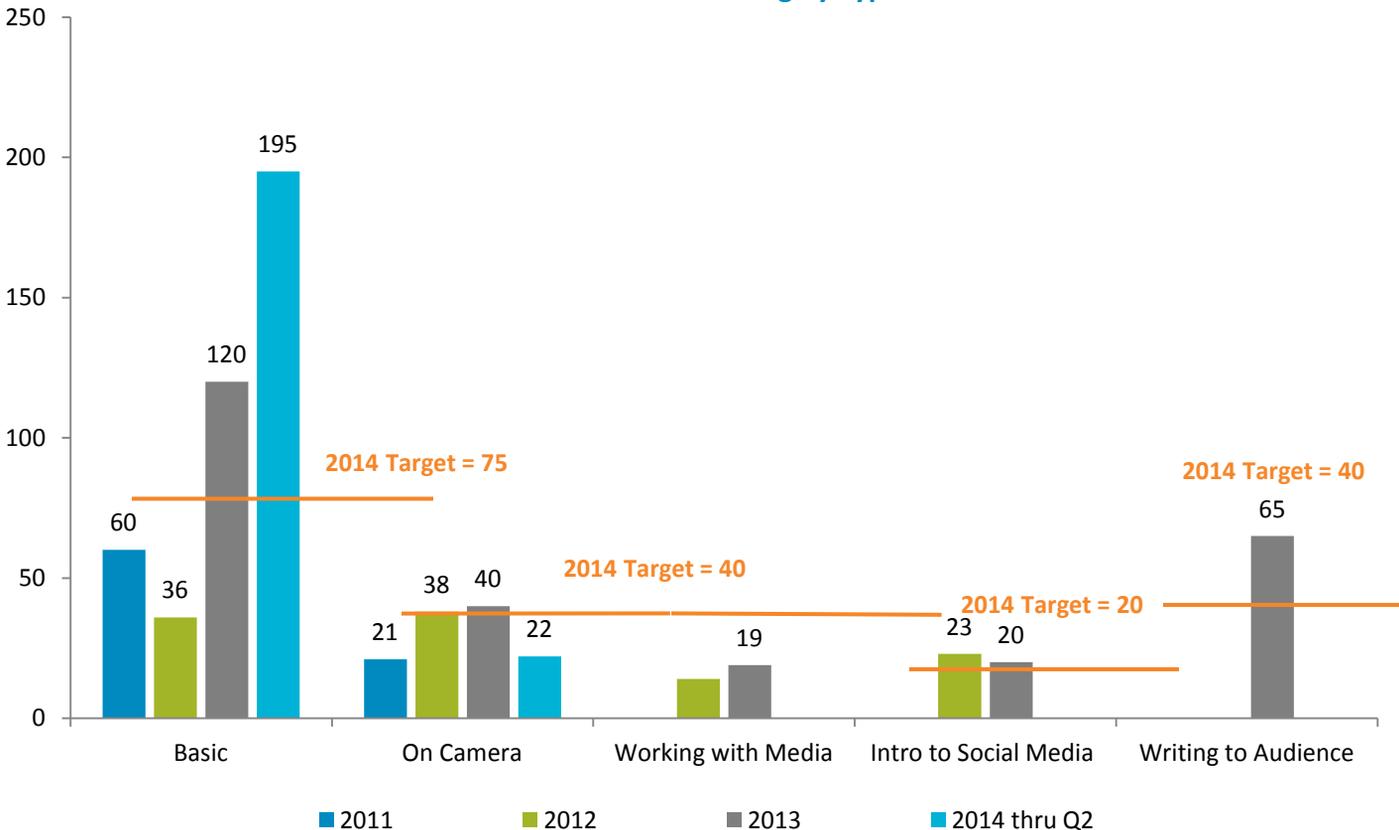
Evaluations of Communications Trainings

Legend: ■ Excellent ■ Very Good ■ Good ■ Fair

Source: Minneapolis Communications Department

Management Dashboard: Communications

2013 Expenditure by Type

Capital 7%
Operating 4%
Salaries 37%
Benefits 15%
Contractual 37%

Expenditure 2009-2014 (in millions)

2009 Actual	$2.48
2010 Actual	$2.39
2011 Actual	$2.30
2012 Actual	$2.16
2013 Adopted	$2.14
2014 Adopted	$2.19

Loss Prevention Data

Year	2009	2010	2011	2012	2013
Workers Comp	$ -	$ 858	$ 3,142	$ 5	$ -
Liability Claims	$ -	$ -	$ -	$ -	$ -

Average Sick Days Taken per Employee

Year	2009	2010	2011	2012	2013
Days	6.1	6.5	4.8	5.3	8.7

Workforce Demographics

Year End	2009	210	2011	2012	2013
% Female	57%	50%	50%	50%	50%
% Employee of Color	21%	17%	17%	17%	17%
# of Employees	14	12	12	12	12

Overtime Costs

Year	2009	2010	2011	2012	2013
Hours	-	-	53	-	-
Cost	-	-	2,167	-	-

Employee Turnover

Year	2009	2010	2011	2012	2013
Turnover	13.8%	7.1%	15.4%	8.3%	0.0%

Vacant Positions

Year end	2009	2010	2011	2012	2013
Percent of Total	7%	0%	14%	0%	14%

Performance Reviews Past Due in HRIS

As of 8/12/14	N/A

* Communications is participating in the *PerformMinneapolis* review process.

Retirement Projections

Year	2014	2015	2014	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Number	0	0	0	0	1	0	0	0	0	0	1	0	0

Notes:

Average Sick Days taken per Employee

       A)   Based on the payroll calendar year not the calendar year.
       B)   Does not include employees who were in a suspended ("S") Pay Status at the end of a given payroll year.
       C)   Includes employees who are in a paid ("P") Leave of Absence status and an unpaid Leave of Absence status ("L").

Overtime Costs

       A)   OT amount - Fiscol. Reconciled with CRS and Data ware house queries.
       B)   Hours - based on HRIS management reports with payroll data

Workforce Demographics

       A)   Includes employee counts at year's end for 2003 and 2007.
       B)   Only includes active FT regular employees.

Employee Turnover and Savings

       A)   Turnover Savings= $Budgeted (personnel) - $Actual (personnel)

Position Vacancies

       A)   Includes only budgeted positions.

Retirement Projections