AGENDA

Meeting Type:	WORKSHOP
Date:	05/02/1988

City of Charlotte, City Clerk's Office

MAYOR AND CITY COUNCIL
WORKSHOP AGENDA
May 2, 1988

5:00 p.m.	Executive Session 2nd floor Conference Room
6:00 p.m.	Dinner Training Center
6:20 p.m.	Communications Plan (attachment)
6:40 p.m.	Operating Budget
7:30 p.m.	Capital Improvement Program

CITY OF CHARLOTTE'S COMMUNICATIONS/PUBLIC INFORMATION REVIEW

OUR REVIEW PROCESS

I. Appointed an Ad Hoc Communications Advisory Committee -

representatives are leading advertising/marketing/PR executives from local corporations, institutions, and agencies.

II. Prepared a communications "snapshot" or situation analysis -

lists all communication efforts routinely administered by Public Service and Information Department and other City departments.

III. Consensus of meetings with committee -

identified the following communications needs of the City:

- Baseline market research about its customers (both externally the general public and internally City employees);
- A comprehensive communications plan co-produced and co-implemented with an outside agency and Public Service & Information Department, with Ad Hoc Communications Advisory Committee to be used in an advisory role;
- Keep the public satisfied as we "tie up and tear up" the City to implement major capital improvement projects;
- Determine whether City's communications efforts should be centralized or decentralized;
- More effective media products needed to translate technical information about complex City issues into laymen's terms;
- Develop updated media relations policy and training for key City staff members.

IV. Where We Go From Here

- Develop Request For Proposal (RFP) and agency selection process. RFP will include Scope of Services addressing the needs identified above and the resources necessary to produce and implement comprehensive communications plan.
- Present agency recommendation and costs to Council for approval.

AD HOC COMMUNICATIONS ADVISORY COMMITTEE
1988

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SITUATION ANALYSIS
CITY OF CHARLOTTE
COMMUNICATIONS PROGRAM
FEBRUARY 1988

The following narrative summarizes current communications programs conducted by the City of Charlotte. The information is grouped in the following categories: Public Service and Information Department, Other City Departments, Contracting Agencies.

I. PUBLIC SERVICE AND INFORMATION DEPARTMENT - Responsible for the internal and external public information programs for the City of Charlotte. Also operates the City's printing and copier programs.

A. Annual Budget - $549,000 (salaries, commodities, printing)

B. Staff - Information Specialists (4), Graphic Artists (2), Typesetter, Video Specialists (3), Clerical (2.5), Telephone Operators (2). NOTE: The Printing Division/Copiers operates under a separate cost center with a staff of four.

C. Program - Each information specialist provides communications counsel and support to five or six City departments (total 26).

1. Internal Communications

a. Publications

- Around City Hall - monthly house organ for 4,300 employees
- Flyers, Manuals, Certificates, etc.

b. New Employee Orientation

- AV Program
- Handouts

c. Employee Training

- Video Training Tapes
- Teleconferences (channel 32)
- Televised Training Programs (channel 32)

2. External Communications

a. City-County Action Line

- 150,000 calls annually for information & assistance
- Ombudsman function with complaints

b. News Media Relations

- News Releases, Meetings Calendar, Media Notes
- News Conferences, Briefings, Meeting Arrangements
- Public Service Announcements
- Media Inquiries, Spokesperson

c. Creative Services

- Copy Writing: News, Feature, Scripts, Publications
- Photography. Publications, AVs, Reports
- Graphic Arts: Illustrations, Design, Layout, Printing Specifications
- Typesetting: Desk Top Publishing, Phototypositor
- Exhibits, Displays
- Events, Ceremonies Coordination

d. Video Services

- Operation of Cablevision Channel 32
- 24-hour Character Generated News, Information
- Public Affairs Programming
- Video Clipping Service, Tape Duplication
- Charlotte-Mecklenburg Government Center: Meetings Coverage Capability, Merge with County and Vision Cable (total 110,000 homes)

e. Publications

- Monthly Water Bill Newsletter (110,000 homes)
- General Brochures, Flyers, Pamphlets
- Coordination of Materials with Crown Logo

f. Other

- Tours of Governmental Plaza
- Coordination of Information Programs for Bond Issues, Annexations, etc.
- Coordination of Advertising Agency Contract for Charlotte Transit System/Rideshare (see Department of Transportation)
- Development of Marketing/Public Information Plans for selected Departments
- Liaison with Contracting Agencies (see Charlotte Convention and Visitors Bureau, Central Charlotte Association, Greater Charlotte Economic Development Corporation)

II. OTHER DEPARTMENTS

A. Mint Museum

1. Responsibilities: To inform members, potential members and the general public about current and future museum events and exhibits.

2 Information/Graphic Staff: Public information specialist (augmented by director of development and membership employee employed by board), audio/visual specialist and graphic artist.

3. Examples: Membership newsletter, exhibit catalogs, invitations and other related materials for individual exhibits.

4. Budget: Cost of publications, etc. comes from member contributions as do the salaries of two key staff members.

5. Outside Agency. Advertising agency with $780,000 contract currently providing creative services and purchase of time/space for Ramesses exhibit.

B. Department of Transportation

1. Responsibilities: To inform the general public on road improvements and to market the Charlotte Transit System, rideshare and vanpool programs.

2. Information/Graphic Staff: Rideshare/information manager, (2) rideshare/information specialists, (2) graphic artists, graphic technician, technical graphic supervisor.

3. Examples: Bus tickets, rider reports, schedules for bus routes, CTS employee newsletter, technical maps, presentation materials.

4. Budget: $176,088* for printing; $286,650 agency contract for creative and purchase of time/space for CTS marketing.

5. Outside Agency: Advertising agency under contract provides creative, production, and purchases time/space for CTS marketing.

* Printing budget also includes routine copying, report reproduction, etc.

C. Airport

1. Responsibility: For informing general public and neighborhoods of master plan development, liaison with airlines, customer relations.

2. Information Staff: Public information specialist (note: PS&I is currently working with Airport management to implement communications plan which includes customer, community outreach, employee and a policy maker components).

3. Examples: Ins and Outs brochure, newsletter, statistical reports.

4. Budget: $16,500* for printing.

5. Outside Agency: None currently contracted, however, agenices have been used for (1) opening (2) public information (MBE) component of master plan.

D. Police

1. Responsibilities. For employee relations; informing media of criminal activity; support of police crime prevention, neighborhood watch programs.

2. Information Staff. Public information specialist; officer assigned to media desk; print shop operator.

3. Examples: Recruitment brochure, safety for women flyer, housebreaking information, employee newsletter.

4. Budget. $50,000* for printing.

5. Outside Agency: None

E. Planning (City-County)

1. Responsibilities: For informing the community of planning and zoning matters. Also, to receive citizen input to planning process.

2. Information/Graphic Staff: (2) graphic artists.

3. Examples: Capital needs book, small area plans, Planning Commission newsletter, presentation folder, reports, presentation graphics

4. Budget: $199,200* for printing.

5. Outside Agency: None.

* Printing budget also includes routine copying, report reproduction, etc.

F. Finance

1. Responsibilities: Collecting revenues; investing City funds, communicating with investment professionals.

2. Information/Graphic Staff: None.

3. Examples: Annual financial report; reports.

4. Budget: $146,580* for printing.

5. Outside Agency: Department contracts with graphic arts firm and photographer to prepare layout for annual report. Copy written by department.

G. Fire

1. Responsibilities: To communicate to the general public fire safety programs.

2. Staff: Light duty firefighers administer smoke detector program, fire educators provide information for school programs and to general public.

3. Examples. Employee newsletter, recruitment poster/brochure, smoke detector brochure, poster contest, public events.

4. Budget: $89,500* for printing.

5. Outside Agency: Most work is prepared by PS&I. Other programs such as Aluminum Cans for Burned Children use a combination of staffs including PS&I and vendor (Alcoa)

H. Operations

1. Responsibilities: To notify affected public of services including garbage collection, street maintenance, pet licensing, etc.

2. Information/Graphic Staff: No designated communications person. Clean City coordinator provides assistance for department projects when directed by committee chairman. Use PS&I for most work done in-house.

3. Examples: Litter brochure, adopt-a-pet flyer, Glad Bag-A-Thon clean up project, door hangers for sanitation service schedules.

4. Budget: $54,313* for printing.

5. Outside Agency: Department and Clean City Committee use PS&I for most work. Clean City Committee may contract with agency for projects as directed by their board chairman.

* Printing budget also includes routine copying, report reproduction, etc.

I. Parks and Recreation

1. Responsibilities: To communicate recreational opportunities to selected audiences as well as the general public.

2. Information/Graphics Staff: Public information specialist moved to PS&I in FY82. Recreation superintendent is former marketing director for National Recreation & Parks Association. Marketing position is requested for FY89.

3. Examples: Come Out and Play Charlotte - summer promotional program sponsored by Pepsi Cola , summer programs newspaper supplement, various flyers and posters used in recreation centers.

4. Budget: $52,380* for printing.

5. Outside Agency: Agency of program sponsors used to develop promotional materials. PS&I used to support agency and for routine tasks.

J. Engineering

1. Responsibility: To communicate information on construction projects and receive and process citizen input.

2. Information/Graphics Staff: One engineer serves as public input coordinator. Drafting staff prepares presentation materials.

3. Examples: public hearings on proposed construction, maps, etc.

4. Budget: $35,000* for printing.

5. Outside Agency: None. Project collateral material is billed to project account.

K. Utility

1. Responsibility: To communicate information on water/sewer construction and services to customers.

2. Staff: No delegated individual.

3. Examples: 54" water main brohcures, newsletter, press releases.

4. Budget: 54" water main agency contract $230,000.

5. Outside Agency: Agency hired for 54" water main project.

* Printing budget also includes routine copying, report reproduction, etc.

L. Community Relations, Employment & Training, Community Development, Neighborhood Centers, City Clerk, City Attorney, Manager's Office, Mayor's Office, Municipal Information System, Budget, General Services, Personnel and Purchasing.

- Have no information staff and rely on PS&I for communications assistance. No agencies under contract.

III. CONTRACTING AGENCIES

A. Central Charlotte Association

- Responsible for marketing and promoting Uptown Charlotte including the Tryon Street Mall and ridership on Charlotte Transit. Does not use an advertising agency. Has in-house printing and art capabilities and relies on volunteer expertise and contributions. Funded by uptown tax district.

- Budget. $289,200 annually with $140,000 for media, image, special events and seasonal decorations.

B. Charlotte Convention and Visitors Bureau

- Responsible for promoting Charlotte and its resources externally. Use advertising agency to plan and execute creative campaigns and media buying. Funded by hotel/motel tax.

- Budget: $1,318,934 annually.

$400,000	advertising/marketing/local awareness
$281,530	convention development
$173,494	tourism development
$100,000	apparel marketing development
$955,024	

C. Greater Charlotte Chamber Economic Development Corporation

- National economic development marketing campaign. Use advertising agency to plan and execute creative campaigns and media buying. Public relations component staffed by contract consultant. Funded by City, County, business contributions.

- Budget: $200,000 contributed by City annually.