



Communications

December 3, 2013

Table of Contents:

Communications

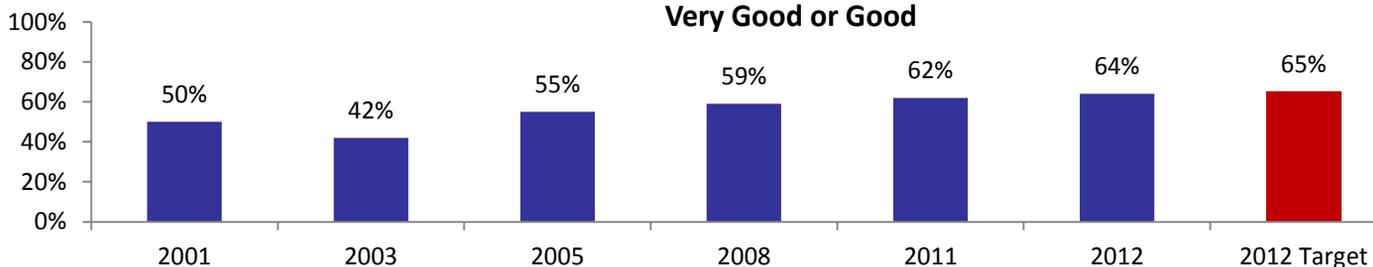
Performance Measures	Page
Goal: Deliver open transparent access to City news and information	
Rating of City Government on Informing Residents of Major Issues	4
<i>Social Media & Snow Emergency</i>	5-6
<i>Website Usage</i>	7
<i>Resident Perception of City Website</i>	8
<i>Channel 14 Non-English Programming</i>	9
GOAL: Manage the City's image so that Minneapolis is recognized as safe, green, healthy, vital, diverse and well-managed	
Audience Reach of Coverage from News Releases	11
<i>Press Releases and Advisories by Priority Area</i>	12
<i>Impact of Press Releases and Advisories by Year</i>	12
<i>Publicity Ad Value of Coverage</i>	13
<i>Newsbites Impressions</i>	13
<i>Media Partnerships and Estimated Value</i>	14
GOAL: Partner with City departments and leadership to foster an engaged and informed City workforce	
Satisfaction with Media Relations Services	16
<i>Top 10 CityTalk Stories</i>	17
<i>Communications Trainings Offered & Evaluations</i>	18

Measures in regular text are "influence" level. These are measures that the department's work influences but does not control.

Measures in italics are "control" level. They represent the programmatic or operational activities of the department.

Deliver Open
Transparent Access
to City News
and Information

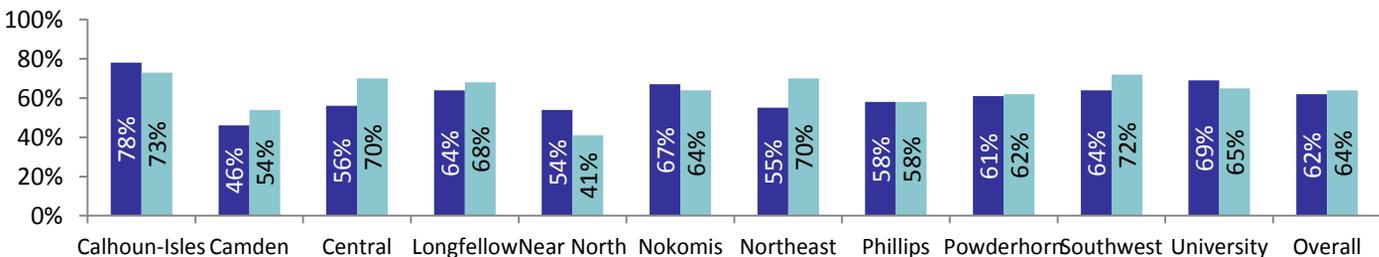
Informing Residents on Major Issues in the City of Minneapolis, Respondents Rating Very Good or Good



Question: "How would you rate the Minneapolis City Government on informing residents on major issues in the City of Minneapolis?"
 Note: For comparisons by survey year, the margin of error is plus or minus four percentage points around any given percentage point and differences from 2011 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



Note: Due to sample size, the margin of error is ± 10 percent for community planning districts.

Source: 2012 Resident Survey

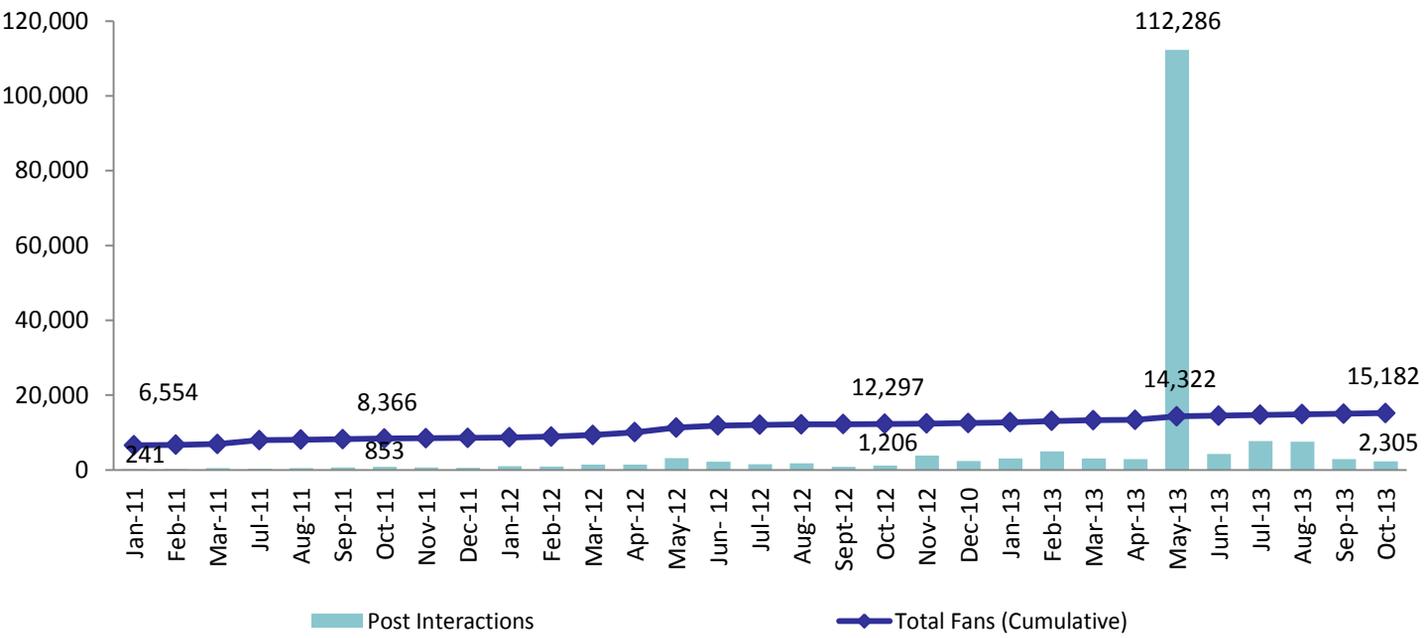
Why is this measure important?

This set of data show Minneapolis residents’ perception of how proactive and open City government is in communicating on major issue. Residents’ views on being 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. The following slides show the audience reach and impact of our work to maintain open, transparent news and information.

What will it take to achieve the targets?

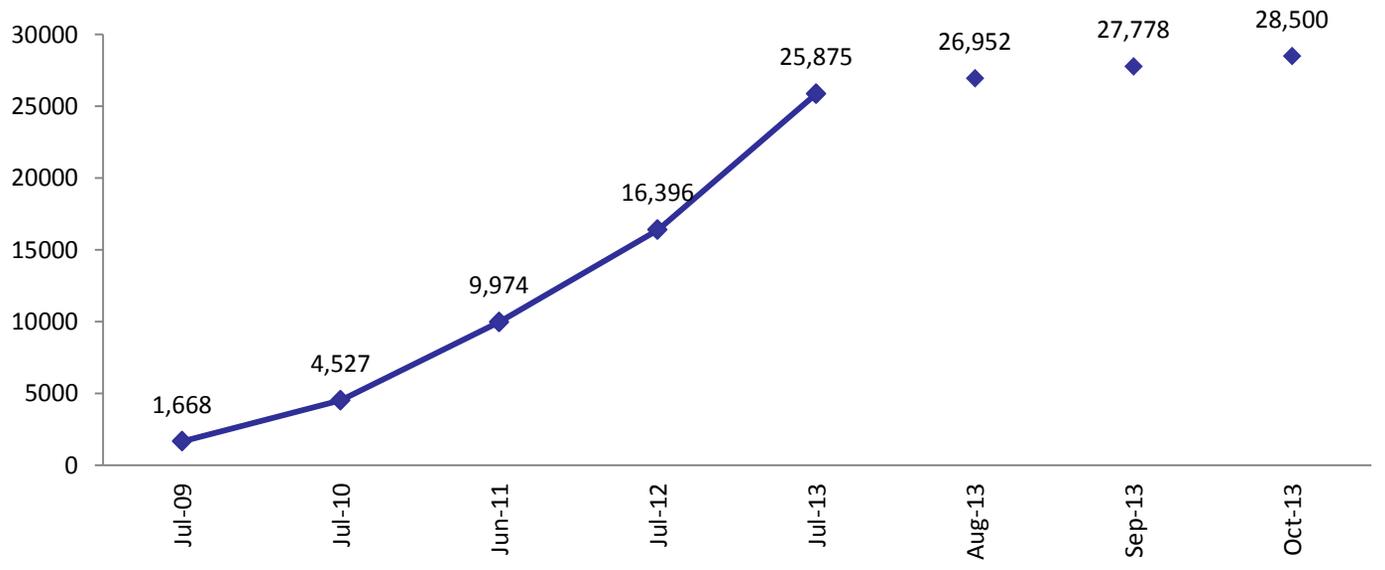
The Communications Department is not solely responsible for moving the dial on this measure since the City has many communications “touch-points” with our residents every day. However, Communications work should play a significant role in influencing this measure. We have seen steady progress in achieving 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. For example, in 2001, 91 percent of respondents in the City survey said that they received Snow Emergency information from radio or television, compared with 24 percent in 2011.

City of Minneapolis FaceBook Page



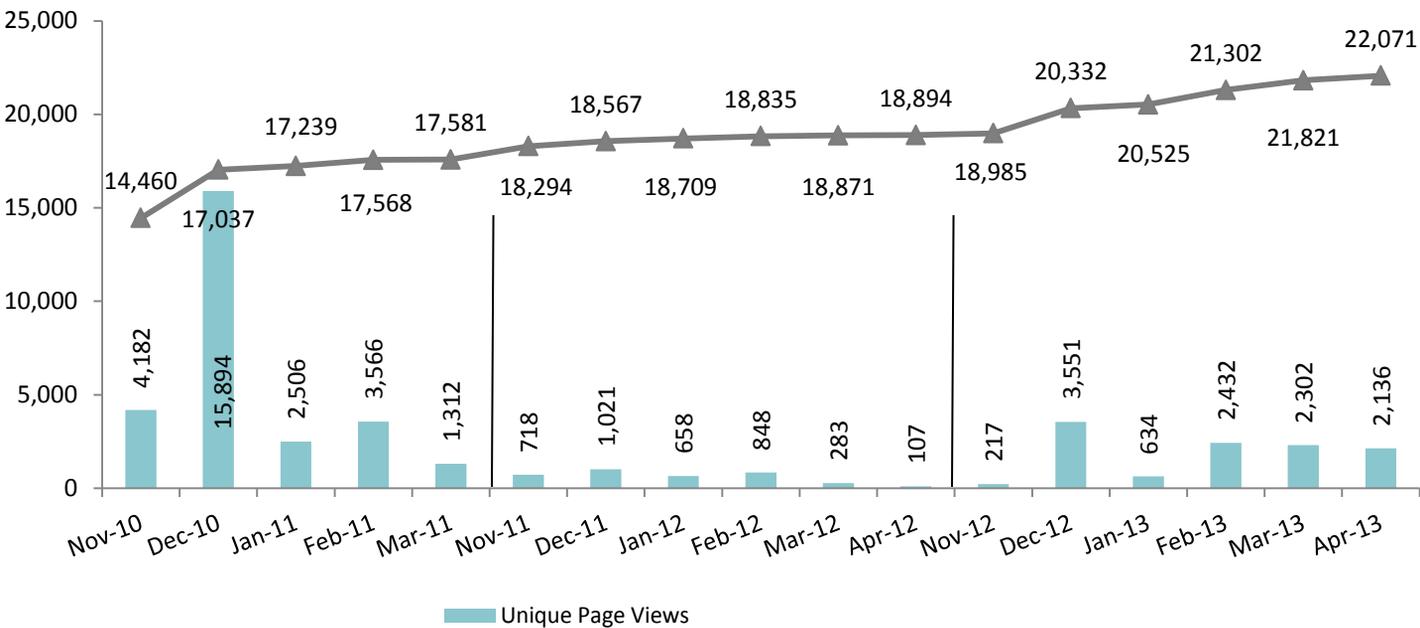
Note:
 1. May 2013 spike due to marriage amendment.
 2. Data is not available from April-June 2011 due to changes made by FaceBook
 Source: Minneapolis Communications Department, FaceBook

Twitter Followers (Cumulative)



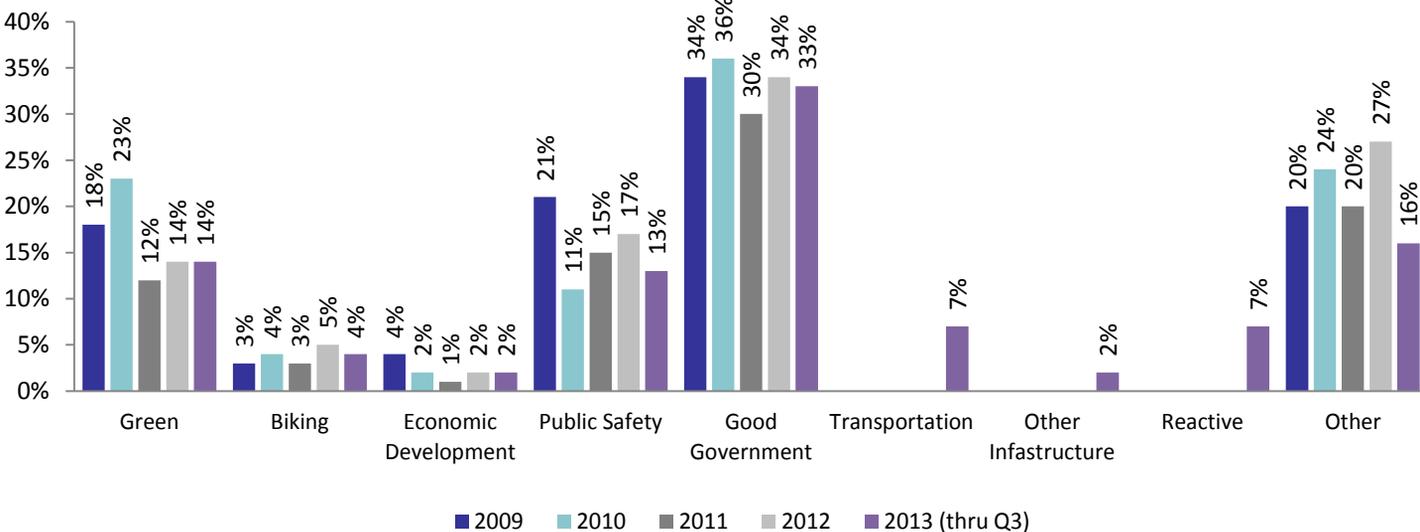
Source: Minneapolis Communications Deaprtment, Twitter

Minneapolis Snow Emergency Facebook Page



Source: Minneapolis Communications Department,

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

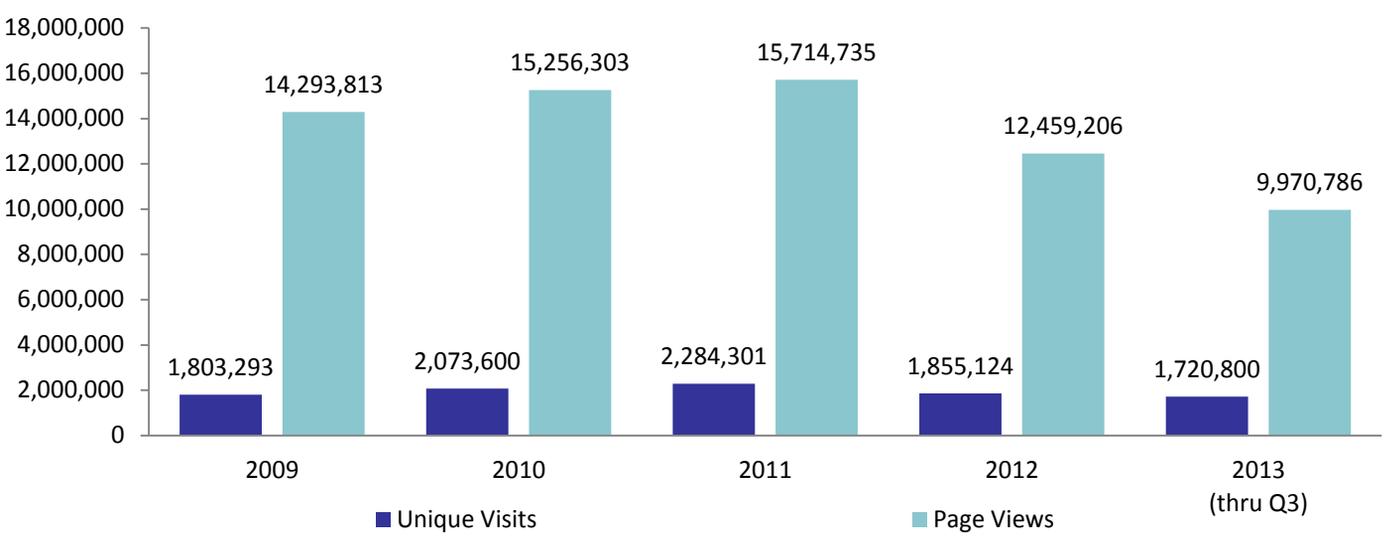


Notes:

1. In 2009 and 2010, data was collected on "Economic Recovery." This has been retitled "Economic Development."
2. "Other" includes "Snow" and "Tornado" for 2011 and 2012 and "Transportation" for 2009 and 2010, except for 2009, when "snow" was included in "Public Safety."

Source: FaceBook & Twitter

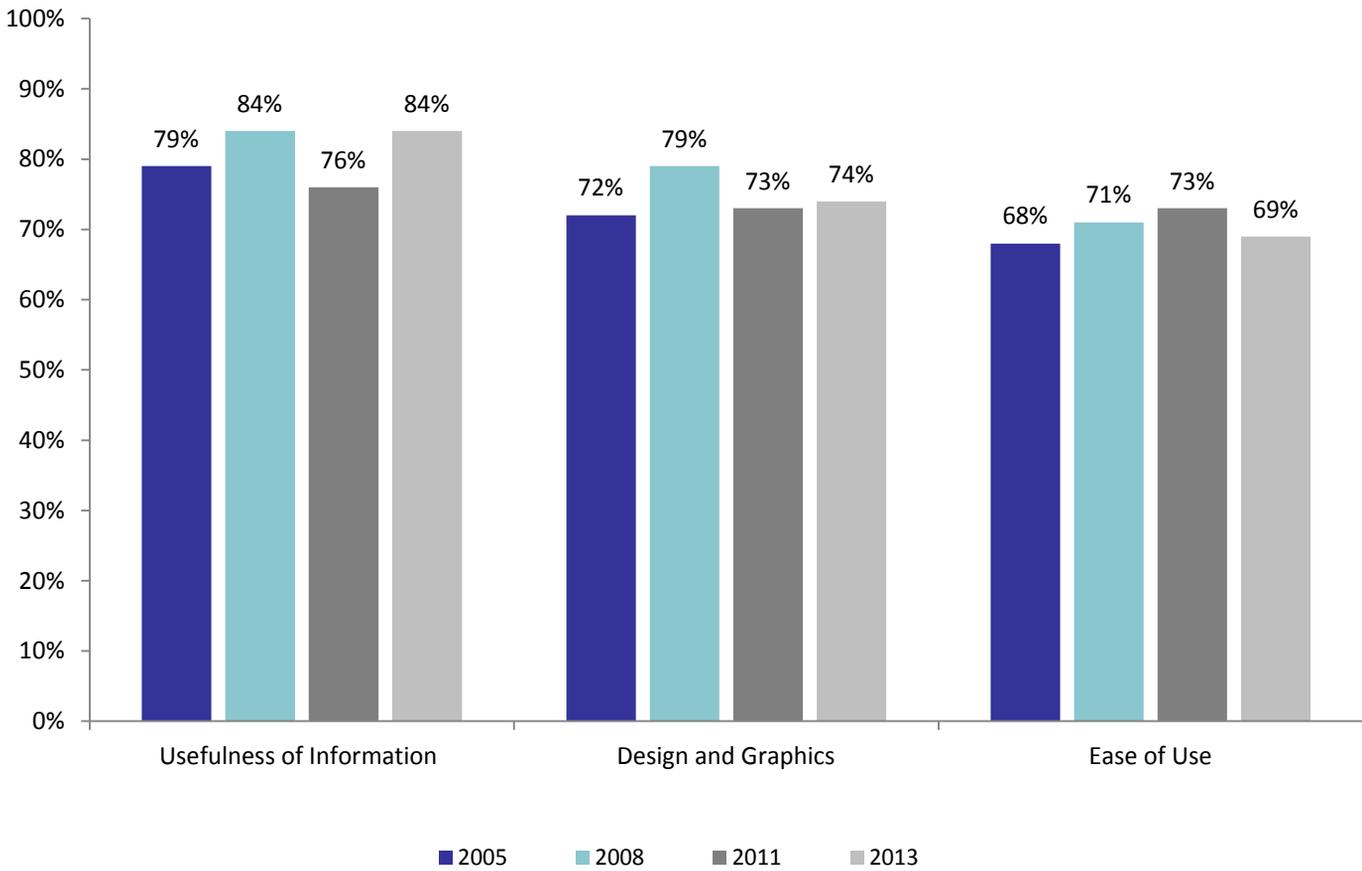
City of Minneapolis Website Usage



Source: Google analytics

Rank	Top News Stories 2012	Unique page views	Top News Stories 2013 (thru Q3)	Unique page views
1	City Council Unanimously Opposes Proposed Marriage Amendment (2/10)	2,468	Minneapolis City Hall will open at 12:01 a.m. on first day all Minnesotans can marry (5/14)	6,561
2	Plant a Low-Cost or Free Tree on Your Minneapolis Property (3/09)	2,153	Residents have several options to get rid of tree debris from the storm (6/23)	4,874
3	Minneapolis Launches 311 Mobile App for City Service Requests (7/18)	1,984	Secret City festival brings a night of art and music to Minneapolis June 22 (6/11)	3,793
4	Minneapolis to Switch to Single-Sort Recycling in 2013 (May 25)	1,687	City of Minneapolis and Park Board respond to storm damage (6/22)	3,172
5	City-owned Vacant Lots Available for Community Gardens (1/12)	1,383	Order a compost bin or rain barrel now (4/04)	2,800
6	Compostable Bags or Reusable Containers Now Required for Yard Waste Pickup (3/16)	1,291	Minneapolis seeks designs for utility box art wraps (3/13)	2,111
7	City Moves Forward with Plans to Reopen Nicollet Avenue at Lake Street (6/19)	1,158	Crews respond to water main break that has disrupted water service to a wide area (1/03)	2,050
8	Now is the Time to Sign up for STEP-UP Internships (1/23)	990	Have questions about storm cleanup? (6/28)	1,887
9	Be Considerate and Follow the Law When Having Recreational Fires (4/06)	865	Minneapolis area arts economy sixth biggest in nation (2/28)	1,614
10	Sabo Bike and Pedestrian Bridge Closed after Cable Support Breaks (2/20)	822	Minneapolis gives away free radon test kits (1/14)	1,580

Resident Perception of City Web Site, Respondents Rating Very Good or Good



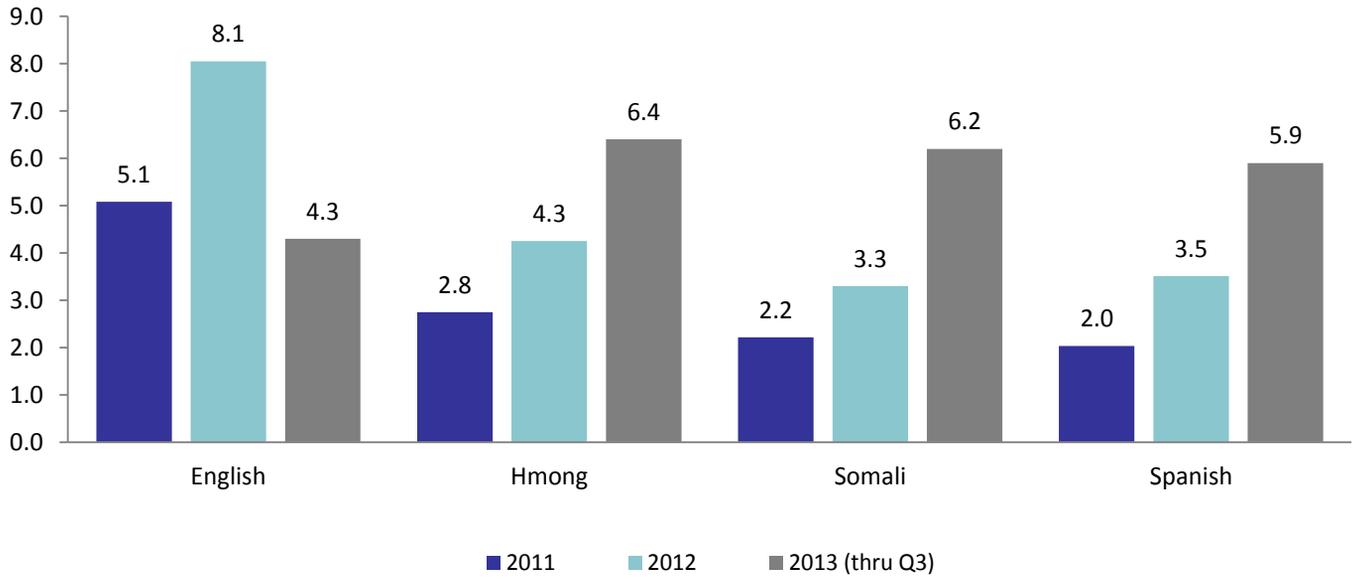
Question: "Please tell me how you would rate each of the following characteristics of the City Web site."

Notes:

- 1. "Design and Graphics" and "Ease of Use" is primarily the responsibility of IT
- 2. For comparisons by survey year, the margin of error is plus or minus four percentage points around any given percentage point and differences from 2011 to 2012 must be five percentage points or higher before they should be considered real changes in population sentiment.

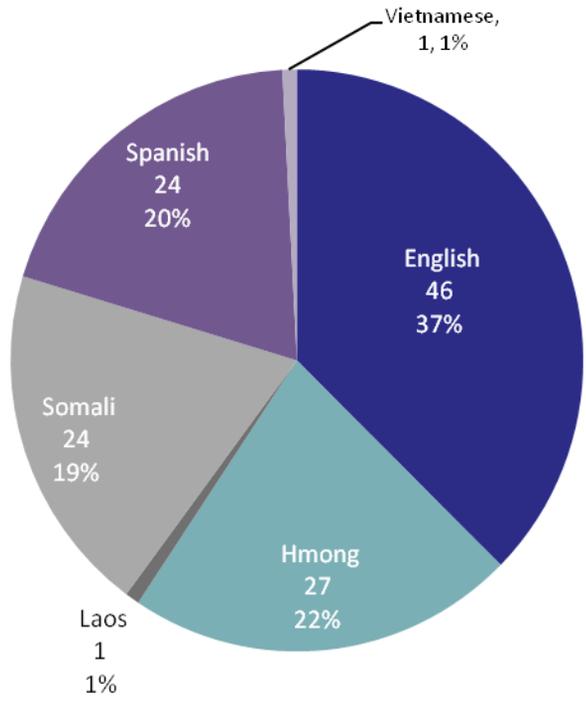
Source: Resident Surveys

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

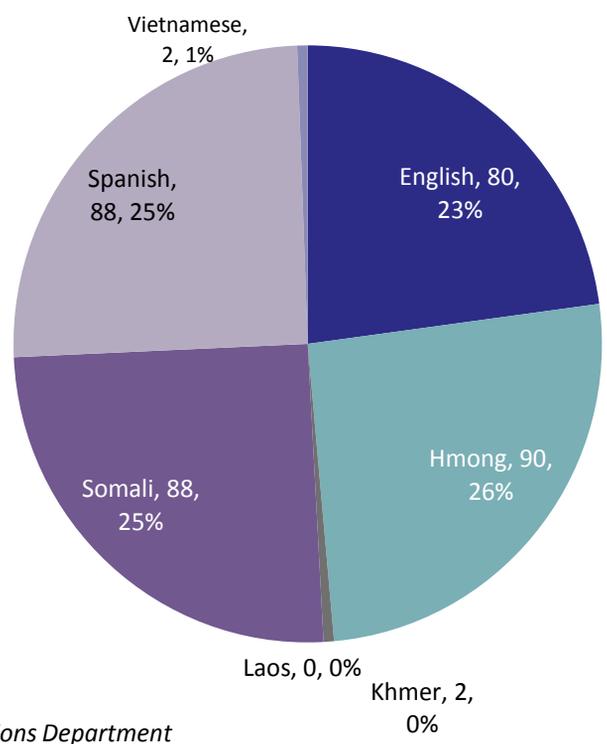


Source: Minneapolis Communications Department

Number of Programs on Channel 14, by Language (2012)



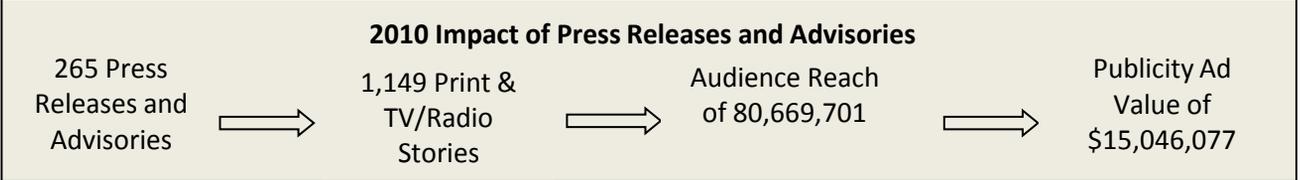
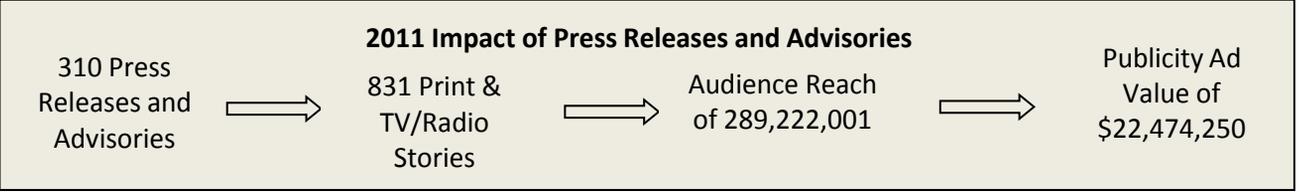
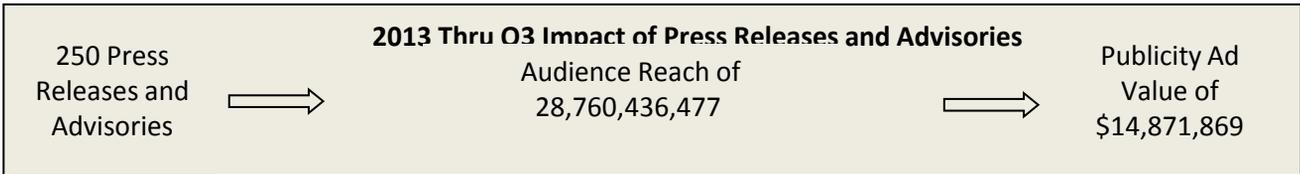
Number of Programs on Channel 14, by Language (2013, thru Q3)



Source: Minneapolis Communications Department

Manage the City's
image so that
Minneapolis is
recognized as safe,
green, healthy,
vital, diverse
and well-managed

Manage the City’s Image: Audience Reach of Coverage from News Releases



Note: The City changed vendors in 2012, resulting in a change of data collection methods
 Sources: TVEyes Inc. and Meltwater Inc.

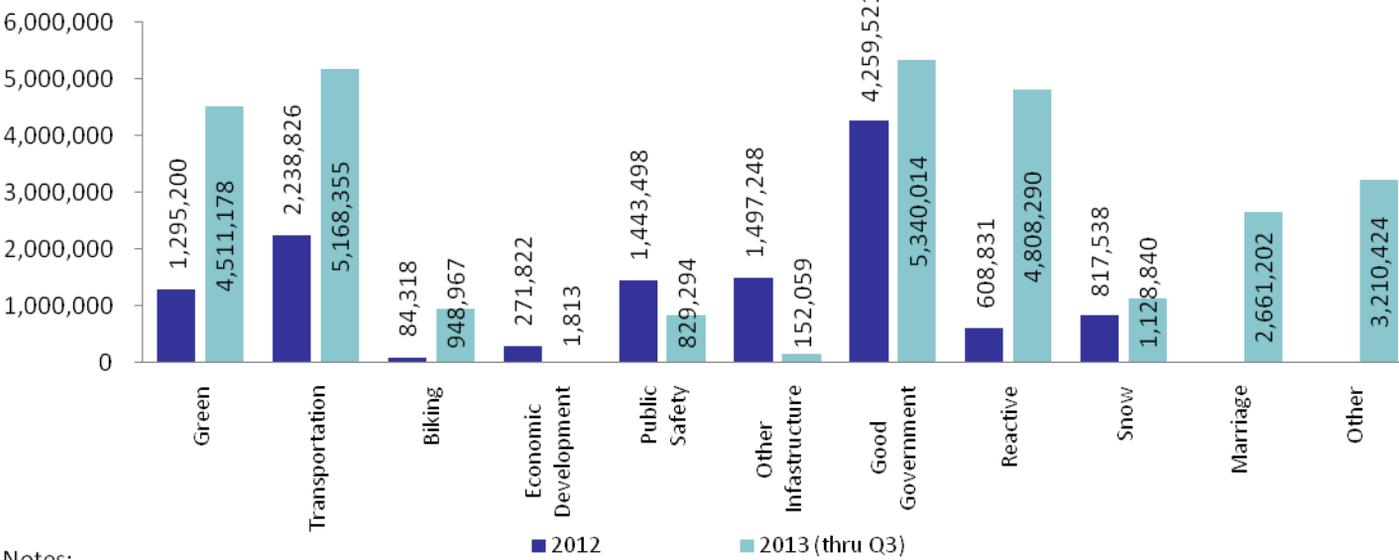
Why is this measure important?

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, 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. In 2012 we also began tracking *Reactive* media relations to quantify the audience and value that reactive news stories can have on the City’s image/brand. This category reflects news coverage that was unplanned by the City/Communications but which required significant, ongoing staff support. We are tracking this in part to quantify how the City’s image can be negatively impacted by a single incident. For example, a single incident involving an off-duty City employee generated nearly \$1.7 million negative “publicity ad value” and reached an audience of more than 110 million people. While that story is not included in the “reactive” category, it does illustrate how difficult it can be to overcome negative perceptions that grow out of a single action or news event that is outside of our control.

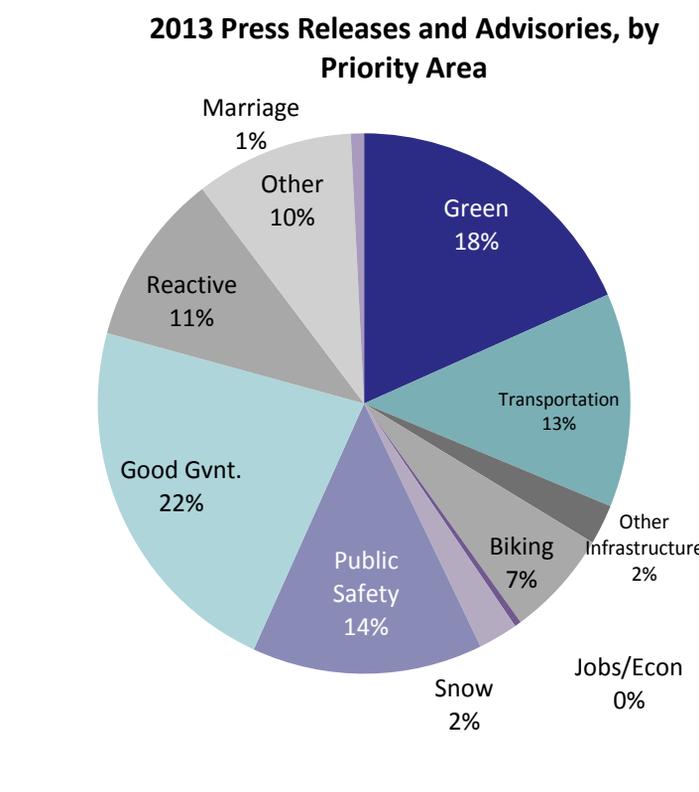
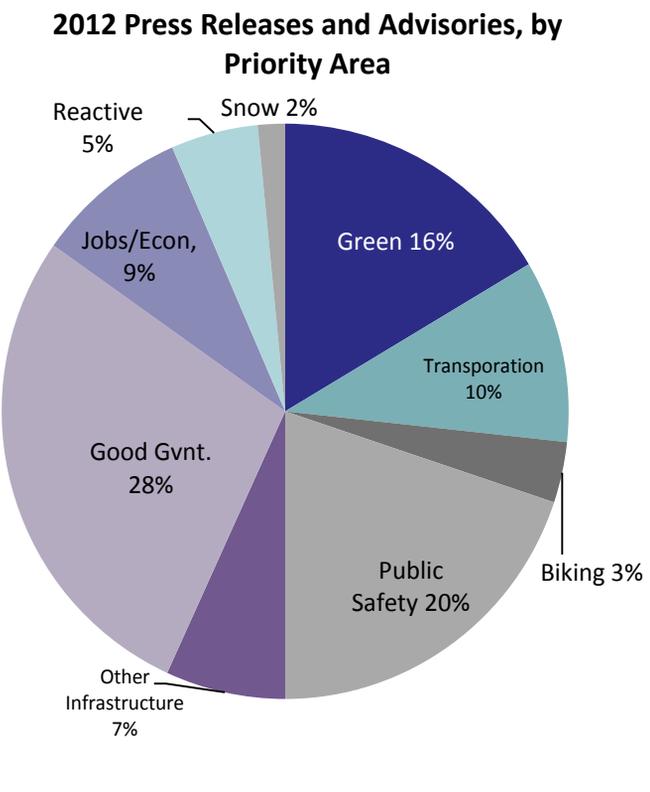
What will it take to make progress?

A number of factors play into translating proactive media relations into news coverage, some of which are not under our control. However, we can control the quality of the news we seek to promote and the volume of pitches that we make. Identifying opportunities from the City enterprise is part of the challenge. Communications has added new paths to help us learn about City efforts that should be promoted to the public. 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

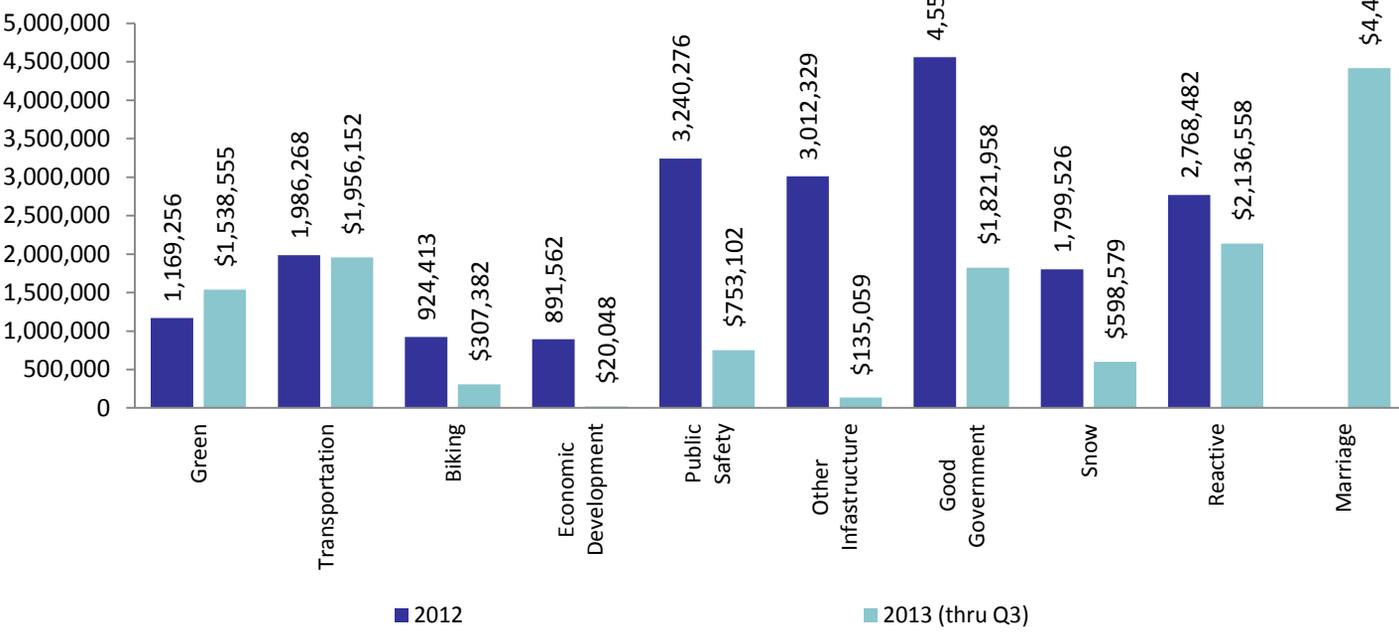


Notes:
 1. In 2009 and 2010, data was collected on "Economic Recovery." This has been retitled "Economic Development."
 2. "Other" includes "Snow" and "Tornado" for 2011 and 2012 and "Transportation" for 2009 and 2010, except for 2009, when "snow" was included in "Public Safety."
 Sources: TVEyes Inc. and Meltwater Inc.



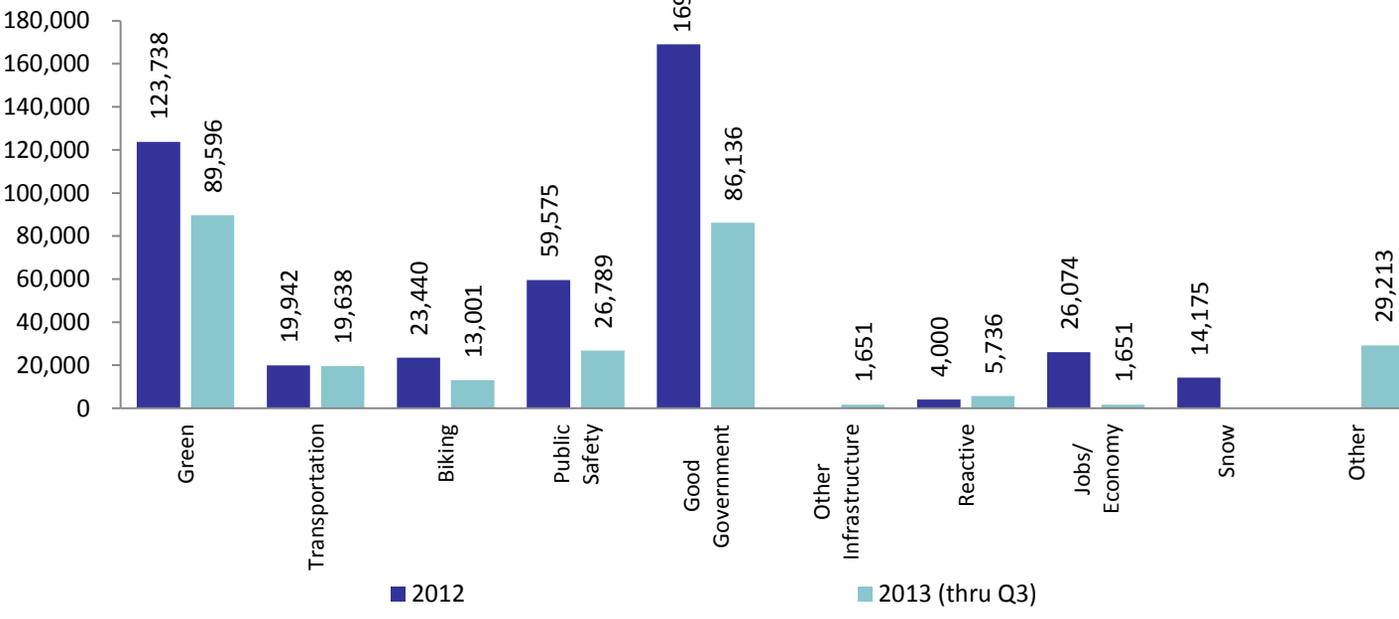
Sources: Minneapolis Communications Department, TVEyes Inc. and Meltwater Inc.

Publicity Ad Value of Coverage, by Priority Area



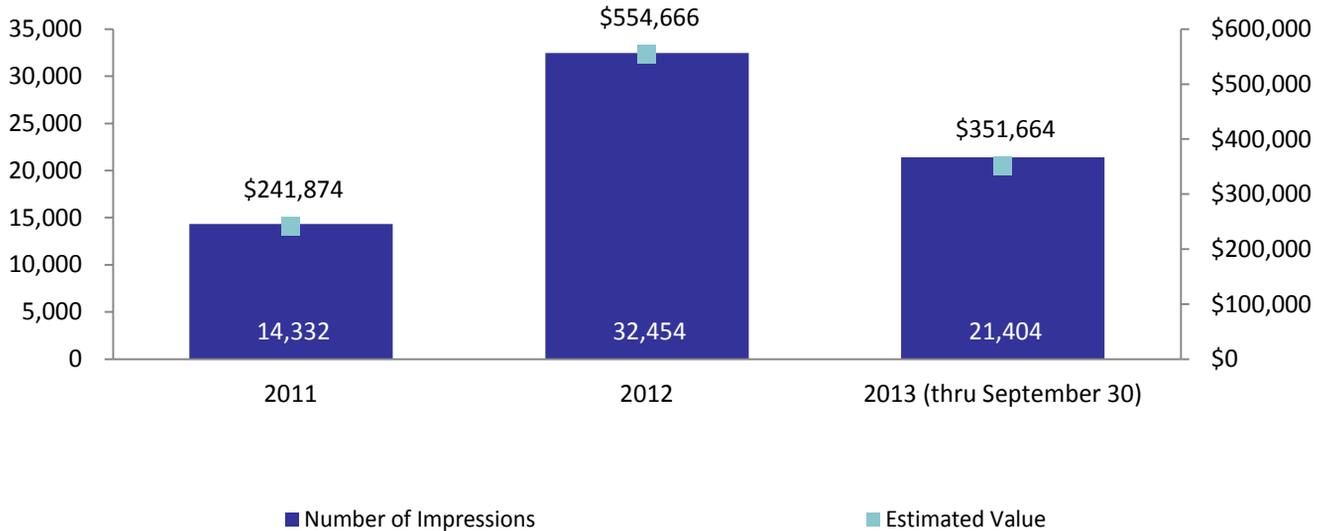
Sources: TVEyes Inc. and Meltwater Inc

Yearly Total Number of Newsbites Impressions, by Priority Area



Source: Minneapolis Communications Department

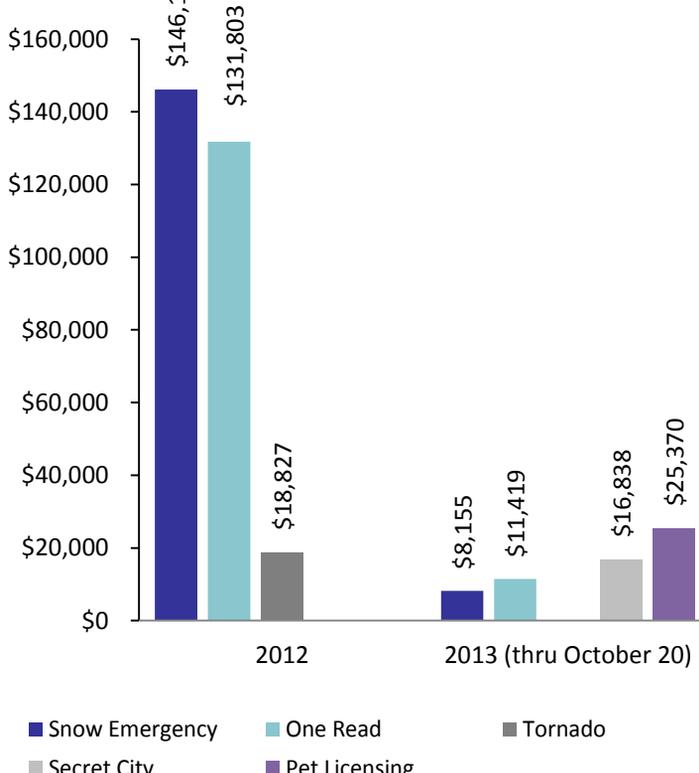
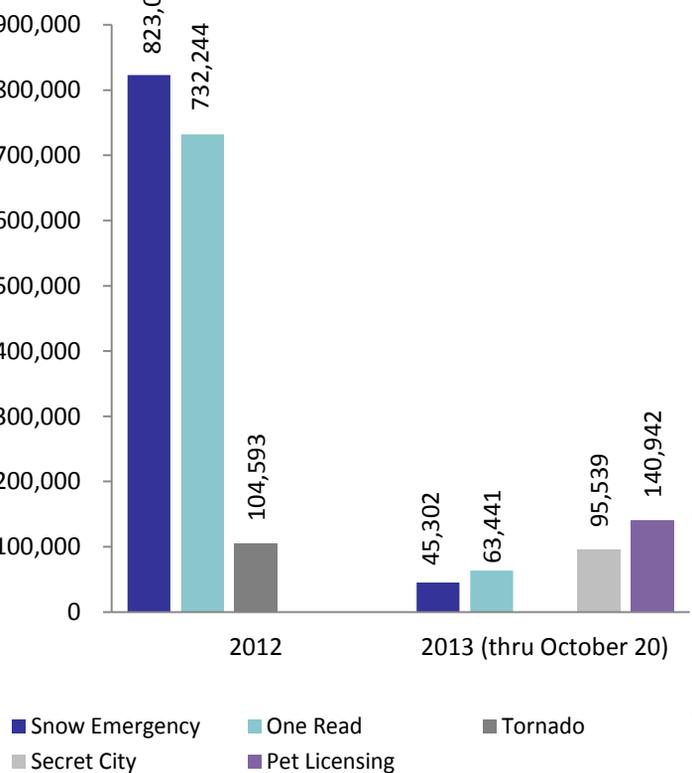
Comcast Public Service Announcements: Impressions and Estimated Value



Source: Minneapolis Communications Department

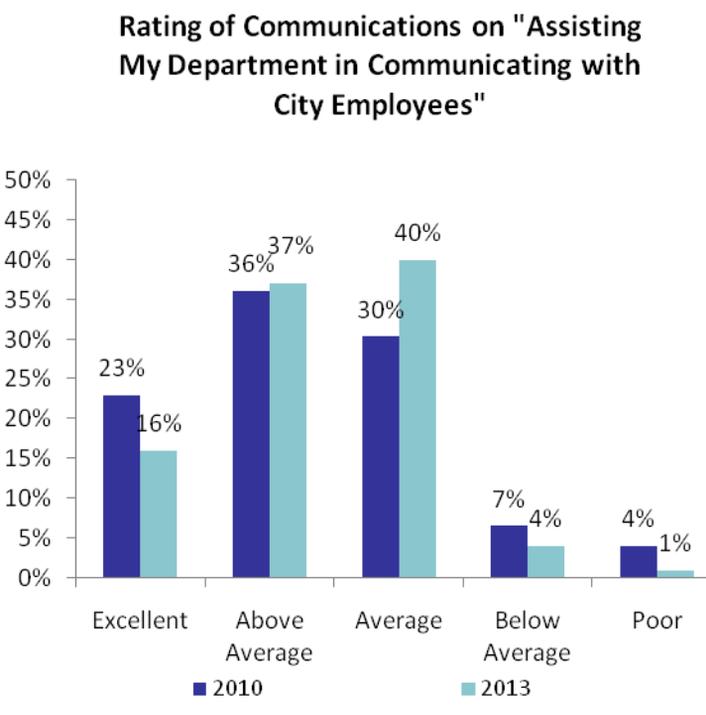
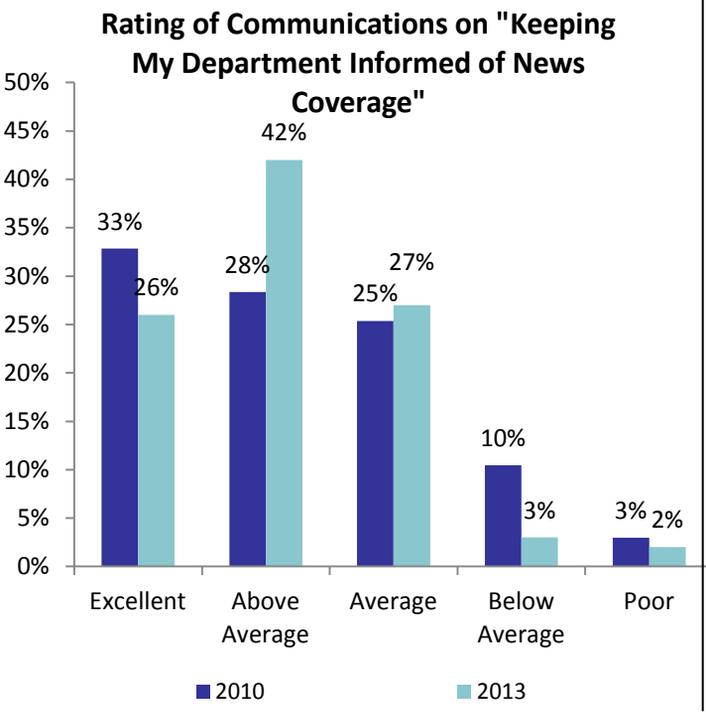
Clear Channel Outdoor E-Billboard Impressions

Estimated Value of Clear Channel Impressions



Source: Minneapolis Communications Department

Partner with City
departments and
leadership to foster an
engaged and informed
City workforce



Source: Coordinator Management Services Surveys

Why is this measure important?

The following charts help to measure our department’s effectiveness at maintaining an informed and engaged workforce. Employees who feel they are informed about issues related to their workplace and the organization generally are more engaged in their work. 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.

Our efforts include managing the City’s employee e-newsletter and 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.

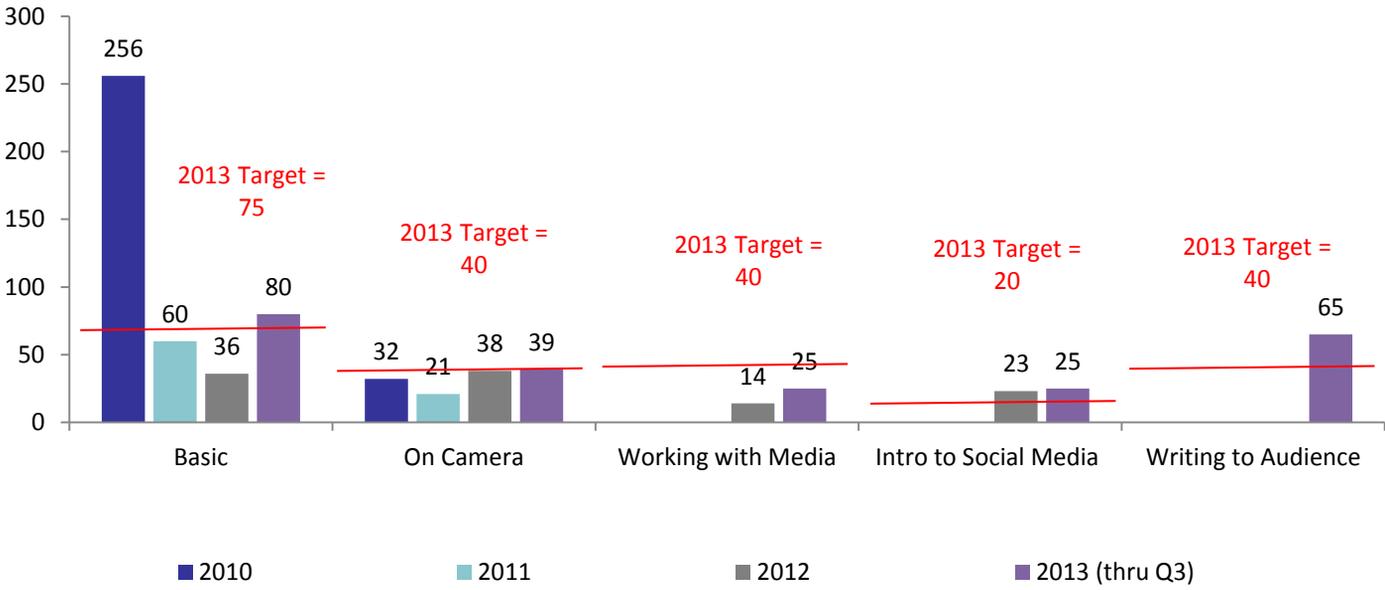
What will it take to achieve the targets?

The department has a staff member devoted to employee communications, and we have expanded our training offerings to employees, which both require staff resources. 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.

Foster an Engaged and Informed City Workforce: Top 10 CityTalk Stories

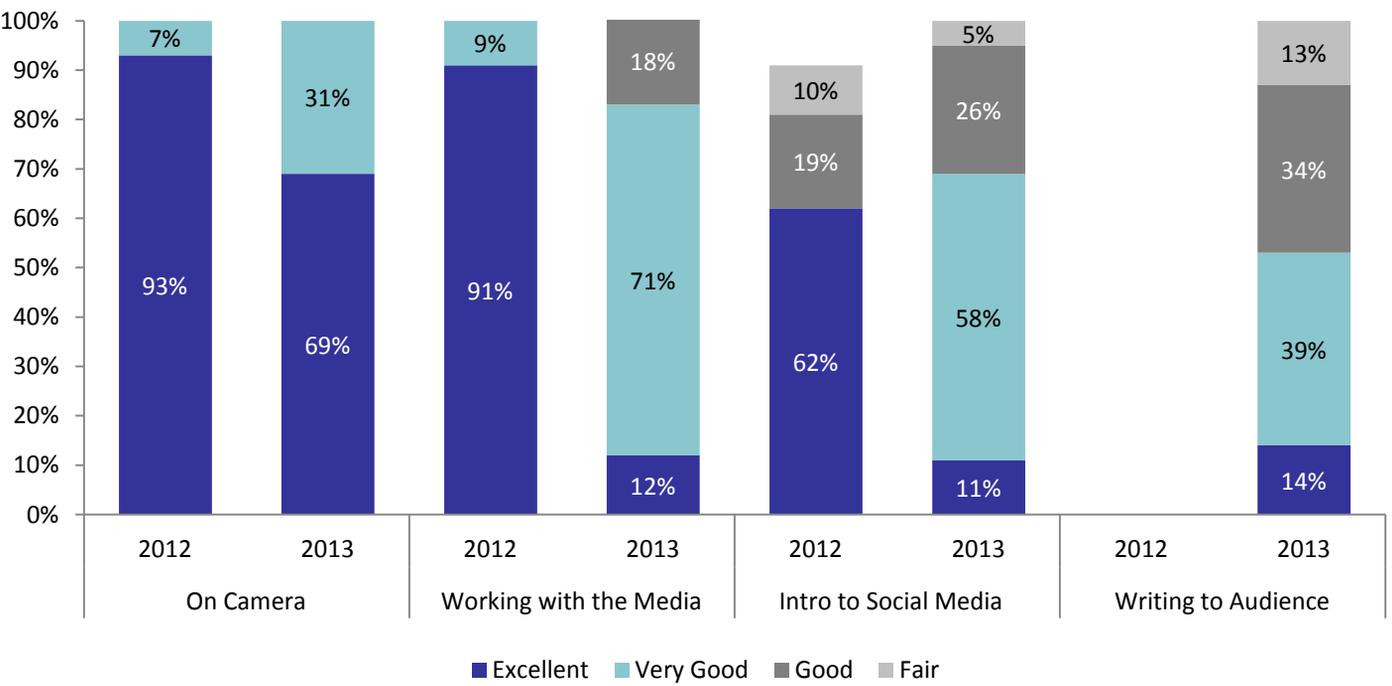
Rank	Top CityTalk Stories 2012	Unique page views	Top CityTalk Stories 2013 (thru Q3)	Unique page views
1	Bosacker to step down from City Coordinator position to pursue life-long dream (2/02)	960	Your paycheck reflects tax cut expiration (1/08)	1072
2	Track your progress toward lower cost option for 2013 health insurance (2/29)	825	Upcoming worksite health fairs offer free health screening tests (2/07)	741
3	MyMedica users may need to re-register due to new group numbers (1/06)	816	How to use your new WageWorks card for medical expenses (2/04)	735
4	Taking time to vote Nov. 6 (11/01)	788	Options for earning preferred health insurance rate expanded (2/5)	705
5	Human Resources Director Pam French leaving City of Minneapolis (4/05)	771	Completing health profile can help you qualify for lower insurance premium (2/27)	696
6	Daily computer log-in process to change slightly (4/11)	751	Biometric screenings at this week's City Hall and Hiawatha health fairs (2/19)	690
7	Mayor's proposed budget includes changes to Regulatory Services Department (8/20)	738	Do you work out at least eight times a month? (2/25)	654
8	New deferred compensation savings opportunity available in 2013 (12/12)	648	Do you know someone who wants to become a police officer? (6/13)	614
9	Open enrollment presentations cover benefits, pre-tax accounts and more(11/08)	636	Last chance to earn substantial health insurance savings (8/22)	611
10	Employee engagement survey results show strengths and opportunities for improvement (1/20)	630	Transition from Optum to WageWorks under way – submit 2012 claims to WageWorks (1/01)	594

Communications Training by Type



Source: Minneapolis Communications Department

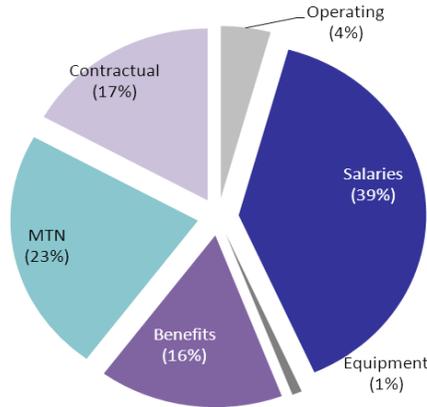
Evaluations of Communications Trainings



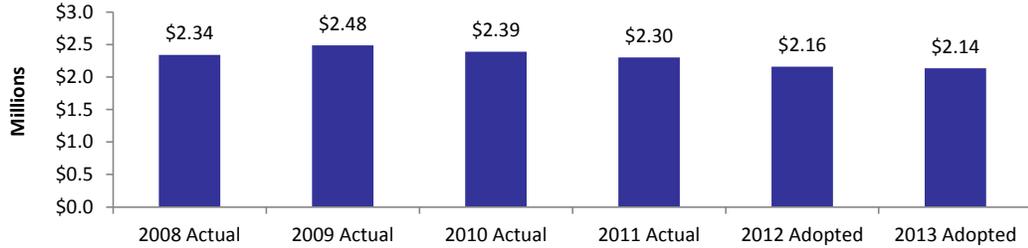
Source: Minneapolis Communications Department

Management Dashboard: Communications

2012 Expenditures by Type



Expenditure 2008-2013 (in millions)



Loss Prevention Data					
Year	2008	2009	2010	2011	2012
Workers Comp	\$ -	\$ -	\$ 858	\$ 3,142	\$ 5
Liability Claims	\$ -	\$ -	\$ -	\$ -	\$ -

Average Sick Days Taken per Employee					
Year	2008	2009	2010	2011	2012
Days	6.5	4.8	5.3	8.7	10.7

Workforce Demographics					
Year	Dec 2005	Dec 2009	Dec 2010	Dec 2011	Dec 2012
% Female	64%	57%	50%	50%	50%
% Employee of Color	36%	21%	17%	17%	17%
# of Employees	15	14	12	12	12

Overtime Costs					
Year	2008	2009	2010	2011	2012
Hours	71	-	-	53	0
Cost	\$2,371	\$0	\$0	\$2,167	0

Employee Turnover and Savings					
Year end	2008	2009	2010	2011	2012
Turnover	0.0%	13.8%	7.1%	15.4%	8.3%

Vacant Positions					
Year end	2008	2009	2010	2011	2012
Percent of Total	12%	7%	0%	14%	14%

Performance Reviews Past Due in HRIS	
As of 11/25/13	NA

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

Retirement Projections													
Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Number	0	2	0	0	0	0	1	0	0	0	0	0	1

Data as of 11/26/13

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

