

## Survey from President's Work Group on Council Communication Tools/Processes

On July 16, 2019, the Common Council created the President's Work Group to Review Council Communication Tools and Processes. The Work Group is charged with reviewing ways to improve communication channels to the public and to further the goals and mission of the Common Council by incorporating the core value of Civic Engagement: commitment to transparency, openness and inclusivity.

The Work Group would like to align their communication plans and processes with the work being done by the PIOs. A core role of alders is to keep their residents informed about what is going on at the City and in their district. Before the Work Group takes any actions or makes recommendations, we want to fully understand the work that is currently happening and the wealth of existing content and communications work being done by PIOs.

The Work Group is now in the process of identifying what content the city currently offers: the type of content, the distribution channels used and the frequency that the content is being shared. As part of this process, the Work Group values your expertise and is asking for your help to create a comprehensive list of all of the City's routine communications with residents. Once the list is compiled, it will be shared back with the PIO group. The information that you share will be used to determine opportunities for the Common Council to help share this information with their constituents.

Please complete the survey by Friday, October 25, 2019.

1. Department/Division

2. Name of Department/Division PIO

3. Communication Channels Used

☐ Email - External - Subscription Based

☐ Twitter

☐ Email - Internal - Outlook Groups

☐ Instagram

☐ Press Releases

☐ Text Alerts

☐ Website

☐ YouTube

☐ Facebook

☐ Print / Mail

☐ Other (please specify)

4. What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com)

**Examples:**

Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed

Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

5. The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

#1

COMPLETE

**Collector:** PIO Survey Link (Web Link)  
**Started:** Friday, October 11, 2019 8:08:05 AM  
**Last Modified:** Friday, October 11, 2019 8:13:34 AM  
**Time Spent:** 00:05:28  
**IP Address:** 204.147.0.15

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

**Q1 Department/Division**

CDD

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**Q2 Name of Department/Division PIO**

None - Laura Hunt does PR/PIO tasks for Senior Center

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**Q3 Communication Channels Used**

Email - Internal - Outlook ,  
Groups  
Website,  
Facebook,  
Twitter,  
Print / ,  
Mail  
Press Releases

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**Q4** What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

Our publicity is mostly about the programs and services that we offer to the public. - Newsletter, press releases, Facebook, Twitter, Community Calendars, Emails

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**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

Most residents don't even know that the Madison Senior Center exists, or that the City funds programs and services for seniors.

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#2

COMPLETE

**Collector:** PIO Survey Link (Web Link)  
**Started:** Monday, October 14, 2019 4:12:41 PM  
**Last Modified:** Monday, October 14, 2019 4:34:53 PM  
**Time Spent:** 00:22:12  
**IP Address:** 204.147.0.15

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

**Q1 Department/Division**

Metro Transit

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**Q2 Name of Department/Division PIO**

Mick Rusch and Jessy Stammer

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**Q3 Communication Channels Used**

Email - External - Subscription Based ,

Email - Internal - Outlook Groups ,

Website,

Facebook,

Twitter,

Instagram,

Text Alerts,

Print / Mail ,

Press Releases,

Other (please specify):

Bus and bus stop flyers, external bus advertising, NRTs

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## City Public Information Officer (PIO) Survey

**Q4** What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

Annual Service Changes/Stop Closures - press release, newspaper ads, twitter, facebook, instagram, emails to alders, bus flyers, bus stop announcements, website front page, NRTs, weekly email blasts, text alerts as needed, tailored messaging to specific routes (sign up for email alerts by route), bus advertisements, targeted mailings

Detours - detour alert emails (weekly in summer), emails targeted by route, bus flyers, text, twitter, facebook, website red alert bar, detour page website, bus stop posters

Significant delays/ closures - text, twitter, facebook, website alerts, rider alert emails, press release if long-lasting. (These delays are usually quick moving with updates coming in every 15 minutes, therefore we have to use quick forms of communication.)

Holiday/ Reduced Service - text, rider alert email, bus flyer (select holidays), press release, website front page, website alert bar, facebook, twitter, instagram

Press Conferences - website front page, Madison City Channel, twitter, facebook, text message, (depending on the message, bus flyers and exterior bus advertising)

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**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

A Metro intranet would be incredibly useful and helpful for internal communications. The intranet would also keep more of our on-the-road staff informed and able to answer customer questions better.

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#3

COMPLETE

**Collector:** PIO Survey Link (Web Link)  
**Started:** Tuesday, October 15, 2019 5:10:25 PM  
**Last Modified:** Tuesday, October 15, 2019 5:18:39 PM  
**Time Spent:** 00:08:13  
**IP Address:** 24.196.34.190

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

**Q1 Department/Division**

Mayor's office

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**Q2 Name of Department/Division PIO**

Katie Crawley

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**Q3 Communication Channels Used**

**Email - Internal - Outlook** ,  
**Groups**

**Website,**

**Facebook,**

**Twitter,**

**Press Releases,**

Other (please  
specify):

press conferences, interviews with individual reporters,  
statements which are released first to Alders then to our  
media list and posted on the city website. We also have a  
Mayor's blog on her website.

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**Q4 What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed**

See above regarding press releases and statements. It's shared in a number of ways, emails sent, shared with Alders, posted on the Mayor's website. We can also share it via Twitter. There is not a set number of days between events or sharing- I would say as needed. Of course responses to media inquiries happen all the time. I also work to get her in front of local ed boards and on local talk shows...not too many of those left though.

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## City Public Information Officer (PIO) Survey

**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

when we have the appropriate personnel we can do a better job on social media-posting from agency sites to the city site which would get more views. Right now, we are (I am) doing the best I can, especially working part time.

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#4

COMPLETE

**Collector:** PIO Survey Link (Web Link)  
**Started:** Thursday, October 17, 2019 9:51:33 AM  
**Last Modified:** Thursday, October 17, 2019 10:41:33 AM  
**Time Spent:** 00:50:00  
**IP Address:** 204.147.0.15

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

**Q1 Department/Division**

Clerk's Office

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**Q2 Name of Department/Division PIO**

Maggie McClain

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**Q3 Communication Channels Used**

Email - Internal - Outlook ,  
Groups  
Website,  
Twitter,  
Print / ,  
Mail  
Press Releases

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## City Public Information Officer (PIO) Survey

**Q4** What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

Voter outreach/events - press releases, Twitter, email to Voter Education Ambassador list, website, postcards and letters sent to voters about registration and polling places

Voter Education Ambassadors - email (Outlook groups), in-person training once a month, file folders filled with documents/pamphlets/stickers/brochures for the VEAs to use to register and educate voters (lots of print materials)

Election notices - Press releases, newspaper legal notices, post to board outside CCB 103

Meeting notices (daily) - post to board outside CCB 103, send to Capital Newspapers, post online to meeting page on Clerk's website

Events/info from other City agencies - Twitter, post on windows/doors of CCB 103 (if there is a flyer)

Election Officials communication - monthly email newsletter (Mail Merge with Word from Sharepoint list), webinar training around election time through Media Team (live and recorded- available on website), in-person training around election time at various sites across the city

Licensing information - website, emails/mailings to licensees (as needed), newspaper notifications (monthly)

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**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

For our communications with Election Officials and Voter Education Ambassadors, a system other than Mail Merge with Word and Outlook Groups (which has limits) would be fantastic (we have over 3,000 people to send this info to) - maybe Constant Contact or something like it? It's not a subscription-based service like other department newsletters, but do the methods used by other departments transfer to our needs?

Highlighting the RESJ Initiative - City employees put a lot of effort into that work, and it would be great for City residents to know about the work that is being done. However, it will take some thought about what communicating that work looks like and who would do it as it is an added duty for those who participate in Core Team and the other teams.

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#5

COMPLETE

**Collector:** PIO Survey Link (Web Link)  
**Started:** Monday, October 21, 2019 12:56:45 PM  
**Last Modified:** Monday, October 21, 2019 1:08:50 PM  
**Time Spent:** 00:12:05  
**IP Address:** 205.213.104.120

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

**Q1 Department/Division**

Madison Public Library

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**Q2 Name of Department/Division PIO**

Tana Elias

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**Q3 Communication Channels Used**

Email - External - Subscription Based ,

Email - Internal - Outlook Groups ,

Website,

Facebook,

Twitter,

Instagram,

YouTube,

Print / Mail ,

Press Releases,

Other (please specify):

We do a lot of in-house posters, displays, etc. We also work with neighborhood newsletters and papers to share stories and events.

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**Q4** What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

Will mail to Lisa Veldran separately

## City Public Information Officer (PIO) Survey

**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

I think one way the city falls short in terms of sharing information is by not having dedicate public relations efforts for key initiatives, like RESJI, Performance Excellence, or Results Madison. We have dedicated so much staff time to these initiatives, but they need much better messaging, and an outward focus on how our work in these areas ultimately benefits city residents.

We need to do a better job of sharing stories through social media and video but that tends to be staff intensive and fewer staff have the video skills, or even the interviewing skills, needed for that kind of work.

Also, I think we could benefit from exploring the following communication channels: text (I understand some departments are using text?), NextDoor and similar neighborhood platforms, partnerships with key businesses, business organizations, non-profits, Madison College, MMSD and the UW-Madison to reach employees and students.

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#6

**COMPLETE**

**Collector:** PIO Survey Link (Web Link)  
**Started:** Monday, October 21, 2019 1:00:26 PM  
**Last Modified:** Monday, October 21, 2019 1:14:11 PM  
**Time Spent:** 00:13:45  
**IP Address:** 204.147.0.15

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

### Q1 Department/Division

Parking Utility

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### Q2 Name of Department/Division PIO

Kristin Brodowsky - Communication Outreach Specialist

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### Q3 Communication Channels Used

Email - Internal - Outlook Groups,  
 Website,  
 Facebook,  
 Print / Mail,  
 Press Releases

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**Q4** What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

PU Website: Maintained (nearly) daily- for information and user ease.

PU department updates and projects: News Releases to City page, Press releases, email to alders/news media --As needed

Highlights PU page and occasionally City Page for specific PU activities - As needed

TE/PU Facebook: Traffic Closures (those are also News released and sent to press/alders on email list by Tom Mohr), Bike events/updates, PU news and reminders. - All as needed.

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**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

Respondent skipped this question

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#7

**COMPLETE**

**Collector:** PIO Survey Link (Web Link)  
**Started:** Monday, October 21, 2019 2:11:44 PM  
**Last Modified:** Monday, October 21, 2019 2:17:43 PM  
**Time Spent:** 00:05:59  
**IP Address:** 204.147.0.15

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

### Q1 Department/Division

Monona Terrace

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### Q2 Name of Department/Division PIO

Kristen Durst

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### Q3 Communication Channels Used

Email - External - Subscription Based ,  
 Email - Internal - Outlook Groups ,  
 Website,  
 Facebook,  
 Twitter,  
 Instagram,  
 YouTube,  
 Print / Mail ,  
 Press Releases

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**Q4** What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

Monona Terrace Community Events- facebook, twitter, instagram, press releases, emails to subscribers

Client events/ news- primarily twitter

Facility news-- press release, some social depending

Frank Lloyd wright related news-- facebook, twitter

Monona Terrace images-- instagram, facebook

Wedding and event marketing info-- facebook, some instagram

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## City Public Information Officer (PIO) Survey

**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

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**Respondent skipped this question**

#8

COMPLETE

**Collector:** PIO Survey Link (Web Link)  
**Started:** Monday, October 21, 2019 2:18:25 PM  
**Last Modified:** Monday, October 21, 2019 2:38:36 PM  
**Time Spent:** 00:20:10  
**IP Address:** 204.147.0.15

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

**Q1 Department/Division**

Police

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**Q2 Name of Department/Division PIO**

Joel DeSpain

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**Q3 Communication Channels Used**

Email - External - Subscription Based ,

Email - Internal - Outlook Groups ,

Website,

Facebook,

Twitter,

Instagram,

YouTube,

Print / Mail ,

Press Releases,

Other (please specify):

Reverse 911, blogs, blotter, internal videos

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## City Public Information Officer (PIO) Survey

**Q4** What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

We communicate on a daily basis through most, or all of our social media platforms. In terms of content, we share what is deemed to be the most important information in terms of enhancing community safety, increasing transparency, and educating the community on the plethora of complex and eclectic calls to which Madison's guardians are sent. It is also important to us that the community is able to readily access our policies, procedures, and data. Frequent phone and email contact with media members, one-on-one interviews with reporters, and news conferences are utilized frequently by MPD to bolster information distribution.

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**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

It would not be "other types," but we could do a better job of sharing if there was more than one PIO working each day.

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#9

COMPLETE

**Collector:** PIO Survey Link (Web Link)  
**Started:** Monday, October 21, 2019 2:16:07 PM  
**Last Modified:** Monday, October 21, 2019 3:53:27 PM  
**Time Spent:** 01:37:20  
**IP Address:** 204.147.0.15

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

**Q1 Department/Division**

Engineering

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**Q2 Name of Department/Division PIO**

Hannah Mohelnitzky

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**Q3 Communication Channels Used**

Email - External - Subscription Based ,

Email - Internal - Outlook Groups ,

Website,

Facebook,

Text Alerts,

YouTube,

Print / Mail ,

Press Releases,

Other (please specify):

Podcast, Fliers in Library, Face to Face through Public Information Meetings

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**Q4 What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed**

See attached information sent directly to Lisa as a word document.

## City Public Information Officer (PIO) Survey

**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

The City should be sharing more obviously the public information meetings on a more user-friendly calendar that includes all public info opportunities on projects and public input. This would be more focused with Common Council, Board of Public Works and Public Information Meetings. I think utilizing mobile technology and using push alerts to share information we're trying to get to residents more directly through text message alerts. Right now we only use them for flooding, and I think by sharing news releases more directly with our residents through these alerts, would be most beneficial. This would be something I'd like to see go hand in hand with email lists. Not everyone is on an email list. If people subscribe to certain text alerts, this could be a new way to elevate our communication. There's also an opportunity to make our agencies more human with Facebook live. These could be good opportunities to engage with our community and reach more people than who attends public meetings. Right now, we're not using the press conference room in IT Media. It is set up for that and is equipped with everything we need for livestreaming, proper lighting etc. I think we also could be doing a weekly message video or look ahead more often with IT Media to post on social media on the City's main account. This could be from the mayor's office, a wrap up on information up and coming from alders or highlighting timely programs. It'd also be nice to be present on Next Door. We also don't have a city-wide internal communications newsletter to share information/vision. This is something I think would be nice, beneficial and help with the overall voice of our City.

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#10

COMPLETE

**Collector:** PIO Survey Link (Web Link)  
**Started:** Monday, October 21, 2019 3:46:46 PM  
**Last Modified:** Monday, October 21, 2019 4:07:37 PM  
**Time Spent:** 00:20:51  
**IP Address:** 204.147.0.15

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

**Q1 Department/Division**

Madison Water Utility

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**Q2 Name of Department/Division PIO**

Amy Barrilleaux

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**Q3 Communication Channels Used**

Email - External - Subscription Based ,

Email - Internal - Outlook Groups ,

Website,

Facebook,

Twitter,

Instagram,

Text Alerts,

YouTube,

Print / Mail ,

Press Releases,

Other (please specify):

In-person outreach: Tours, Events, Public Meetings, School Visits, etc.

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## City Public Information Officer (PIO) Survey

**Q4** What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

We share all types of information using many platforms to reach a variety of audiences in accordance with Madison Water Utility's Strategic Communication Plan. It appears you may be asking about emergency communication here? We lean on email alerts, web alert banners, and Twitter in emergencies. Alders can sign up to receive email alerts from us, as well as all City press release. That is probably the most efficient way to receive communication in an emergency. Text alerts are only used for a Boil Water or Do Not Use advisory, which we haven't had in more than a decade. It's possible for alders to sign up for those as well, but the platform is different from the email lists.

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**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

The city lacks a centralized strategic communication plan/department. So we struggle with communicating the basics - what our city services are and how people can access them. Without that foundation, engaging people around city initiatives and planning is difficult. Reaching people who do not speak English as a primary language is also difficult. Just translating material isn't enough -- how are we getting the information to people who need to see it? Building a communication infrastructure as a city takes time and investment. But it's often treated as an afterthought, which is putting Madison behind other cities.

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#11

COMPLETE

**Collector:** PIO Survey Link (Web Link)  
**Started:** Wednesday, October 23, 2019 2:48:16 PM  
**Last Modified:** Wednesday, October 23, 2019 2:58:32 PM  
**Time Spent:** 00:10:15  
**IP Address:** 204.147.0.15

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

**Q1 Department/Division**

Parks

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**Q2 Name of Department/Division PIO**

Ann Shea

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**Q3 Communication Channels Used**

Email - External - Subscription Based ,

Email - Internal - Outlook Groups ,

Website,

Facebook,

Twitter,

Instagram,

Print / Mail ,

Press Releases,

Other (please specify):

Kiosks, signage in parks, phone, in-person meetings, public information meetings,

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**Q4** What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

I am currently working on a communication plan - internal and external for Parks. In the plan I include a matrix with all the different communication methods, target audience, and frequency. Once finalized I happy to share this with you and/or the group, Lisa.

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## City Public Information Officer (PIO) Survey

**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

To best answer this, I need clarification on who is "city" is in this context and sharing with whom?

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#12

COMPLETE

**Collector:** PIO Survey Link (Web Link)  
**Started:** Thursday, October 24, 2019 9:57:00 AM  
**Last Modified:** Thursday, October 24, 2019 10:17:49 AM  
**Time Spent:** 00:20:48  
**IP Address:** 204.147.0.15

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Page 1: Survey from President's Work Group on Council Communication Tools/Processes

**Q1** Department/Division

Fire

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**Q2** Name of Department/Division PIO

Cynthia Schuster

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**Q3** Communication Channels Used

**Website,**  
**Facebook,**  
**Twitter,**  
**Instagram,**  
**YouTube,**  
**Press Releases,**  
Other (please  
specify):  
City events calendar at cityofmadison.com

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## City Public Information Officer (PIO) Survey

**Q4** What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com) Examples: Mayoral Press Conference - Press release, email to alders/news media, Madison City Channel, Twitter, RSS Feed, YouTube - As Needed Flood Updates - Website, Email to subscribers/internal, press release, text messaging, Facebook, Twitter - Weekly, As Needed

**DAILY REPORTS:** Each morning, I review the previous day's fire reports and post any significant calls. These incident reports are posted to the "Daily Reports" page, our most-used section of the website, and they are also automatically pushed to Twitter. I typically do not post links to our incident reports on any other platform unless the call had a significant impact on the community or we could benefit from public engagement (i.e. trying to identify the suspect in the Madison Mallards fire). Anyone who has subscribed to the Daily Reports will receive an email alert that a new report has been posted.

**PRESS RELEASES:** I only post press releases when we have a larger initiative to promote, need to draw special attention to something (i.e. a fire hazard bulletin), or have information that complements a press conference we've just hosted. Anyone who has subscribed to the press releases will receive an email alert that a new press release has been posted.

**BLOGS:** The blog is our second-most often used section of the website. This is where we like to take people behind the scenes of the Fire Department, introduce the community to its newest firefighters or newly-promoted officers, et al. Anyone who has subscribed to the blogs will receive an email alert that a new blog has been posted.

**PROMOTION & NEWS ALERTS VIA FACEBOOK/TWITTER/INSTAGRAM:** 99% of the time, anything posted to Facebook is also posted to Twitter and Instagram. Each post is published independently-- linking accounts may seem efficient, but users can tell when you're not paying special attention to each platform, and it's a turn-off for them. Additionally, any time we publish a new blog, we promote the story on all three platforms with a link back to the blog. Smaller-scale breaking news alerts (like traffic alerts related to crashes we respond to) are typically not posted to Facebook and Instagram due to their algorithms not allowing followers to see the posts in a timely manner. Instead, these alerts are sent to Twitter as well as the "Alert Madison" feature of our website. In the case of major emergencies, like the house explosion on Stratton Way in 2017 or the MGE explosion this past July, we WILL post alerts to all social media platforms regardless of their algorithms. Typically, the organic viral effect of the news usurps the algorithms.

**YOU TUBE:** This is used less frequently, but it has become an effective outlet for sharing promotional videos we have created in partnership with Madison City Channel (IT Media Team). Our most recent project was a series of recruitment videos, but we have also published self-produced videos such as an underwater Lake Rescue Team training video that gives people a taste of what an underwater search is like.

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**Q5** The Work Group is also interested in your thoughts on what other types of content you think the city could be sharing that isn't currently being provided due to limitations in staff time, distribution channel, etc.

I think more attention could (and should) be paid to accessibility in everyday posts. The DCR has worked on a language access plan that takes into account language translation and interpretation, including ASL, for major incidents that involve an Emergency Operations Center implementation. However, there are tools that exist to allow PIOs to make their Facebook, Twitter, and Instagram posts (particularly photos) more accessible to the visually impaired. It takes extra time and steps to implement these features, and I admit that due to time crunches, I do not get around to it. This has been on my mind lately, though, so I mention it in response to your question.

I also think we could be more effective at taking people "behind the scenes" and telling the stories about the people who help our city run. I believe this sort of thing helps foster a sense of appreciation and understanding among our citizenry, but for many PIOs, other job tasks often don't allow the time to these types of projects.

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## City PIO audit

**What content does your Department/Division share, how is it shared and how frequently do you share that content? Please be as comprehensive as possible. If it would be easier to email your answers to this question, please send to Lisa Veldran, [lveldran@cityofmadison.com](mailto:lveldran@cityofmadison.com)**

For: Madison Public Library  
Submitted by: Tana Elias

## BY CONTENT

**News Announcements** – press release, web site announcement, social media, in-library signage, email newsletter, sometimes share specifically with local media, library board, national library organizations and/or specific city departments. As needed, average 4 releases/month.

**Operational News (closures, downtime, etc.)** – press release, web site announcement, email, social media, can also share via check out receipts. Depending on topic and timeframe may actively share with local media. As needed, average 10 releases/year.

**Library Building/Remodel Project Updates** – press release (some), web site, dedicated project distribution email lists, neighborhood newsletters/email groups/listservs/social media, actively seek press coverage, in-library signage, social media. As needed when active projects.

**New materials** – 30 email newsletters that promote aspects of our collection. Weekly social media shares. Daily web site features. Also promoted through our library system's shared catalog, which includes 40+ public libraries in a seven-county area. Daily/weekly/monthly depending on format.

**Impact Stories** – web site features, social media, and some email newsletter distribution. These are longer stories that show the impact of the library, and are organized by five points of our strategic lens: equity, literacy, community, engagement, and accountability <http://www.madisonpubliclibrary.org/impact> These are often shared with Foundation funders as well. Average 1-2/month.

**Events** – we have 6000+ individual events a year! The majority of them can be discovered on four main places: the library's event calendar, the City of Madison event calendar, the Isthmus.com calendar and the madison.com calendar. 5-10% of events are advertised in other places, too, including longer features on our web site, features on the City's web site, neighborhood or social media calendars, etc. Daily.

Specific customer notices – books on hold, items due, items overdue, etc. These are available by print, phone, email, or text. These are short and strictly transactional with the exception of occasionally using these communications (not text) to share significant library closings or relocations. Daily.

## **BY PLATFORM**

### **Library and affiliated web sites**

Madison Public Library manages [madisonpubliclibrary.org](http://madisonpubliclibrary.org), [madisonbubbler.org](http://madisonbubbler.org), [teenbubbler.org](http://teenbubbler.org), and [wisconsinbookfestival.org](http://wisconsinbookfestival.org) web sites. We post things on different platforms depending on what the message and audience is.

- [Madisonpubliclibrary.org](http://Madisonpubliclibrary.org) is all things library related and the main web site for our library.
- [Madisonbubbler.org](http://Madisonbubbler.org) includes just Bubbler related (art and media lab/technology) content.
- [teenbubbler.org](http://teenbubbler.org) serves as an archive for the many Bubbler related projects we do with teens; almost all teen Bubbler programming is done in conjunction with teens who are either in the justice system or diverted from the justice system.
- [Wisconsinbookfestival.org](http://Wisconsinbookfestival.org) is only for book festival related news.

In addition we post news releases and calendar announcements on the [cityofmadison.com](http://cityofmadison.com) page, and work with departments to list our content in other places or on web site features when needed. We add content to our main site daily, the others probably weekly.

### **Email**

The library sends about 30 email newsletters; the majority are lists of recommended new books that people can request. Total subscribers of about 13,000; total subscriptions of about 20,000. Our main email, Check It Out, has about 4,800 subscribers and we use it to share main library news alerts, partner city news (voting, new buildings, census, etc.), events, and book recommendations. NOTE: I'd love to tie some of these closer to Comprehensive Plan initiatives, with a mixture of recommended books and city events/initiatives. These email newsletters are opt-in subscriptions managed through the City of Madison MailChimp account.

In addition, I maintain several email groups for regular email distribution, including media contacts, and email selective announcements to existing city teams (RESJI, Latino Engagement Team, etc.). Occasionally I email big news to all city staff or all staff working in libraries in the South Central Library System. Most email newsletters are monthly but we have one daily, several bi-weekly and several bi-monthly.

### **Print**

Posters – we create and distribute posters for many of our events, collections, and services. We also create handouts, bookmarks, etc.

Calendars of Events - we create monthly or bi-monthly calendars of events for each library and some specialty printings, such as our list of summer kids' programs.

Print distribution - We have the ability to distribute printed material to all public libraries in a seven county area for other city departments if needed!

Print capacity – we have our own in-house print shop that can print up to 11x17 sized items.

## **Digital Signage**

Three (soon to be all) of our libraries are connected to the City's digital signage network. We display automatically-fed lists of events, and promotional images, on each screen, and have space reserved for city-wide emergency announcements. We usually use this for location-specific programs and systemwide promotions – new collections and services, major promotions, holiday closures, etc.

## **Social Media**

Note: we allow comments/engagements/shares on all of our social platforms and monitor them regularly.

### **Facebook**

We maintain five main pages – Madison Public Library, Bubbler, Wisconsin Book Festival, Yahara Music Library, Biblioteca Pública de Madison – and pages for all nine library locations. We post daily to our main platform, weekly to Bubbler and Wisconsin Book Festival, and irregularly to the other locations. We do not post directly to location pages but have claimed them so we can control them. We also co-manage several pages for joint projects with community partners, and share to our Friends' and Foundation pages as well.

### **Twitter**

We maintain five main Twitter accounts – Madison Public Library, Madison Bubbler, Wisconsin Book Festival, Yahara Music Library, and Madison Public Library events – and co-manage several accounts for special projects. We use Hootsuite to manage and monitor Twitter. We tweet daily on Madison Public Library, weekly on Madison Bubbler and Wisconsin Book Festival, monthly on the others.

### **Instagram**

We maintain four Instagram accounts – Madison Public Library, Madison Bubbler, Madison Public Library Events, and Wisconsin Book Festival. We are less active on Instagram; posting several times per month.

### **Flickr**

We maintain two Flickr photosharing accounts (Madison Public Library and Wisconsin Book Festival) that serve as our official photo archives, though we also have started sharing with the City photo archives now that they're set up. We record permissions levels and most photos can be shared with any other city department.

### **LinkedIn**

We have a branded LinkedIn account for Madison Public Library but do not use it regularly.

**YouTube and Vimeo**

We maintain branded channels on both platforms but don't post regularly.

**Google**

We have claimed all our Google Places but do not actively post events, etc. via that channel. Instead we point visitors to web sites with the most recent information. We do regularly monitor and respond to reviews, comments, etc.

## PIO Survey Content List: Hannah Mohelnitzky, City of Madison Engineering Division Public Information Officer

- **Press Releases**

- HOW: After approval from City Engineer Rob Phillips -- Email to alders (attachment)/copy mayor's office-post to city website-social media push on City Engineering FB page- email to media (Which includes IT Media on my media list)-email to Engineering Division so they know what information is being shared with the public.
- WHAT: Types of Releases
  - **Storm Section:** anything flooding related I send out as much as possible. This would include releases about upcoming public information meetings, new watershed studies, new resources for our community including a new flooding website, new podcast, etc. We also send formal press releases during major flood events that includes road closures, health information and the game plan and work we're preparing as the next storm system moves in. When flooding is top of mind, we send our weekly flooding report included in the release. We also share information about leaf management from a water quality angle, salt certification, rain gardens, adopt-a-median programs and information on how we can create an environment more welcoming to pollinators.
  - **Sewer Section:** any major sewer backups that need to be communicated or impact human safety or health. We also share information about new sewer warranty options or changes in partnerships when it comes to coverage of sewer pipe breaks. We've also sent out educational releases about what residents are responsible for vs. what the city is responsible for in relation to public right of way.
  - **Streets, Bike Path, Sidewalk Design Section:** Traffic Engineering sends out road closures, but we share about new street names or ribbon cuttings. We also may send out a release on a major project that will impact a lot of people or has historically been a project with a lot of community conversation (i.e. Buckeye road reconstruction, upcoming Judge Doyle Parking Ramp)
  - **Facilities Section:** Announcements of new construction buildings facilities in the City (Public Market), Awards earned for our facilities projects (MMB for LEED Platinum Certification, Project of the Year, etc.), major renovations
  - **Construction Inspection Section:** nothing at this time
  - **Sustainability Section:** any information about ways we're accomplishing our 100% Renewable Madison Goal plan. This could include information about our Green Power Program, ways Fleet is using Biodiesel, new solar programs through MadiSUN and others.
  - **Mapping Section:** Nothing at this time, but we work with mapping on a number of projects indirectly. Since I've been here, we haven't shared anything about this section yet, but have used this section experts for media requests, etc.
  - **Operations Section:** We share information about sandbag collection plans for the community, sandbag filling, upcoming plowing coordination come winter, salt certification, etc.
  - **Environmental Section:** Any information about soil contamination related to City purchases of land, brownfields or other contaminants. We work to put together releases with other city agencies to share information.
- WHEN: As soon as possible to keep the information timely. The public wants information now. The media won't share old news, so the more timely the better. If it's an upcoming event/not a press conference, we try to send ahead of time. No earlier than a week out.

- **Press Conferences**

- First, a press advisory (only goes to Media) about 3 days before if possible.
- HOW: After approval from City Engineer Rob Phillips -- Email to alders (attachment)/copy mayor's office - email to media (IT Media is on my email list)-email to Engineering Division so they know what information is being shared.
- This would be sent ahead of a press conference to get media there to cover.

- In this case, an advisory would be sent, and a full press release would be drafted, but then posted the day of the event after.
- Sometimes, if it's more of an evergreen press conference, we write up full press releases to share background ahead of time for the press conference, like for Green Power: Flip the Switch event, since the information wasn't so impactful. By sending more information ahead of time on evergreen events, media gets more of a sense of what they can expect and put together a game plan to provide better coverage.
- I also push out the live link and schedule this on our ENG social media a head of time so people know they can watch live (if it's available)
- Flood Updates
  - These are typically sent every Friday to an email list group (about 900 people are signed up for these updates). These include lake levels and risk assessments. These are also posted on the City's flooding website and pushed out on the City of Madison Facebook Page, City of Madison Engineering Page, City of Madison Twitter.
- Flooding Text Updates
  - We use this right now as a way to alert people more directly during a flooding event of road closures and openings. These are sent as needed, and as frequently in real-time as roads open and close.
- Monthly Newsletter (Internal) The E: A Newsletter for the Engineering Division
  - This is a monthly newsletter for the Engineering Division to share good news and need-to-know information about Division-wide operations, accomplishments and public information sharing.
  - This is sent out the first week of every month
  - This is emailed out electronically to Kwasi, Mayor's Office, Engineering as a whole, also printed and placed in break rooms both downtown and out at our Emil Operations Facility.
- Public Information Meetings
  - We post upcoming meetings on the projects page on the City website, post to the City calendar and create a Facebook event on the Engineering Facebook page and co-host with the City of Madison Main Facebook Page.
  - These meetings are also mailed out as a postcard invitation to residents in the respective areas.
  - I attend all, and emcee most PIMs we have to make sure our message and presentation is human, understandable and clear for the public. The more visual I am and available as a resource, the better.
- Focus Groups: Watershed Studies
  - We organize with neighborhood associations to host meetings in specific neighborhoods to address resident questions directly. These were shared via press release, Facebook event, emailed out to alders, media. We also shared photos while at the meetings on our social media channels.
- Waterways Newsletter
  - Each Fall, we send out a newsletter from the stormwater utility section to all the residents of Madison via mail
  - This includes 128,000 people
  - This information includes upcoming news residents should know, a letter from the City Engineer, new resources and what the Engineering Division Stormwater Section is working on for the upcoming fall and winter season.
  - This also includes programs residents can take part in such as: adopt-a-median, our raingarden programs, Salt Certification and more.
- Alder Handout (City Internal)
  - This alder guide shared information about what engineering does, section by section complete with green infrastructure initiatives and contacts. This was emailed and printed for alders.
- Social Media
  - Facebook

- We only have a Facebook page in Engineering right now. We intend to expand to a Twitter account and Instagram eventually if needed.
  - On Facebook, we post everything from Public Information Meetings, Neat photos about staff, helpful information, road closures and press releases.
- Everyday Engineering Podcast
  - This is posted every second and fourth Wednesday of each month
  - We cover topics infrastructure related in 15-20 minutes, news you can use
  - This is based off of topics and questions residents have asked us.
  - When we launched the podcast we: sent the press release to alders, posted online, pushed on City and Engineering Social Media, Sent to Media, etc.
  - Each time there's a new episode, I email out to engineering, mayor's office, IT web, social media, MAMSWAP partners, Dane County, American Family (a partnership we've done with them, they like getting this), all media contacts.
  - This is also promoted on the City's Electronic Video Television Boards in MMB
- Media interviews
  - I use the media multiple times a week. I do live morning show hits, taped interviews, live interviews via radio, coordinate information for print journalists and do phone interviews to share information with them.
  - Since starting half a year ago, I've done morning show live interviews on topics like:
    - Buckeye Road Construction
    - McKenna Flood Mitigation Project
    - Watershed Studies
    - Focus Groups for Watershed Studies
    - New Podcast
    - Adopt a Median
    - Public Market Public Information Meetings/Design Reveal
    - Public Market
    - Small Cell 5G Transition
    - New Southwest Job Center Grand Opening
    - Flooding update lives
- Media snapshot (Internal)
  - Each week I try to send out a Media Wrap Up Snapshot to share what releases went out, what social media went out and what requests came in.
  - I try to send these out each Friday
  - This email goes to engineering, mayor's office
- WBA Communication Video to broadcasters
  - I put together a 6 minute video to educate broadcasters on how to make the most out of their PIOs or communications contacts in their respective markets. The goal of this was to help media understand that former media people in these communications roles can help fast track information.
  - This was a one-time video and will be posted on the Wisconsin Broadcasters Association Website for all members of Wisconsin media.
- Videos with IT Media
  - We put together a video sharing August 2018 flooding and the why the watershed studies were necessary, posted on youtube, City's flooding website, facebook pages (ENG and City)
  - We also have a "How-to Sandbag" video on the City's flooding website for residents, worked with IT Media
  - We also will have a "Leaf Tea" video on the City's flooding website, Engineering website this fall sharing why people should keep leaves out of the streets

- How-To Salt Properly video also coming, come winter, will be shared online, social, pushed out on all mediums
- Another video we're putting together includes information about our Green Power Program, which will be shared on social media, online on our Engineering website and used in presentations