

December Communication Snapshot

Reporting & Look-Ahead for December 2022



Public Information, Education, Media Relations

A snapshot of upcoming Division of Communications & Public Information projects, initiatives and efforts by department and focus areas.

EXTERNAL MESSAGING

Office of the City Manager

- Communications on behalf of the City Manager (internal and external audiences)
- Continued roll-out of strategic framework and supporting communication plan, including key messages for all areas of the framework
- Fiber to the Home communications planned for announcement
- Continued promotion of "Pop-Up Dublin," the pop-up shop in Historic Dublin, including the Kids Holiday Shop (popup.dublinohiousa.gov)

City Council

- *Note: Council agendas are posted on Facebook and Twitter every Sunday before Council meetings and are available for all to share on their personal accounts if desired.*
- Some suggested topics to share in November include:
 - The City of Dublin will mark the official start of the 2022 holiday season by hosting its annual Tree Lighting on Thursday, Dec. 1, from 5 – 7 p.m. Please join us for this free event in a new location at Riverside Crossing Park, located at 6635 Riverside Dr.
 - Looking for unique options for holiday gift giving? Check out Pop-Up Dublin! This rotating retail experience is open Wednesdays and Saturdays with new vendors each day. Learn more at popup.dublinohiousa.gov #popupdublin
 - Let the kids do the shopping! Bring your young ones to the Kids Holiday Gift Shop at Pop-Up Dublin. Learn more at popup.dublinohiousa.gov #popupdublin
 - Connect with YOUR City Council through the GoDublin app. Click "Tell Dublin" to share your feedback.
 - Keep Dublin green! Dubliners can recycle the Styrofoam and expanded polystyrene products that can come with holiday gifts at the new, 24/7 drop-off bin at the Service Center. Learn more at <https://dublinohiousa.gov/styrofoam-recycling/>
- Boards & Commissions recruitment – Fuel the Future - ongoing efforts, video rollout, website updates and social media regularly and upon openings (**Example post: "Your City Council needs your help! Learn how you can help shape Dublin's future as a board or commission member - fuelthefuture.dublinohiousa.gov/."*)
- Working with individual Council Members to schedule episodes of the Link Ahead podcast; CM Reiner's released Nov. 10; VM De Rosa planned next
- Fiber to the Home announcement upon Council action; supports Council's most connected goal

Diversity, Equity and Inclusion

- Promoting Chief's Advisory Committee (CAC) and Community Inclusion Advisory Committee (CIAC) meetings to encourage the public to attend
- Staying abreast of CIAC and CAC ideas to share via Dublin's communication channels
- Recognizing December/winter holidays

Police/Public Safety

- Sharing holiday theft prevention and winter safety messages to the community

- Explaining the Safe Space Dublin initiative and how residents and visitors will be able to seek help at designated areas in Dublin in times of personal crisis or doubt
- Working on recruitment efforts
- Drone program information sharing
- Fill A Cruiser holiday toy drive promotion (Dec. 3)
- Sharing Heroes and Helpers giving program information (Dec. 10)
- Drug Take Back event promotion (Dec. 17)
- Sharing Smart911 information

Outreach & Engagement

- Snow Angel program promotion for helping seniors in winter
- Forever Dublin resources sharing and video project
- Recruitment for Heritage Interpreters
- Sharing Dublin Cemetery preservation project information (article in Dublin Life)
- Collaborating with Dublin Food Pantry for holiday season
- Sharing ways to give to others during holiday season

Economic Development

- Promoting and supporting Dublin businesses; Blogs and LinkedIn posts promoting local businesses, resources, advice, etc. including #WhyDublinWednesday feature; Why Dublin? video series is ongoing and shared on social media
- Communicating about new developments and proposals as needed, including Mount Carmel, Bridge Park expansion, EASE Logistics and Vernovis
- Working with consultants on Intel strategy
- Promoting Dublink as a business amenity
- Connected Dublin & Beta District messaging

Parks & Recreation/Community Events

- Parks & Recreation Master Plan
 - Results from the statistically valid survey and online survey will be shared with key stakeholders and the public during a public meeting.
- Promote Tree Lighting, Dec. 1
- FitBiz New Year's resolutions pre-communication
- Continue to provide any nature education messaging regarding native species
- Promote Abbey Theater productions: "Dublin Dance Centre's The Nutcracker", "Seussified Christmas Carol"
- Promote DCRC December Programming
- Provide permit event traffic updates for Holly Days, 12 Elves, Wreaths Across America
- Promote the Winter/Spring Healthy Guide
- Communicate Bridge Park & Historic Dublin Events

Public Service

- SnowGo Snow Plow Names
- Rumpke – Messages as needed regarding any delays/changes to the collection schedule as well as promoting the Dos and Don'ts of recycling
- Promote new Styrofoam recycling collection bin
- Promote pumpkin composting program until Dec. 9.
- CPI continues to promote the GoDublin app as the best way to contact your city for service requests and to report issues. Please feel free to share this message:
 - Connect with your city in real time! Report issues or request a service and get updates every step of the way. Download the GoDublin app today! <https://dublinohiousa.gov/godublin>
- The City's fall leaf collection program continues weekly through Dec. 16. The City will notify residents of the LeafGo program and schedule while reminding people to "rake them right."
- Prepare SnowGo snow removal messaging
- Prepare Avery-Muirfield public art messaging with Dublin Art Council

- Communicate project development and progress for the TK tree removal.

Engineering

- All construction updates are on the City's website at DublinOhioUSA.gov/construction, social media regarding traffic impacts as needed
- Construction of new University Boulevard section between Avery Road and Eiterman Road to support new OSU Wexner Center development – traffic shift updates as necessary
- Supporting communications of U.S. 33/S.R. 161/Post Road project, as well as ongoing AEP projects
- Supporting communications of 2022/23 projects that are still in community planning phases, including Franklin St. Improvements/extension and Trails End
- Annual Street Maintenance program; direct notifications, signs, digital communications

Mobility & Transportation

- Communicating mobility programs and services — including Dublin Connector and shared-use paths — for residents and visitors through e-newsletter, social media, signage, special events and in-person experiences.
- Messaging and communications to support micro-mobility efforts, including Bird scooters and bike share program with options for electric and traditional bikes
- Promoting the Dublin Connector for senior, disabled and workforce riders; targeting workforce including Quantum
- Supporting regional communication efforts on LinkUS Northwest initiative
- Connected Dublin — ongoing communications and promotional efforts, including promotion of Dublink and possible TNL FlowCube partnership
- Beta District — ongoing promotion and marketing in partnership with COG team
- Curbside Management study communications support

Finance

- CIP and Operating Budget communication as needed
- Promoting 2022 Resident's Guide to Understanding Local Taxes
- Promoting recent Finance awards, including GFOA Triple Crown honor
- Communication around Hotel/Motel tax, water/sewer fee increase etc. as needed

Information Technology/Innovation Projects

- Evaluating RFPs for citywide fiber-to-home system 10-gig broadband access; preparing communications
- Sharing best practices about cybersecurity; ensuring all employees complete cybersecurity training
- Informing employees about internal updates with IT maintenance notifications
- Keeping employees aware of scamming attempts and mitigation efforts

Communications & Public Information

- Continue post-launch communications for the City's new website (redesign of DublinOhioUSA.gov)
- Continue to share Community Attitudes Survey results with the public through targeted social media posts and an ad campaign
- Diversity, Equity and Inclusion communication
- Provide weekly media snapshot and monitor media mentions throughout the week using Meltwater
- Continuously monitoring ZenCity for public engagement opportunities, confusion, interest, etc.
- Sharing City awards/recognitions as needed

National Observances

12/1/22, Tree Lighting

12/4/22, National Cookie Day

12/5/22, International Volunteer Day

12/5/22, World Soil Day

12/10/22, Human Rights Day

12/15/22, Bill of Rights Day

12/18/22, Hanukkah
12/21/22, First Day of Winter
12/24/22, Christmas Eve
12/25/22, Christmas Day
12/26/22, Kwanzaa
12/26/22, Thank You Note Day
12/31/22, New Year's Eve

INTERNAL MESSAGING

- Creating and distributing Monday Morning Update email newsletter for City employees
- Sharing 410 Team ideas with all employees
- Sharing information about DEI efforts and professional development related to DEI topics
- Continuing monthly meetings of the City Employee Diversity, Equity and Inclusion Committee

Employee Engagement

Communication

- Monday Morning Update – once a week on Monday morning
- DubNet

COMMUNITY ENGAGEMENT

Combined presentations and engagements involving City Council, City Manager and City Staff as well as City/Key Community events

December 2022

Nov. 8 – Dec. 15	Masayuki Miyajima: Pattern-Form-Function/New Variations, Dublin Arts Council, Daily 10 a.m. - 5 p.m.
December 1 - 18	12 Days of Bridge Park, weekly Thursday through Sunday
December 1 – 24	12 Elves of Dublin Scavenger Hunt, Historic Dublin, 11 a.m. - 5 p.m.
December 1	MORPC Executive Committee, (Council Member Amorose Groomes), MORPC Board Room, 1:30 –3 p.m.
December 1	Dublin's Tree Lighting, Riverside Crossing Park, 5 – 7 p.m.
December 1	Planning & Zoning Commission, Council Chamber, 6:30 – 8 p.m.
December 2	Economic Development 411 (ED411) (All invited, Registration Required), Mayor Fox and Council Member Amy Kramb attending, Ohio Union, 1739 N. High Street, Columbus, 8 a.m. - 1:30 p.m.
December 2	COMMA Meeting, (Location TBD), 11:30 a.m. - 12:30 p.m.
December 3	Dublin Dance Center's "The Nutcracker", Abbey Theater of Dublin, 11 a.m. and 1:30 p.m.
December 3	The Holiday Tour of Homes, Tartan Fields, 12 – 5 p.m.
December 3	Historic Dublin Holly Days, various historic Dublin locations, 3 to 5 p.m.
December 3	Pop-Up Dublin, Downtown Dublin, 1 – 8 p.m.

December 5	Dublin City Council Meeting, Council Chamber, 7 – 9 p.m.
December 7 - 9	Pop-Up Dublin, Downtown Dublin, 4 – 10 p.m.
December 8	<i>TENTATIVE</i> Planning & Zoning Commission, Council Chamber, 6:30 – 9 p.m.
December 9	US 33 Corridor Group Meeting, (Location TBD), 8 – 9:30 a.m.
December 9	Dublin Chamber's Recognition Luncheon (All invited - Table of 8 purchased), Council Member Chris Amorose Groomes attending, 5750 Memorial Drive (Muirfield Village Golf Club Pavilion), 11:30 a.m. - 1:30 p.m.
December 10	Historic Dublin Holly Days, various historic Dublin locations, 3 to 5 p.m.
December 10	Pop-Up Dublin, Downtown Dublin, 1 – 8 p.m.
December 10	Ugly Sweater Crawl, Bridge Park and Historic Dublin, 6 – 9 p.m.
December 12	Council Liaison/Dublin Schools (Mayor Fox and Council Member Christina A. Alutto), 5175 Emerald Parkway (Superintendent's office), 11 a.m. - 12 p.m.
December 13	Junior Girl Scout Troop (Council Member Amy Kramb speaking), Council Chamber, 6 – 7 p.m.
December 14	Pop-Up Dublin, Downtown Dublin, 4 – 8 p.m.
December 14	<i>FYI</i> Architectural Review Board, 6:30 – 9 p.m.
December 15 - 16	Ohio Mayor's Alliance Winter Meeting
December 15 - 18	"A SEUSSIFIED Christmas Carol", Abbey Theater of Dublin, Dec. 15 and 16 at 7 p.m.; Dec. 17 at 1 and 4 p.m.; Dec. 18 at 1 and 4 p.m.
December 15	OCRC Virtual Hearing, 9 – 11 a.m.
December 15	Grand Leprechaun Selection Meeting (Mayor Fox), DCRC, Room TBD, 6 – 7 p.m.
December 15	<i>FYI</i> Board of Zoning Appeals, 6:30 – 8:30 p.m.
December 17	Wreaths Across America, Dublin Cemetery, 10 a.m.
December 17	Pop-Up Dublin, Downtown Dublin, 1 – 8 p.m.
December 17	Historic Dublin Holly Days, various historic Dublin locations, 3 to 5 p.m.
December 25	Christmas
December 26	City offices closed in observance of Christmas

Advertising & Marketing

Print/Digital Ads

- Social media campaign in support of Economic Development: promoting "Connected Dublin" messaging; social campaign will push to refreshed Economic Development website ThriveInDublinOhio.com (<https://econdev.dublinohiousa.gov>)
- Beta District marketing <https://www.thebetadistrict.com>
- Using social media advertising for job postings and to increase reach on key messages

Digital Media Content

Digital Communication Strategy

- Increase meaningful engagement with our audiences
- Improve user experience
- Monitor sentiment and engagement
- Deliver relevant, accurate information
- Continue to evaluate and develop platforms for future participation

Ongoing

- <https://dublinohiousa.gov>
- <https://dublinirishfestival.org>
- <http://globalinstitute.dublinohiousa.gov>
- <http://dubnet.dublinohiousa.gov>
- <https://econdev.dublinohiousa.gov>
- <https://DublinVeterans.com>

Social Media

- Regular review of all channels for engagement and efficiency
- Reviewing and evaluating new/emerging platforms
- Testing new social media monitoring, analytics, scheduling platforms
- Sharing podcasts on social media and regular promotion to find the Link Ahead podcast on your favorite platform
- Utilizing WeChat for strategic outreach
- Relevant messages are posted on the City's LinkedIn page, including promotion of local businesses, employee recruitment efforts, etc.
- Utilizing Nextdoor to reach Dublin residents and target specific neighborhoods
- 24/7 monitoring, messaging and measurement continues
- Posting Reel video content to Instagram to diversify our content with short-form video

Publications and Print Pieces

- Dublin Life
- Updating the Bike Map and Parks Guide for 2023

Videography

- Tree Lighting preview and recap videos
- Holiday Theft Prevention
- Winter Safety Awareness Week
- SnowGo snow removal
- Police Recruitment
- Safe Space Launch
- Self-defense Reel
- Safe Space Reel
- Healthy Reel

The Division of Communications & Public Information Team

Communications Team	Lindsay Weisenauer, Ash Babbitt, Shirley Blaine, Rebecca Myers, Madi Kregel, Carina Dacierno
Digital Media	Bruce Edwards, Jeremy Gerstacker
Video	John Nichols, Joe Fox, Greg Fox

Your input on this monthly update is appreciated. Please let us know if the format, content and length is on target and valuable.

CITY COUNCIL COMMUNICATIONS OCTOBER 2022 UPDATE

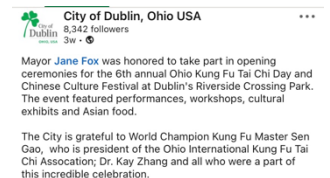
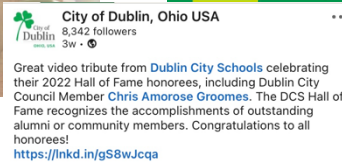
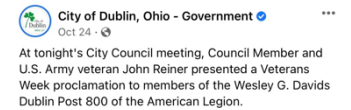
Communication Goals for 2022:

- Increase meaningful engagement between City Council and Dublin residents and businesses.
- Ensure residents know what is happening in the city, have access to programming and know their benefits.
- Increase visibility of City Council members in the community.
- Directly engage under-represented communities, including geographic, ethnic and age groups.

Top Social Media Post



October Social Media Examples:



City Council Recognition Engagement

- ✓ 56,419 Impressions
- ✓ 1,066 Engagements
- ✓ 1.3% Engagement Rate

October 2022 Social Media Impressions

35 posts about City Council, City Manager and Boards/Commissions

