

# CITY OF HIGH POINT

## AGENDA ITEM



<b>TITLE:</b> Information Item – Communications and Public Engagement	
<b>FROM:</b> Jeron Hollis, Managing Director	<b>MEETING DATE:</b> February 5, 2024
<b>PUBLIC HEARING:</b> N/A	<b>ADVERTISED DATE/BY:</b> N/A
<b>ATTACHMENTS:</b> Presentation - Communications and Public Engagement Department	

**PURPOSE:** To present information about the Communications and Public Engagement Department.

### **BACKGROUND:**

Present an overview of the Communications and Public Engagement Department.

### **BUDGET IMPACT:**

None

### **RECOMMENDATION /ACTION REQUESTED:**

None, this is a presentation item only.





# COMMUNICATIONS & PUBLIC ENGAGEMENT

COUNCIL PRESENTATION





# DIVERSITY EQUITY & INCLUSION

COUNCIL PRESENTATION





# AREAS OF DEI INTEGRATION

**Organizational  
Learning and  
Development**

**M/WBE**

**Human  
Resources**

**Community  
Partnerships  
and  
Initiatives**



# ORGANIZATIONAL LEARNING & DEVELOPMENT

- **City Council DEI Orientation Sessions (2023)**
- **Department Director, Assistant Director, and other select leadership training (2023)**
- **Workforce Training (2024)**
  - Fire and Police Departments (January – March)
  - Remaining Workforce (April)



# M/WBE SUPPORT

- **Disparity Study Process**
  - Members of the steering committee
  - Assist with Strategic Planning
- **Vendor Engagement and Program Development**
  - Internal and external education
  - Event support including Minority Enterprise Development Week



# HUMAN RESOURCES & TALENT ACQUISITION

- **Talent Sourcing**

- Participation in hiring panels
- Attend career fairs and hiring events
- Analyze job postings

- **Employee Engagement Committee**

- Analyzed 2023 Employee Engagement Survey data
- Development of recommendations for city leadership

- **Policy Review and Data Analysis**

- New hires, training and development, advancement and promotion, recognition, and offboarding



## COMMUNITY PARTNERSHIPS & INITIATIVES

- One High Point Commission support
- Community Builders
- Triad DEI Collaborative
- Continuum of Care DEI Committee
- All-American City Task Force





# HUMAN RELATIONS

COUNCIL PRESENTATION





# **FUNCTIONS & SCOPE**

## **Protecting Civil Rights**

- Advising on Landlord/Tenant Issues
- Fair Housing Complaint Referrals & Trainings

## **Promoting Equal Opportunity**

- Human Rights Initiatives & Policies
- Resource Sharing Partnerships

## **Positive Community Relations**

- Inclusive Community Engagement



# HUMAN RELATIONS COMMISSION

## **Advisory Body (9 Residents)**

- Commissioners appointed by Council
- Annual work plan approved by Council

## **Commission Duties**

- Advise Council on issues of human rights
- Develop special programs and events
- Promote community understanding/respect



# PROTECTING CIVIL RIGHTS

- **92 Landlord/Tenant Issues Addressed**
  - FY22-23: 142 customers
- **8 Fair Housing Complaints referred to NCHRC**
  - FY22-23: 11 complaints
- **4 Fair Housing Trainings conducted**



# PROMOTING EQUAL OPPORTUNITY

Fair Housing  
Assistance  
Program

City-Wide  
Language Access  
Policy

Presentation to Council  
in Feb. 2024

Developed in UNC's Language  
Access Collaborative; to be  
presented to Council in 2024



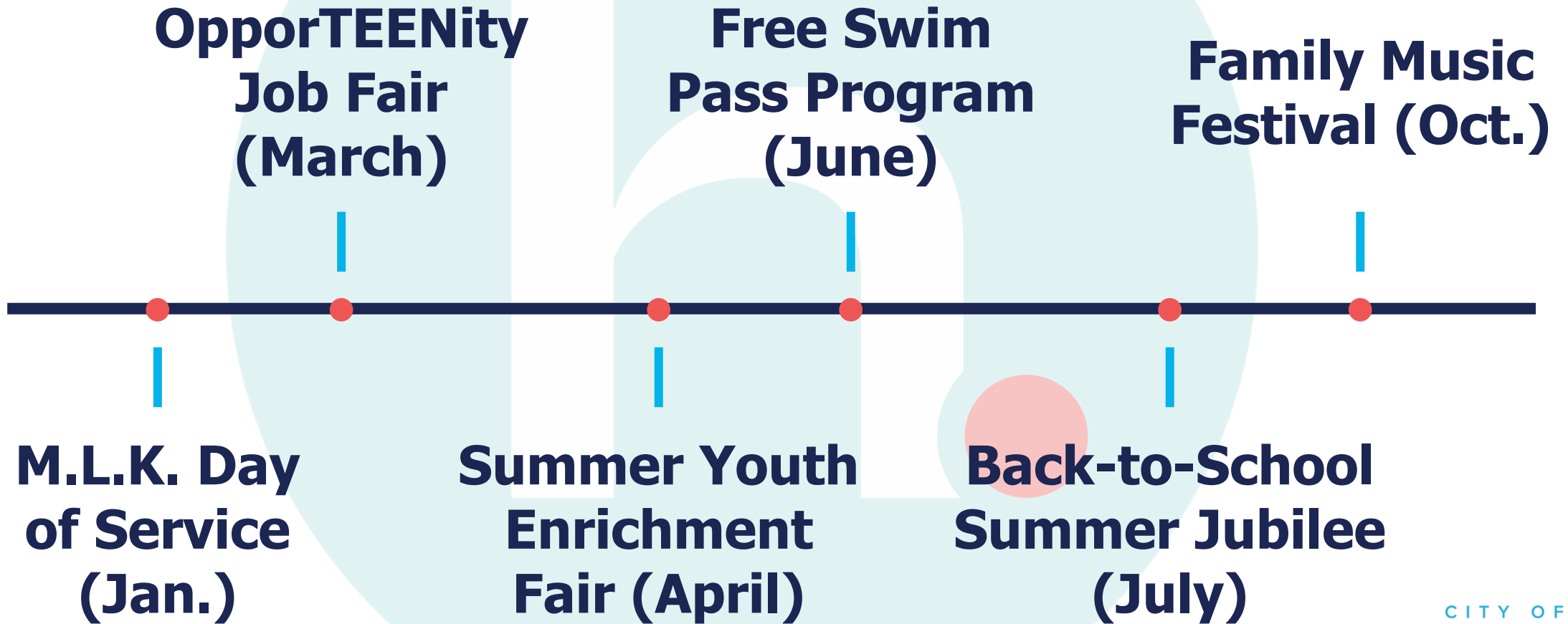
# COMMUNITY OUTREACH

- **12 Events Organized/Attended (FY23-present)**
  - FY22-23: 17 events
  - FY21-22: 19 events
- **6,800 Interactions with High Point residents**
  - FY22-23: 3,978 interactions
  - FY21-22: 2,968 interactions





# 2024 COMMUNITY PROGRAMS





# MARKETING & COMMUNICATIONS

What we create in High Point...Changes the WORLD!







# MARKETING & BRANDING

- Worked alongside our vendor/partner CivicBrand
- Timeline
  - 2021 CivicBrand was chosen as our partner
  - 2022 Developed the Marketing & Branding Taskforce
  - 2022-2023: Multiple Pop-up Events, Data Collection and Learning Sessions
  - May 1, 2023: Presented branding and implementation plan for approval to move forward
  - Aug 5, 2023: Brand Launched at Truist Point



# MARKETING & BRANDING

## Implementation

- CivicBrand back onboard to help with implementation
- 2024 Q1 Focus:
  - Develop phased brand merchandise rollout
    - Design, suppliers and software
  - Place brand into the built environment
  - Develop 2024 Pop-up strategy
  - Implement department logos, style guides and implementation plan





# MARKETING DIVISION

## WHAT WE DO



# DIGITAL MARKETING

## Website

- Over 100,000 visitors a month
- Top Users from USA, Canada, United Kingdom & India
- Top views are Pay your bill, Public Library, Collection Schedule
- Majority ( $\approx 60\%$ ) of customers connect with a mobile device
- Top days for traffic: Saturday & Wednesday



# DIGITAL MARKETING

## Social Media

- 1.6M impressions a year across platforms
- Audience is visual - photo and video get most engagement
- Facebook #1 platform
  - 72.10% female audience in the 35-55 age range
  - Top cities are High Point, Greensboro, Thomasville
  - Month of January
    - Post Reach 105,000
    - Post Engagement 17,500
    - 4,600 link clicks



# ADVERTISING

- Advertising campaigns for recruiting
  - Huge success with radio, social, geo fencing and retargeting campaigns with Public Services' same day hiring events
- Digital Advertising
  - Geo Fencing
  - Targeted Demographic Advertising
  - IP Advertising
  - Social Media Advertising
- Event Promotion
  - Media Buys
  - Flyer Distribution and Ad Placement

# ADVERTISING



## HIGH POINT THEATRE

- Marketing and Advertising Agency for the High Point Theatre
  - **2021/2022 Season:** Remarkable numbers coming out of covid
    - 4 Sellout shows
  - **2022/2023 Season:** Largest grossing box office ticket sales and attendance in the history of the High Point Theatre
    - \$709,000 in ticket sales and total attendance of 61,990
  - **2023/2024 Season:** \$370,000 in ticket sales halfway through the season. We are on track to be around \$740,000 by end of the year, which will again be the largest grossing box office ticket sales and total attendance in High Point Theatre History



# GRAPHIC DESIGN

- Flyers
- Banners
- Decals
- Tri-fold Brochures
- Mail Inserts
- Department Reports
- Signage
- Artwork







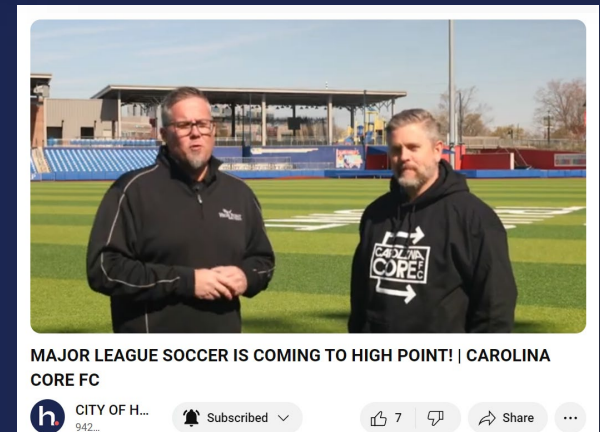
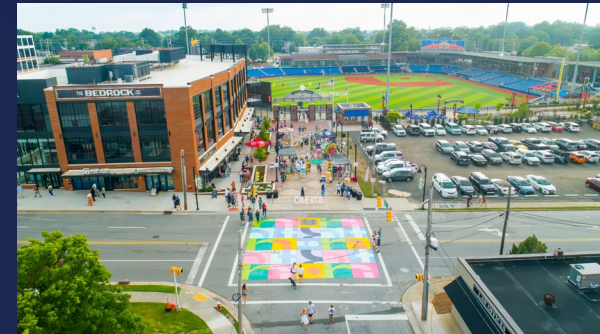
# PRINT SHOP

**RICOH**  
imagine. change.

- What is it?
  - Ricoh operated
  - Handles nearly all printing needs
  - Cost control
  - Quick turnaround time
  - Brand control
- Print Capability
  - Banners, Car Wraps, Bound Books/Reports, Flyers, Stickers, Yard Signs, Maps, Business Cards, Flyers, Marketing Materials

# VIDEO | PHOTO

- City Department Videos
- One High Point Commission Video
- Instructional and informational organizational videos
- ID Badges
- Event Photography
- Headshots





# VIDEO | PHOTO

## PEG Channel | Spectrum Channel 8

- State funded Public, Education and Government Channel
- Post video content, PSA's, event flyers
- Outdated system:
  - Can only view if you subscribe to spectrum cable
  - Does not fully support HD
  - Software to run the system is not supported
  - Limited capabilities to operate channel



# MEETING PRODUCTION

- City Council Meetings and all Council Committee Meetings
  - Audio Broadcasts streamed to YouTube
  - Available to watch stream at:  
*[www.HighPointNC.gov/VirtualPublicMeeting](http://www.HighPointNC.gov/VirtualPublicMeeting)*
- Other Meeting Productions
  - 911
  - Economic Development Announcements
  - Press Conferences
  - Emergency Communications
- Working on a plan to provide capability to stream meetings in the chamber in 2024



# COMMUNICATIONS AND PUBLIC ENGAGEMENT

CREATE

NO  
MOTOR  
VEHICLES

MAKERS  
THROUGH  
BEER.

CREATORS  
THROUGH  
PLACE.

high  
point.

