

**Transparency, Engagement, and Communication Committee**

*Chaired by Mayor Pro Tempore Holmes*

*Committee Members: Holmes, Cook, Harman, and Moore*

**May 15, 2024 –9:00 a.m.**

**High Point Municipal Building**

**211 S. Hamilton Street**

**3<sup>rd</sup> Floor, Council Chambers**

**Transparency, Engagement, and Communications - Chair Michael Holmes**

**CALL TO ORDER**

*Acting Chair Peters called the Transparency, Engagement, and Communication Committee to order at 9:00 a.m. and stated Chair Holmes was absent with all other Committee Members present.*

**Present:** Committee Member Cook, Committee Member Harman, and Committee Member Moore

**2024-195 Marketing and Community Engagement Summary**

Staff will review the City's current community engagement and outreach strategies.

*Jeron Hollis, Managing Director, gave the presentation on community engagement and outreach by the City of High Point.*

*He explained some of the current marketing outreach tools, including the website, videos, social media platforms, and news releases. He spoke on some other outreach tools, including the city podcast, printed materials, advertising, digital marketing strategies, as well as event-based experiential marketing.*

*He shared some website statistics over the past 30 days and said that the website received over 100,000 users, with 300,000 views. He indicated the top pages were Pay Bill, the Vietnam War Exhibit, the Public Library, Oak Hollow Campground, and High Point City Lake Park.*

*Committee Member Moore asked Mr. Hollis if the stats include utility bill payments.*

*Mr. Hollis indicated it did include those users but that the average person looked at three different sections of the website.*

*He spoke on the current redesign of the website with vendor, CivicPlus, and said they were looking at a September/October completion date for the redesign. He said the new website would increase functionality and reliability and create a more streamlined experience for the user.*

*Committee Member Harman asked about translation options for multiple languages.*

*Ryan Ferguson, Marketing Manager, spoke on Google Translate, and indicated it was not always the most accurate translation service. He said Transit included several languages and that it depended on the need what languages were included.*

*Committee Member Cook asked if there was a project in progress to update language options.*

*Mr. Hollis said there was a language access plan underway with the Human Relations Division and UNC Chapel Hill that would look at additional ways they can engage people who speak different languages.*

*He spoke on social media engagement and indicated the city had over 400,000 followers over all platforms, with Facebook having a 12.57 percent engagement rate.*

*Committee Member Harman asked about the lifecycle of a post on social media. Mr. Hollis explained the life of a post and said posts sometimes take on a life of their own depending on the engagement and interaction by the public.*

*Mr. Ferguson explained the different engagement strategies implemented by the marketing team. He spoke on the advantages of having an in-house print shop to create print materials more efficiently. He spoke on the popularity of podcasts with a certain demographic and how the city-produced podcast is another great engagement tool.*

*Committee Member Harman asked about engagement numbers and Mr. Ferguson indicated the podcast averages about a thousand listeners.*

*Committee Member Cook asked about the different platforms used for engagement. Mr. Ferguson explained some of the various platforms. Committee Member Cook asked what strategies they were using to reach the people that were not already engaging with the digital platforms.*

*Mr. Hollis mentioned some of the pop-up marketing events and said they look at demographics depending on the event to get the content out to everyone. He said they pride themselves on reaching a wide audience.*

*Committee Member Harman asked how they target the 30 percent of people not on social media. Mr. Hollis mentioned print campaigns and other strategies.*

*Committee Member Harman mentioned a newsletter from another city that had a large percentage of engagement and emphasized the importance of transparency in local government.*

*Mr. Hollis mentioned the great partnerships the city had with local entities like Visit High Point. He said the website lets residents subscribe to certain departments to get relevant information sent to them.*

*Committee Member Moore spoke on his years on the council and seeing the evolution of communication. He pointed out that individuals had to make a personal choice on whether they want to engage and said he understands the desire for clarity of communication, but it falls on the individual citizens to do their part.*

*Acting Chair Cook said she loved the engagement on Facebook and indicated she appreciated the presentation.*

**ADJOURNMENT**

*There being no further business to come before the Transparency, Engagement, and Communication Committee, the meeting adjourned at 9:47 a.m.*

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Michael Holmes, Chairman

Attest:

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Alison Glynn, Deputy City Clerk

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