

City of Forest Park Public Information Office



Javon Anthony Lloyd

Public Information Officer

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Today's Agenda

- Key Accomplishments
- General Communications
- Media Relations
- Social Media
- Opportunities / Future Projects
- Closing / Q&A



Key Accomplishments

- Adoption of the city's first Public Information / Communications Policy.
- Development and launch of The Leaf Report Monthly Newsletter.
- Creation of an official City of Forest Park LinkedIn company page.
- Established an approved process for disseminating news releases, media alerts and general information to residents, business owners and stakeholder groups.



**FIRST RESPONDERS
OF INFORMATION**



Keeping Forest Park Residents Informed



- The Leaf Report is a monthly newsletter sent out by the Public Information Office that includes up-to-date details regarding city news, upcoming events, open job positions and more.
- Constant Contact, a mass emailing platform, is also used to distribute information to residents, community organizations and city staff.
 - Over 2,000 individual contacts added to the city's main distribution list.
 - Current email open rate of 39% (***industry standard around 30%***).



General Communications

Featured Job Openings

Looking for your next career move? The City of Forest Park has several job openings available. Below are a few of our featured employment opportunities (click the job titles to learn more).



- [Director of Finance](#)
- [Fleet Maintenance Supervisor](#)
- [Trades Specialist](#)
- [Fire Fighter / Paramedic](#)
- [Communications Officer \(part-time position\)](#)

[Click Here To View All Current City Job Postings](#)

About the City of Forest Park

Located roughly 10 miles south of Atlanta, the City of Forest Park is home to a population of more than 20,000 residents in Clayton County, Georgia, as well as many flourishing small, medium and large businesses. The City was incorporated in 1908 and is conveniently located approximately five miles from the Hartsfield-Jackson International Airport, with easy access to I-75, I-285 and I-675. For more information, visit www.forestparkga.gov.



Media Contact:

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JOIN THE CONVERSATION & FOLLOW US ON SOCIAL MEDIA!



Performance (30 Days)

Total Contacts	+ Add	Email Open Rate	Contact Growth	Social Audience Growth
1997		39%	45	0%

Recent Campaigns (View All)

Most Recent	Active
City of Forest Park Monthly Leaf Report... newsletter	
Email - Sent Sep 1, 2022 at 9:09am EDT	
1998 sends • 102.10% opens • 29.11% clicks • 3.01% bounces • 0.02%...	
Football Season is Here! Labor Day W... est Park	
Email - Sent Aug 31, 2022 at 9:00am EDT	
1472 sends • 72.08% opens • 2.01% clicks • 2.01% bounces • 2.01%...	

Constant Contact Dashboard

Leaf Report Newsletter



Media Relations

- The city's Public Information Office is responsible for generating positive news coverage, while also responding to a wide range of media and interview requests.
- News coverage has been secured in the following media outlets:

Clayton News-Daily
Atlanta Journal-Constitution
WSB-TV
CBS46
11Alive News
FOX5 News
Clayton Crescent
Black Entertainment Television



Media Relations (cont.)



CITY OF FORESTPARK

FOR IMMEDIATE RELEASE

New Senior Housing Community Breaks Ground In Forest Park
Forest Station Development To Offer 60 Residential Units Near Downtown District



FOREST PARK, Ga. — Dec. 21, 2021 — Developers and city officials recently broke ground for the construction of a new senior independent living community to be located off of College Street and Warren Drive near the city's downtown district.

The Forest Station development project will feature a three-story building with a mix of 80 one-bedroom and two-bedroom units for seniors ages 55 and above, with each unit equipped with its own washer and dryer. The project is being co-developed by Georgia Communities Inc. and Paladin Inc. in an effort to address the need for new affordable housing in and around the city.

"There is an urgent need for high-quality, affordable housing for seniors in Forest Park," said Phil Ellen, executive director of Georgia Communities Inc. "This development is designed to address that need and help catalyze new investment near the downtown core, so we believe it is going to be a tremendous asset for the community."

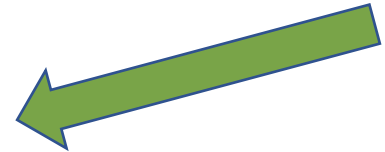
Amenities planned for the senior housing community include a fully equipped exercise room, venues for residential events and a state-of-the-art business center. Developers also plan to construct a community garden as a way to increase the availability of nutritious foods, as well as a wellness center, where residents will have access to health screenings, regular recreational activities and more.

"All of our residents, especially our seniors, deserve a safe, stable and affordable place to live," said City of Forest Park Mayor Angelyne Butler, MPA. "By having this new residential community, we can work to ensure that those seniors on a fixed income have a high-quality option when it comes finding a place to call home."

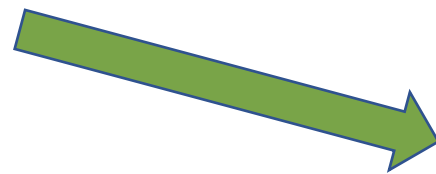
Construction of the senior independent living facility is expected to last 14 months, with the new community tentatively scheduled to open during the first quarter of 2023. To learn more about the Forest Station development, www.paladinhousing.org/developments.

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Approved News Release



Secured Media Coverage



A2 • WEDNESDAY, JANUARY 3, 2022 • NEWS-DAILY.COM

Construction on new senior housing development starts in Forest Park

From staff reports

FOREST PARK — Construction on the city of Forest Park's new senior housing development has begun.

The Forest Station project will be located off College Street and Warren Drive near the city's downtown district.

The independent living community will be three stories with a mix of 80 one- and two-bedroom units for seniors ages 55 and older.

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Proposed site plan for the new Forest Station independent living senior community, located off College Street and Warren Drive in Forest Park.

New program coordinator joins CCWA

From staff reports

MAKERS — The Clayton County Workforce Authority has hired a new coordinator for its local Small Business Enterprise Program.

Paula Parris joined the CCWA in October 2021. She previously worked as an Operations Development manager for Juvon Truck, a small non-profit trucking company in the Virginia Islands.

Ms. Parris' previous experience includes working for the City of Forest Park, where she managed the city's fleet and maintenance department.

"Paula brings a wealth of experience and a proven track record of success in the business development space," said Phil Ellen, executive director of CCWA. "We are excited to have her join our team and help us continue to support and grow our local small business community."

CCWA's Small Business Enterprise Program is open to small businesses located in Clayton County, Georgia. For more information, visit www.ccwa.org.

SCHOOL

From A1

with minimal disruptions to the learning process. He begins his first school year on Monday, and all new employees will be trained by the end of the year.

The school district is currently hiring for several positions, including teachers, administrators, and support staff. For more information, visit www.cdc.gov.

More than 100K in US hospitalized with COVID for first time in nearly four months

By Denise Magilligan and David Hester

More than 100,000 people are currently hospitalized with COVID-19 in the United States, according to the latest data from the U.S. Department of Health and Human Services. This is the highest number of hospitalizations since early 2020.

The CDC reports that the number of hospitalizations has increased significantly since the start of the year, with a peak in late December. The data shows that the majority of hospitalizations are in the Northeast and Midwest regions.

"This is a concerning trend, and it highlights the need for continued vigilance and public health measures to reduce the impact of COVID-19," said Dr. Anthony Fauci, director of the National Institute of Health.

The CDC is currently monitoring the situation closely and will provide updates as more data becomes available.

Media Relations (cont.)



CITY OF FORESTPARK

FOR IMMEDIATE RELEASE

Rental Assistance Funding Available For Forest Park Residents

Eligible Applicants Impacted By COVID-19 Can Receive Up To \$2,500 Per Household

FOREST PARK, Ga. — Dec. 9, 2021 — City of Forest Park residents who are experiencing economic hardships and unable to pay rent due to the ongoing COVID-19 pandemic are encouraged to apply for funding through the city's [Fast Track Rental Assistance Program](#).



Administered by City Edge Projects Inc., the city is offering one-time payments of up to \$2,500 per household. Funding through the program is available on a first-come, first-served basis. Once approved, the payment will be made directly to the landlord or property management company only.

"Although we have seen signs of economic recovery over the past several months, we realize that there are still individuals who are facing financial burdens brought on by the pandemic," said City of Forest Park Mayor Angelyne Butler, MPA. "This dedicated funding is designed to help support our residents who feel left behind while they work to get back on their feet."

Back in September, the city council approved to set aside \$400,000 of the American Rescue Funds allotment to aid with rental assistance — specifically for residents of Forest Park. Applicants interested in receiving assistance must meet the following eligibility requirements, including, but not limited to:

- Proof of residency in the City of Forest Park (i.e. valid driver's license or state-issued ID showing city residency, current utility bill and a copy of a signed lease agreement).
- Proof of being negatively affected directly or indirectly by COVID-19.
- Proof of income and/or unemployment filing (if applicable).
- Proof of late rent or eviction notice from landlord or property management company (must state current full amount due with detailed breakdown of all charges dated within five days of submitting an application).

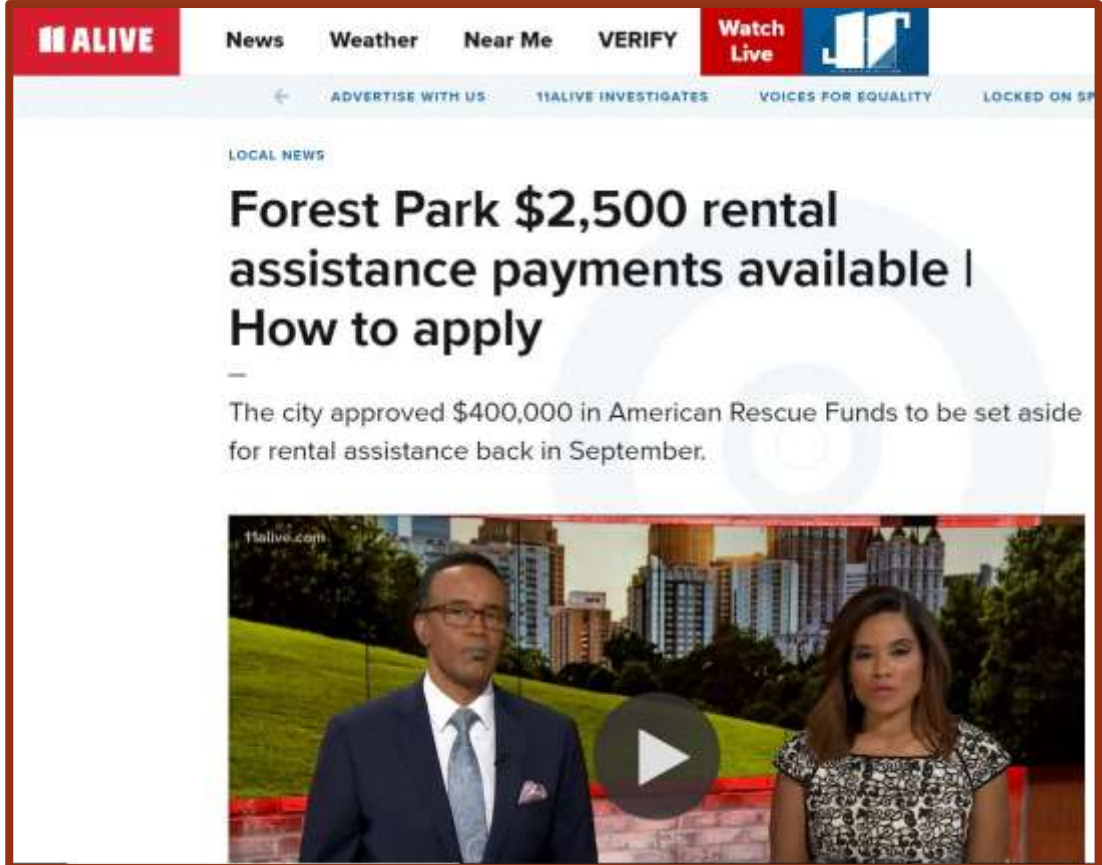
[Click here](#) to apply for the city's rental assistance program and to view the eligibility checklist. Paper applications are also available for pick up at Gateway Restoration Church, located at 4981 Phillips Dr., Forest Park, Ga., 30297.

For questions or additional information regarding the city's Fast Track Rental Assistance Program, contact Shalonda Schoonmaker at (404) 804-5008 or by email at sschoonmaker.cityedge@gmail.com.



Approved News Release

Secured Media Coverage




11ALIVE News Weather Near Me VERIFY Watch Live

ADVERTISE WITH US 11ALIVE INVESTIGATES VOICES FOR EQUALITY LOCKED ON SP

LOCAL NEWS

Forest Park \$2,500 rental assistance payments available | How to apply

The city approved \$400,000 in American Rescue Funds to be set aside for rental assistance back in September.



Social Media



New Quint Fire Truck



Municipal Clerk's Week

- Social media and networking are important and widely used communication tools when it comes to disseminating information to the public.
- Primary social media platforms used by the city include:
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram



Social Media (cont.)

Forest Park, GA
@ForestPark30297

Beginning at 8 a.m. on Feb. 14, Old Dixie Hwy. (from Royal Dr. to Lake Mirror Rd.) will be closed to through traffic to make way for needed repairs to the nearby railroad crossing. Detours are expected to remain in effect until Feb. 18, at 5 p.m. Details: conta.cc/3GwFE9W.

Attention: Road Closure

Beginning at 8 a.m. on Monday, Feb. 14, Old Dixie Highway (from Royal Drive to Lake Mirror Road) will be closed to through traffic.

9:42 AM - Feb 9, 2022 - Twitter Web App

View Tweet analytics Promote

Old Dixie Road Closure

City of Forest Park
274 followers
FORESTPARK 8mo • Edited •

Each year, on January 9, citizens and leaders across the nation celebrate National [#LawEnforcementAppreciationDay](#) as a way to recognize those special individuals who have answered the call to [#PublicService](#). To the brave ...see more

1 comment • 1 share

Like Comment

Law Enforcement Appreciation Day

City of Forest Park Government
Published by Pbz Forestpark • August 4 •

The City of Forest Park presents

Food Truck Friday

721 Main St.
Forest Park, GA 30297

5:00pm - 9:00pm
August 5, 2022

Jackie's Tacos
El plato dominicano

Showing: **the BAD GUYS**

SCHOOL SUPPLIES GIVEAWAY!

Hector Gutierrez, Forest Park Ward 3 is in Forest Park, Georgia
August 4 - Instagram

Don't forget Food Truck Friday tomorrow! Back to school edition. We will be giving away school supplies [#backtoschool](#) [#community](#) [#communityevents](#) [#claytoncountyga](#)

Food Truck Friday

Social Media (cont.)



Severe Weather Updates



Construction on new Gillem Public Safety Building



2022 Forest Park Day

Opportunities / Future Projects

- Expansion of the office / adding another position.
- Create more video content that features city staff and their roles within local government, as well as area businesses and nonprofit groups.
- Community Video Showcase Program (***filming scheduled for Sept. 28-30***).
- Launch of a “Forest Park Job of the Week” feature to be posted on social media.
- Continue to establish relationships with local, regional and national media partners.



Closing / Q&A

