



# 2024 City of Forest Park Public Information Office Update

**Javon Anthony Lloyd**

Public Information Officer

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# Presentation Agenda

- Department Overview / Notable Accomplishments
- General Communications Tactics
- Media Relations
- Social Media
- Photography
- Opportunities / Future Projects
- Closing / Q&A



# Department Overview

- The Public Information Office (PIO) is charged with managing and disseminating relevant, timely information to residents, businesses, city employees and key stakeholder groups.
- Primary duties of the Public Information Office include, but are not limited to, the following:

**General Communication/Outreach**

**Media Relations**

**Social Media**

**Photography**

**Videography**

**Graphic Design**

**Website Maintenance/Editing**

**Crisis Communications**



**Javon Anthony Lloyd**  
Public Information Officer



**Kwame Amuleru-Marshall**  
Multimedia Specialist

**FIRST RESPONDERS  
OF INFORMATION**



# Notable Accomplishments

- Secured positive media coverage in all of metro Atlanta's major news outlets (AJC, FOX5, 11Alive, WSB-TV, Atlanta News First, WABE Radio).
- A continuing increase of followers across all social media platforms (Facebook, LinkedIn, Instagram, Twitter).
- Completed a massive, all-employee headshot photo project.
- Created an online centralized work order system for all departmental requests.



# Keeping Forest Park Residents Informed

## City Council Dedicates Hendrix Drive As Bishop Paul L. Fortson Drive

The definition of a true community servant. Congratulations to Bishop Paul L. Fortson who was recently recognized by the Forest Park City Council for his outstanding achievements and incredible years of service.

Bishop Fortson accepted his call to the Ministry in 1975. He was ordained an Elder in the Church of God in Christ in 1977 and organized Paradise Church of God in Christ, located at 4234 Hendrix Drive, where he has been since 1984.

After presenting a special proclamation, the governing body made it official by dedicating Hendrix Drive as Bishop Paul L. Fortson Drive. Thank you, Bishop Fortson, for your remarkable dedication to the residents, businesses and constituents of Forest Park.



## New Business Feature: America's Food Basket



Bringing more high-quality, affordable food options to the residents of Forest Park. Join us in welcoming America's Food Basket, which is located at 4769 Jonesboro Rd. The city's newest grocery market offers fresh produce, meats, and additional everyday items. So if you're planning your next family dinner or need to pick up a few items for the house, grab your grocery list and stop on by!



- The Leaf Report is the city's monthly newsletter sent out by the Public Information Office that includes up-to-date details regarding city news, upcoming events, new business opening and more.
- Constant Contact, a mass emailing platform, is also used to distribute information to residents, community organizations and city staff.
  - Over 18,500 individual contacts added to the city's main distribution list.
  - Current email open rate of 33% (***industry standard around 30%***).

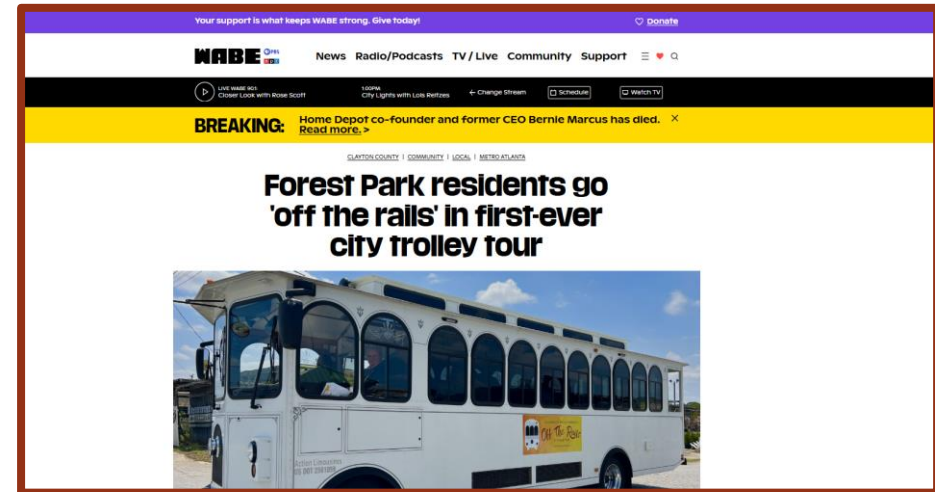





# Media Relations

- As it relates to media relations, the PIO 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**  
**Atlanta News First (CBS46)**  
**11Alive News**  
**FOX5 News**  
**WABE**  
**Black Entertainment Television**



# Media Relations (cont.)




CITY OF FORESTPARK

FOR IMMEDIATE RELEASE

### Application Now Open For City's Home Repair Program

Qualifying Legacy Residents Can Receive Up To \$10,000 Through Grant Funding

FOREST PARK, Ga. — Dec. 29, 2023 — Today, the City of Forest Park proudly announced the launch of its **Homeowner Maintenance Enhancements (H.O.M.E.) Program**, which aims to assist legacy residents ages 62 and older with essential home repairs or modifications – all while working to ensure their respective living spaces are safe and conducive to a comfortable lifestyle.



The initiative, which was approved unanimously by Mayor Angelyne Butler, MPA, and City Council, allocates \$1.3 million in grant funding from the American Rescue Plan Act to help cover the cost of eligible repair work ranging from roofing, painting and minor electrical work to ADA improvements, siding and more. Grant funds awarded to qualifying residents will not have to be repaid.

"By taking the proactive step of actively addressing the city's aging housing stock, we are able to improve the overall look and feel of neighborhoods in Forest Park one home at a time," said Mayor Angelyne Butler, MPA. "Forest Park is a city for every season and a place where memories are created. Not only does this dynamic program add to the incredible progress we continue to make as a municipality, but it is also our way of supporting those who have given so much to our beloved community."

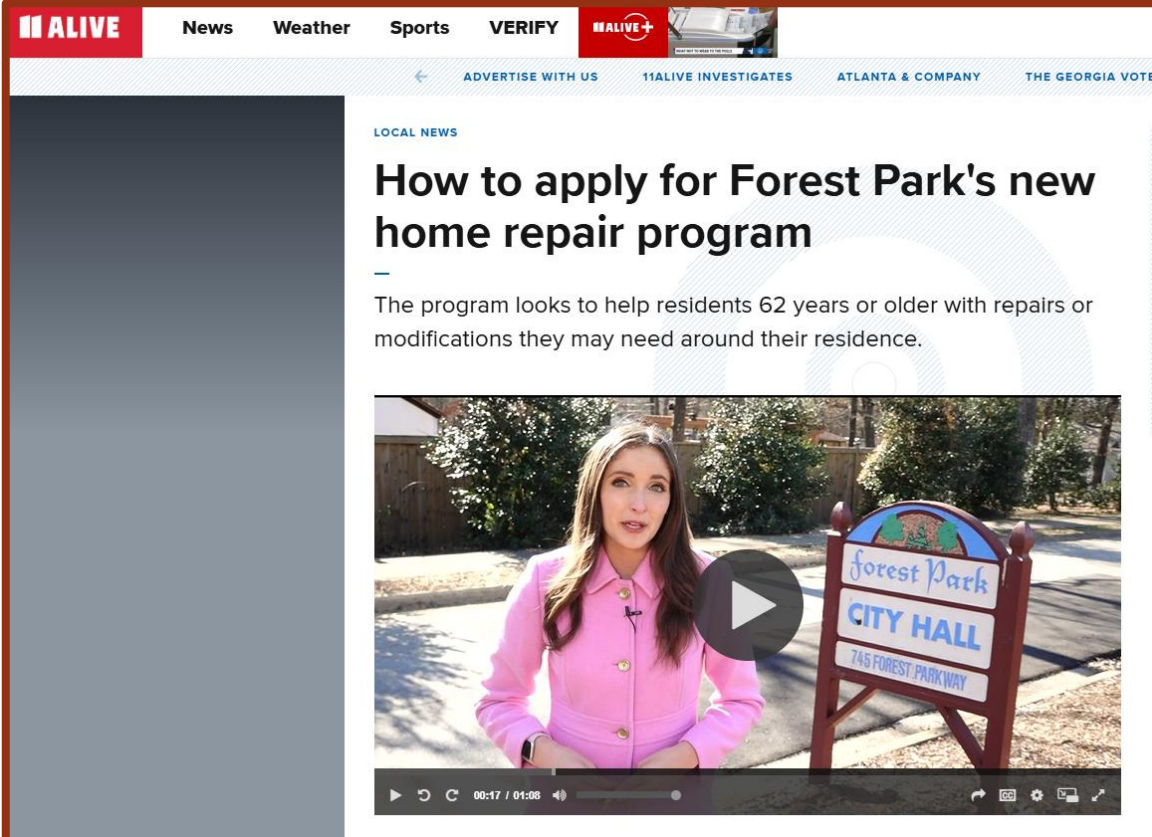
The application process for the city's H.O.M.E. Program has been broken down into three basic steps, which include:

- **Step #1 (Application Submission):** The application is available for individuals ages 62 and older who reside in the City of Forest Park and meet federal income requirements. Residents can apply directly online. Once received, city officials will review each application for processing.



Approved News Release

Secured Media Coverage



ALIVE News Weather Sports VERIFY #ALIVE+

ADVERTISE WITH US 11ALIVE INVESTIGATES ATLANTA & COMPANY THE GEORGIA VOTE

LOCAL NEWS

## How to apply for Forest Park's new home repair program

The program looks to help residents 62 years or older with repairs or modifications they may need around their residence.

00:17 / 01:08



# Media Relations (cont.)



**CITY OF FORESTPARK**

FOR IMMEDIATE RELEASE

**City's Finance Department Enhancing Procurement Services With OpenGov**  
Cloud-Based Software Helps Streamline Customer Service, Increases Transparency



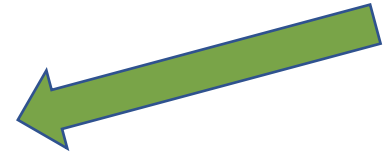
**FOREST PARK, Ga. — July 1, 2024 —** In an effort to strategically modernize its internal procurement service capabilities, the City of Forest Park has officially transitioned to a new digital eProcurement platform, **OpenGov**, enabling Clayton County's largest municipality to shift away from paper-based bid solicitations to a fully automated, electronic bidding and vendor management system.

Founded in 2012, OpenGov is a leading government software provider that specializes in cloud-based solutions for various municipal services, including procurement, contract management, accounting and more. As part of the city's ONE Forest Park initiative, the transition to the OpenGov software is expected to significantly improve operational efficiency within the city's Finance Department, while also facilitating a smoother, more transparent bidding process for both vendors and city staff.

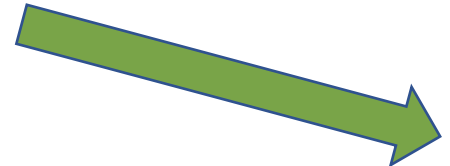
"By taking advantage of the latest cutting-edge technology, Forest Park has positioned itself as a reliable, equitable partner when soliciting for professional services and products needed to serve our constituents to the best of our ability," said City Manager Ricky L. Clark, Jr. "Along with the additional resources we have acquired during my time as City Manager, this online platform will serve as yet another valuable tool for ensuring that our residents and businesses come second to none."

Vendors and/or companies interested in conducting business with the City of Forest are highly encouraged to **register** in the OpenGov eProcurement platform. There is **NO COST** to sign up. Once registered, interested parties are able to:

Approved News Release



Secured Media Coverage





The City of Forest Park Finance Department poses for a photo.

## Forest Park shifts to an electronic bidding system

**From staff reports**

**FOREST PARK —** The city of Forest Park recently announced it has shifted from paper-based bid solicitations to a fully automated, electronic bidding and vendor management system.

According to a press release from the city, it's an effort to modernize its internal procurement service capabilities through the digital eProcurement platform OpenGov.

The city expects the transition to OpenGov software to "significantly improve operational efficiency within the city's Finance Department, while also facilitating a smoother, more transparent bidding process for both vendors and city staff."

"By taking advantage of the latest cutting-edge technology, Forest Park has positioned itself as a reliable, equitable partner when soliciting for professional services and products needed to serve our constituents to the best of our ability," said City Manager Ricky L. Clark Jr. "Along with the additional resources we have acquired during my time as City Manager, this online platform will serve as yet another valuable

## Walker named new at Hawthorne Elementary

**From staff reports**

**JONESBORO —** The Clayton County Board of Education recently named Karisa Walker as the new Hawthorne Elementary principal.

Also at its July 10 special called meeting, the school board announced several assistant principal positions.

**A glance at all the appointments from the July 10 meeting:**

- ♦ Karisa Walker, principal, Hawthorne Elementary

## Jonesboro Youth City gets grant from CCF

**From staff reports**

**JONESBORO —** The city of Jonesboro recently announced a \$3,500 grant from the Clayton County Public Schools Foundation Inc. to the newly-established Jonesboro Youth City Government Program.

The money will go to general support of the JYCC.

"I am passionate about giving our youth opportunities that we could never have dreamed of, and I'm thankful for this support from the Clayton County Public Schools Foundation," Jonesboro City Council member Alfred Dixon said. "This contribution not only provides financial backing but also symbolizes a shared commitment to the development of our young leaders. (Clayton County School Superintendent) Dr. Anthony Smith and CCPS have been ready to assist and con-

### Aging in Place?

AmeriGlide offers affordable stair lifts to keep you safe on the stairs.

Benefits of an AmeriGlide stair lift:

- ✔ Promote your independence
- ✔ Eliminate the risk of falls on the stairs
- ✔ Access all levels of your home

**CALL NOW TO SAVE \$200 ON ANY STAIR LIFT!**  
1-877-871-3210

### NOTICE OF PROPERTY TAX INCREASE

The Clayton County Board of Education has tentatively approved a millage rate which will require an increase in property taxes. All concerned citizens are invited to the public hearing.



# Social Media



**New Business Opening  
La Chapina Bakery**



**2024 Pawtoberfest**

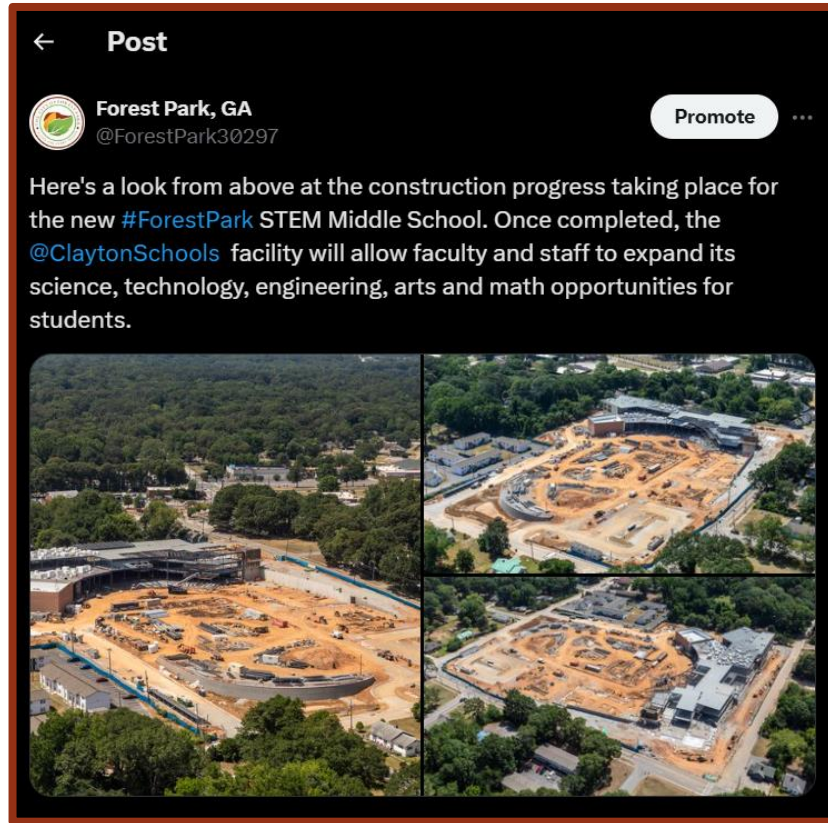
- Social media and networking are important and widely used communication tools when it comes to disseminating information to the public.
- Primary social media platforms used by the city include:
  - Facebook
  - Twitter/X
  - LinkedIn
  - Instagram



# Social Media (cont.)



**Code Enforcement Block Park (Ward 1)**



**Construction Of New Forest Park STEM Middle School**



**HR Staff Recognition**



# Videography



**Off The Rails Trolley Experience**



**2024 Forest Park Day**



**60-Second Drill Fire Series**



**National Hispanic Heritage Day**



# Photography



We Are #OneForestPark

We Are #OneForestPark

We Are #OneForestPark



# Opportunities / Future Projects

- Website Redesign/Development Project. (currently in process)
- Develop more ongoing, creative content to increase engagement on the city's social media platforms.
- Complete assigned department KPI goals for current year, which included creating more literature in diverse languages.
- Continue to establish relationships with local, regional and national media partners.

# Closing / Q&A

**Thank You For Your  
Continued Support!**






# Stay Informed & Connect With Us Online!



 Introducing  
**ONEClick Forest Park**

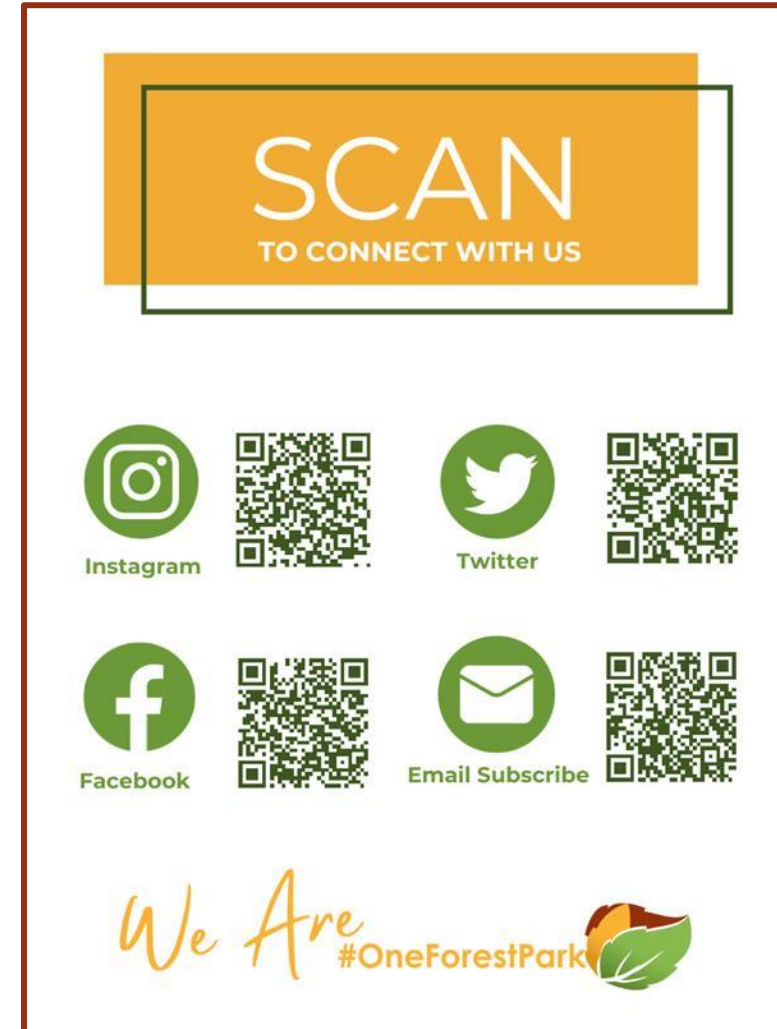


Download the new ONEClick Forest Park App to easily report concerns and submit requests – all from the palm of your hand!












**DOWNLOAD TODAY!**

 Download on the App Store  GET IT ON Google play



**SCAN**  
TO CONNECT WITH US



*We Are* #OneForestPark 



# Q&A

# THANK YOU!

We Are  #OneForestPark

