



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."

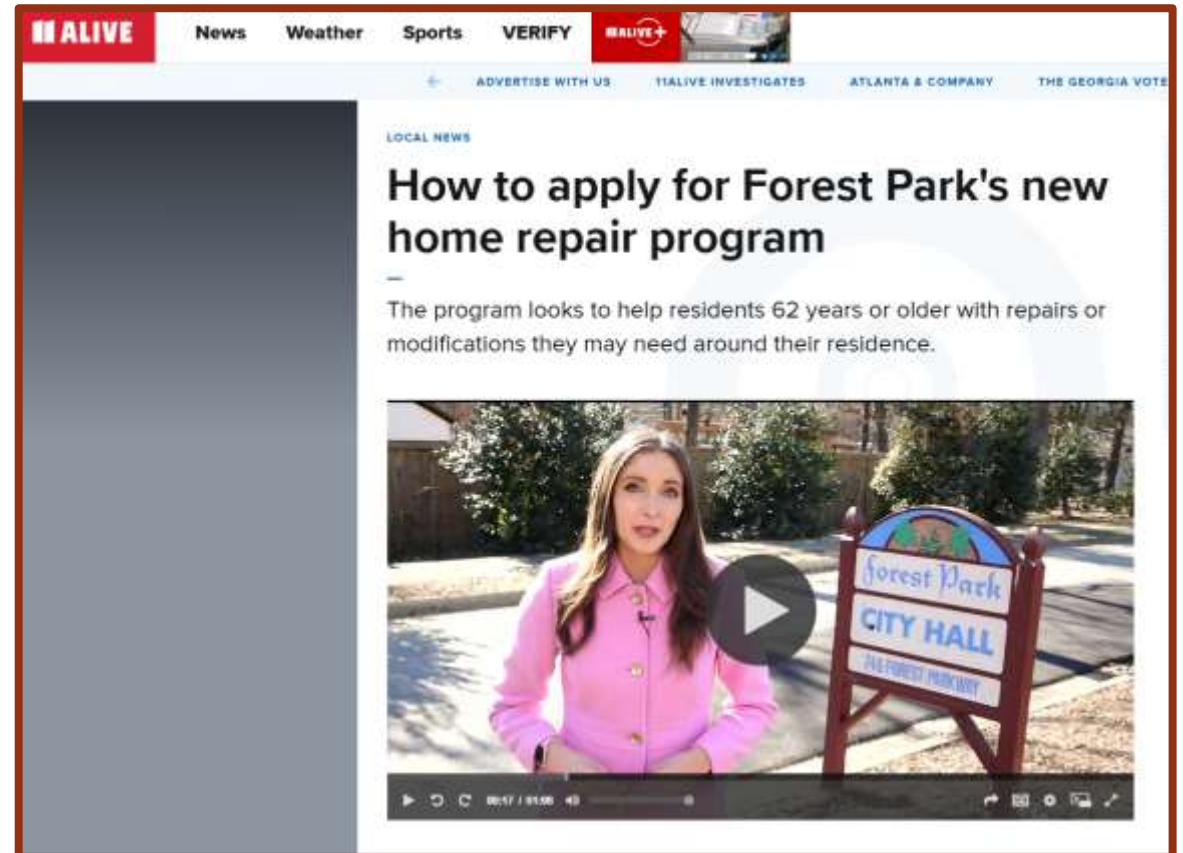
The application process for the city's H.O.M.E. Program has been broken down into three basic steps, which include:

- **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 RELIVE+

ADVERTISE WITH US TIALIVE 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



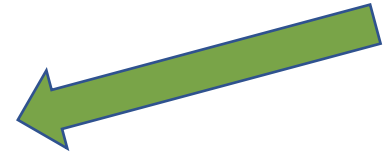
FOREST PARK, Ga. — July 1, 2024 — In an effort to strategically modernize its internal procurement service capabilities, the City of Forest Park has officially transitioned to a new digital eProcurement platform, **OpenGov**, enabling Clayton County's largest municipality to shift away from paper-based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

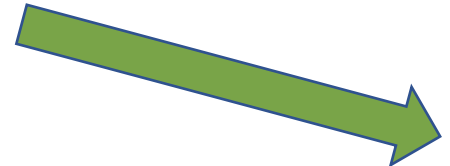
"By taking advantage of the latest cutting-edge technology, Forest Park has positioned itself as a reliable, equitable partner when soliciting for professional services and products needed to serve our constituents to the best of our ability," said City Manager Ricky L. Clark, Jr. "Along with the additional 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



Walker named new at Hawthorne Ele
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 \$2,500 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 JYCG.

"I am passionate about giving our youth opportunities that we could never have dreamed of, and I am thankful for the support from the Clayton County Public Schools Foundation," Jonesboro City Council member Alfred Docus 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 CCF have been ready to assist and contribute to a bright future for the youth of Jonesboro."

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 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:

- Subscribe and create an account to receive notifications related to current and future bids and Request For Proposals (RFPs).
- Follow updates on existing solicitations posted by the city.
- Submit questions and receive answers for all open solicitations.
- Respond electronically to bids, RFPs, etc. to ensure all submissions have been accurately completed.

"Over the past several months, my team has remained committed to developing innovative, inclusive processes that fully support both the city's fiduciary responsibilities and the customers to whom we serve," said Finance Director John Wiggins. "This product brings fairness and clarity to our procurement process, allowing us to uphold the highest levels of integrity, trust and ethical conduct."

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.

For more information about OpenGov or the city-related procurement services, visit forestparkga.gov/finance/page/bids-rips.

Aging in Place?
AmeriGlide offers affordable stair lifts to keep you safe at the stairs.

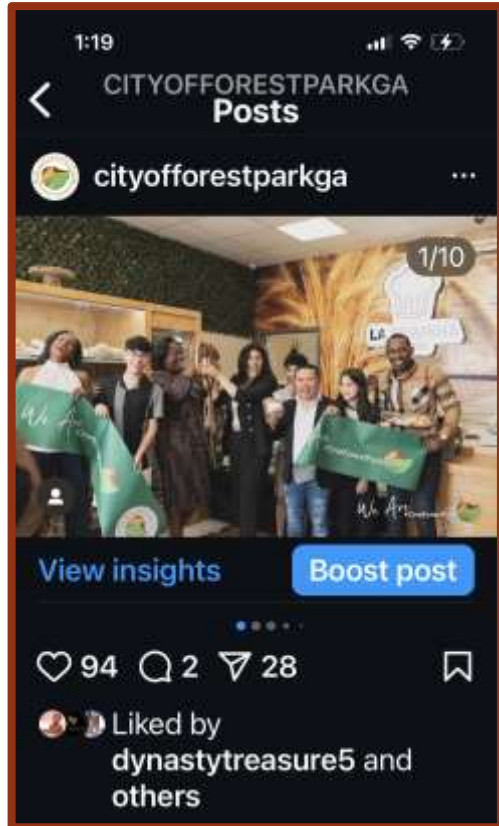
Benefits of an AmeriGlide stair lift:
• Simple, easy installation
• Durable, heavy-duty
• Compact, fits in small spaces

CALL NOW TO SAVE \$200 ON ANY STAIR LIFT!
1-877-471-3216

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 for the 2024 fiscal year. All concerned citizens are invited to the public hearing on July 10, 2024, at 7:00 p.m. at the Clayton County Board of Education, 1000 N. Main Street, Clayton, GA 30520.

Social Media



**New Business Opening
La Chapina Bakery**



2024 Pawtoberfest

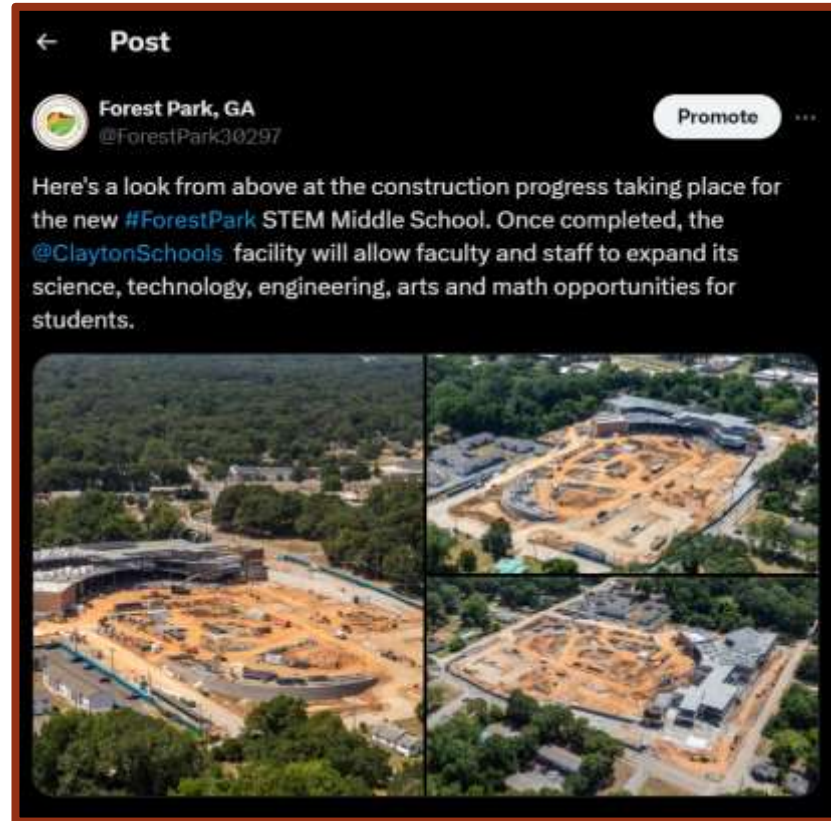
- Social media and networking are important and widely used communication tools when it comes to disseminating information to the public.
- Primary social media platforms used by the city include:
 - Facebook
 - Twitter/X
 - LinkedIn
 - Instagram



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



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!**

The advertisement features two smartphones displaying the app interface. The left phone shows the home screen with the ONEClick Forest Park logo and a list of services: City of Forest Park Website, Make an Online Payment, City of Forest Park Facebook, and City of Forest Park Instagram. The right phone shows a 'Report' screen with a camera icon and a location pin. Below the phones is a row of stylized houses and trees. At the bottom, there are two QR codes for downloading the app from the App Store and Google Play, followed by the text 'DOWNLOAD TODAY!' and the respective logos.



SCAN
TO CONNECT WITH US

   
Instagram Twitter

   
Facebook Email Subscribe

We Are *#OneForestPark* 

This graphic is enclosed in a brown border. At the top, a white box with an orange background contains the text 'SCAN TO CONNECT WITH US'. Below this are four social media options arranged in a 2x2 grid. Each option consists of a green circular icon, a QR code, and the platform name. The first row includes Instagram and Twitter, and the second row includes Facebook and Email Subscribe. At the bottom, the text 'We Are #OneForestPark' is written in a mix of orange and brown fonts, followed by the ONEClick Forest Park logo.



Q&A

THANK YOU!

We Are  #OneForestPark

