

Communications Report

May 2021

Prepared by Crystal King
April 28, 2021



City of St. Helens Communications



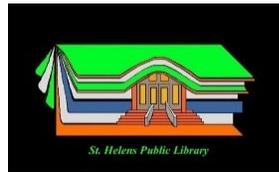
Department: Administration

Employees: 1.0 FTE & 0.5 term-limited employee

Strategic Goal Area Two: Community and Civic Engagement. Support and promote opportunities for community engagement. Open and accountable city government through effective communication to foster active citizen participation.

Communications Umbrella

Who do we communicate for?



- City of St. Helens
- St. Helens Police Department
- St. Helens Public Library
- St. Helens Public Works

Communications Umbrella

What does that cover?

- Administration
 - City Recorder
 - Community & Economic Development
 - Emergency Management
 - Police Services
 - Admin
 - Patrol
 - Detectives
 - Boards and Commissions
 - City Council
 - Planning Department
 - Building Department
 - Wastewater Treatment Division
 - Parks & Recreation
 - Library Services
 - Admin
 - Youth and Adult Programs
 - Engineering Division
 - Finance Division
 - Utility Billing
 - Courts
 - Tourism & Events
 - Spirit of Halloweentown
 - Public Works Operations and Maintenance
 - Partner Agencies
 - Water Filtration Division
- And all inbound media inquiries

Communication Channels

- **Press Releases**

- Local newspapers, Columbia County, Radio, Portland TV, Mass distribution email lists

- **Radio**

- KOHI, regional stations

- **Monthly/Special e-Newsletters**

- **Print newsletter/UB Inserts**

- **Website**

- **My Civic App**

- **Posters, postcards, and print materials**

- **Social Media**

- City: Facebook, Twitter, YouTube
- Police: Facebook, Twitter
- Library: Facebook, Twitter
- Parks & Rec: Facebook, Twitter, Instagram
- Spirit of Halloweentown: Facebook (2), Twitter, Instagram

- **Comcast 29/Boards**

- Library lobby, Police station, Recreation Building, Plaza Kiosk

Communications: Risk Management and Best Practices

Professional Memberships: 3CMA & Government Social Media

Recent classes/training:

- CJIS Security Awareness Training Recertification
- SocialGov Master Class: Solutions for Teams of One
- Section 230 Communications Law
- Unconscious Bias in Communications
- Facebook Government Team webinar
- First Amendment Rights and Government Communications
- Government Social Media Conference 2021

Communications: The Frontline of Customer Service



Americans spend an average of **6.42 hours online per day** and **2 hours on social media**.

Young people (18-29 yo) rely heavily on social media as their number one news source.

(Source: Archive Social "Social Strategy for a Post Pandemic World")

Communications: The Frontline of Customer Service

The image displays six panels of social media notifications from various organizations:

- Notifications @sthelems:** A tweet from @locallynews247 about a 31-year-old man from St. Helens, with a photo of a man.
- Notifications @SHPD:** A tweet from Wash Co Scanner about a scanner added to a list, and a tweet from Waze Oregon about a scanner added to a list.
- Notifications @SHPublicLibrary:** A tweet from RVC Library about a limited supply of sand art magnet kits, and a tweet from Marius liked about bird poems.
- Notifications @StHelensPR:** A tweet from Kate Stevenson about a flat, and a tweet from St. Helens Public Library about a nature exploration event.
- Notifications @HalloweentownOR:** A tweet from AhaniaArtDolls about art dolls, and a tweet from Michelle Krout about a film reunion.

The image shows a 'Pages You Manage' list with the following entries:

- St. Helens Police Department:** Police Station · 7,651 likes · 8,408 follows
- City Of St. Helens - Government:** 3.9★ · Public & Government Service · 8,737 likes · 9,005 follows
- St. Helens Parks and Recreation Program:** 5★ · Government Organization · 1,476 likes · 1,627 follows
- St. Helens Public Library:** Library · 953 likes · 1,030 follows
- Spirit of Halloweentown:** Festival · 94,335 likes · 95,448 follows

Communications: The Frontline of Customer Service

MAR 25, 2021, 12:07 PM

I've reached out a few times concerning South 18th Street in Saint Helens. It's a busy street like many around here, but with a park and library down the way it's becoming increasingly dangerous as children venture out with the nice weather. I live off this street and I cannot tell you how many people I witness speeding up and down especially between the light and by Eatons and Tualitin Street

MAR 29, 2021, 10:58 AM

Thank you so much for passing on the information! Looks like they came and out out a radar speed sign!!!

Like · Reply · Message · 1w

 **Jordan Barlow**
Any update on Campbell Park?

Like · Reply · Message · 1w  2

Most Relevant is selected, so some replies may have been filtered out.

 **City Of St. Helens - Government**
Jordan Barlow Yes, the City is currently working with contractors to negotiate the installation cost so that we can complete the Campbell Park upgrades within budget. Stay tuned!

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Communications Staff

Cameron Burkhart

Term-Limited Communications Assistant

They/them

- Assists with e-Newsletter, social media, graphics, photography/video
- Part-time SHPL Library Assistant
- B.A. in Creative Writing - State University of New York at New Paltz
- Worked as a freelance writer and content creator



Project Highlights

Social Media Strategic Communications

- Met with all department/division heads to create a comprehensive list of current/future projects and areas where communications assistance is needed
- Created a master spreadsheet for social media posts (158 deliverables)
- Plan for regular follow up meetings

DEPARTMENT	PROJECT/DESCRIPTION OF FEATURE	KEY DATE	PRIORITY
Planning Department	Code amendments - parking and duplexes to Council	7-Apr	HIGH
Planning Department	CLG funding (\$10k) being applied for - historic building funding - projects dc	Late Spring	LOW
Planning Department	Food Bank renovations - CDBG - work starting February 2021	February	HIGH
Planning Department	Food Bank renovations and moving - CDBG project - project to be complete	July	MEDIUM
City Council	Intro new Councilors with bios	Done 2/4/21	HIGH
Planning Department	SBWC grant to enhance NHNP & 5th Street Trail, remove invasives, dead tre	Now	HIGH
Planning Department	Oregon Parks and Recreation grant proposal (presentation on Feb. 4) for ar	Spring	MEDIUM
Planning Department	New window transoms project for water/court City Hall building - Historic ri	Now	HIGH
Planning Department	New windows transoms project for City Hall annex building - after project photos and pr		LOW
Planning Department	ECONorthwest soliciting developers for Millard Road property		LOW
Planning Department	Info Feature: How to find out about your property lines		MEDIUM
Planning Department	Info Feature: Sheds		LOW
Planning Department	Info Feature: Fences		LOW
Planning Department	Employee Spotlight: Jenny - AICP cert and grant money generated		MEDIUM
Planning Department	Greg Cohen PC highlight for years of service - do when plaque is delivered/presented (n		LOW
Public Works	Sewer Capital Improvement Project		MEDIUM
Public Works	Info Feature: Public Works stats (flesh this out, i.e., how much water do we filter on a sir		MEDIUM
Library	Need more Youth programming events showcased during COVID (flesh this out into indi		HIGH
Library	Summer Reading (more fleshed out once program is developed)	June	MEDIUM
Library	Makerspace	TBD	MEDIUM
Library	What services are currently being offered during COVID? (interview 5 or 6 patrons to put		HIGH

Project Highlights



Strategic social media communications plan Completed

- Code Amendments - parking and duplex changes
- Building e-Permitting software launch
- Library Makerspace grant announcement
- Headshots and bios for new councilors
- Ongoing updates on the U.S. 30 safety update project
- Ongoing updates on the McCormick Park Improvements project
- Informational features like “Who to call when you have a water leak”
- Service highlights during COVID for the Library
- If I Were Mayor Contest
- Employee features
- Park overviews
- Site pictures for Greystone Estates, the new Columbia Pacific Food Bank building, Gable Road Building
- Updated photos of parks and city buildings (ongoing)
- A series of info features on Engineering for National Engineers week
- National Library Week
- National Volunteer Week
- National Engineers Week

Project Highlights



Strategic social media communications plan On the horizon

In the next few weeks

- Upcoming meetings with department heads
- Municipal Clerks week and Public Service Week
- National Police Week: 5/10 – 5/14
- National Public Works Week: 5/17 – 5/21

Further out

- Ongoing employee features
- In-depth feature series on City Council, St. Helens City Government, Building department, Planning Department
- Adoption of new budget in June
- Updates on Graystones, Grocery Outlet, Food Bank renovations and other ongoing projects
- Riverwalk
- MyCivic
- Summer programming
- Parks and Recreation Month (July)
- 13 Nights
- Halloweentown

Project Highlights

Strategic social media communications plan
Not on the plan

- Newsletter
- Events
- Meetings
- Awards
- Job openings
- News postings
- Requests from departments
- Weather emergencies
- *Whatever the day may bring...*



Project Highlights

Public Safety Facility



Community Engagement

What have we done?

- **PROJECT WEBSITE**

Dedicated microsite includes overview of project, history of station, current deficiencies, ad hoc committee information, community engagement listings, videos, FAQs

- **CUSTOM HOME PAGE BUTTON ON WEBSITE**

Links from City's main landing page directly to project page

- **INFORMATION FLYER**

Two-page info flyer distributed at Habitat Restore, food cart pod, Skinny's and Chubb's gas stations, Sunshine Pizza, Mailboxes NW, US Post Office, IGA Market Fresh, Molly's Market, Running Dogs Brewery, 2Cs Vendor Mall, Columbia Theatre, Recreation Program kits, Library

- **PAID ADVERTORIAL**

The Chronicle $\frac{3}{4}$ page write up with pictures

- **COMMUNITY MEETINGS**

15 virtual Zoom/Facebook Live meetings

- **IN-PERSON COMMUNITY MEETING**

St. Helens Middle School April 6

- **POLICE STATION TOURS**

6 ticketed events & standing invitations

- **MEDIA STATION TOURS**

The Chronicle and The Spotlight

Project Highlights

Public Safety Facility



Community Engagement

What have we done?

- **SPECIAL E-NEWSLETTERS**

February 3 & March 24 with information on upcoming meetings, tour opportunities, video, and where to go for more info

- **MONTHLY E-NEWS ARTICLES**

6 articles since September 2020

- **UB INSERT**

Mailer inserted in every UB customer's March billing with community engagement events and website information

- **KOHI RADIO**

Chief & Matt Brown on Setting the Record Straight, once on Preheim's show, Rachael and Crystal on regular segment

- **COMMUNITY/INDIVIDUAL BRIEFINGS AND PRESENTATIONS**

Representatives Betsy Johnson and Brad Witt, Commissioner Margaret Magruder, South Columbia County Chamber of Commerce Coffee Klatch, St. Helens School District Board, Rotary, Columbia County Democrats and Republicans groups, Homeland Security Emergency Management Commission, Columbia Country Traffic Safety Committee, Kiwanis Daybreakers, Kiwanis Noon

- **VIDEOS**

Current station tour (English and Spanish), officer testimonials, business testimonials, community testimonials

Project Highlights

Public Safety Facility



Community Engagement

What have we done?

- **SOCIAL MEDIA**

40+ posts/tweets on City and Police Department's social accounts

- **PRESS RELEASES**

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- **INCREASED POLICE ACTIVITY DISSEMINATION**

8 press releases, website updates, social media shares

- **STRATEGIC COMMUNICATIONS MEETINGS**

Staff and industry experts, including successful bond campaign manager

Project Highlights

- My Civic App
- Park & Public Works Projects
 - McCormick Park Playground
 - North Vernonia Road Sidewalks
 - Campbell Park
- Riverfront Projects
 - Utility and Street Extension Project
 - Riverwalk Phase I and Phase II



Activity Highlights

Examples of Day-to-Day Activities

- New Councilors Pictures and Bios
- Library staff updated photos
- Continued media requests regarding rallies, protests, police reform
- Emergency management messaging
 - High wind/power outages
 - Flooding/sandbag stations
 - Snow plowing and cold weather
- Recreation Program editing assistance
- SHIBP Framework Plan announcement
- Media requests related to SHPD cases
- Social media best practices updates to accounts
- Monthly newsletter
- Community survey on best meeting days/times
- HB 2001 Code Amendment Updates
- SHPD Annual Report
- If I Were Mayor Contest promotion
- Independence Day Fireworks Survey
- SHPL Bookmark Design Contest Survey
- Recreation Program Grant Promotion
- Document editing assistance requests from departments/divisions
- Covid-19 service updates
- NHNP semi-annual work party promotion
- Employee Recognition
 - Length of Service Awards
 - Employees of the Year
 - New hires
- SHPD phone scam warnings
- Updated photography/videos of City infrastructure/assets
- Parks and Recreation merger/manager announcement

Future Work

- McCormick Park Playground Dedication
- Riverwalk Phase I Community Engagement
- Updated Social Media Spreadsheet
- Spanish Translation Service
- More video content
- My Civic App Rollout
- Public Safety Facility Updates
- Riverfront Progress Updates
- Summer/Fall Events



Future Work

Newly Budgeted Communications Assistant

- More time for Crystal to work on large projects
- Ability to create and maintain the strategic social media plan during a time when social media platforms play an increasingly important role in people's day-to-day lives
- An opportunity to support individual departments that need specific social media assistance in terms of creating copy, graphics, and finding time to schedule posts.
- Ability to have regular meetings with department heads to stay current with projects and information
- Extra time and personnel for photos at meetings and events
- Time to create graphics, images, and video
- Assistance to create content and help update information on the City website
- Extra hands to do "housekeeping" like taking updated photos of City buildings, City parks, etc. for City use



Questions?