

Office of Communications & Public Information

City Council Review
October 2, 2019



Mission of the Office of Communications & Public Information (OCPI)

Our mission is to foster
open, accountable and effective government by
developing, coordinating and delivering
meaningful and responsive communications
for our community and colleagues.

OCPI Services and Products

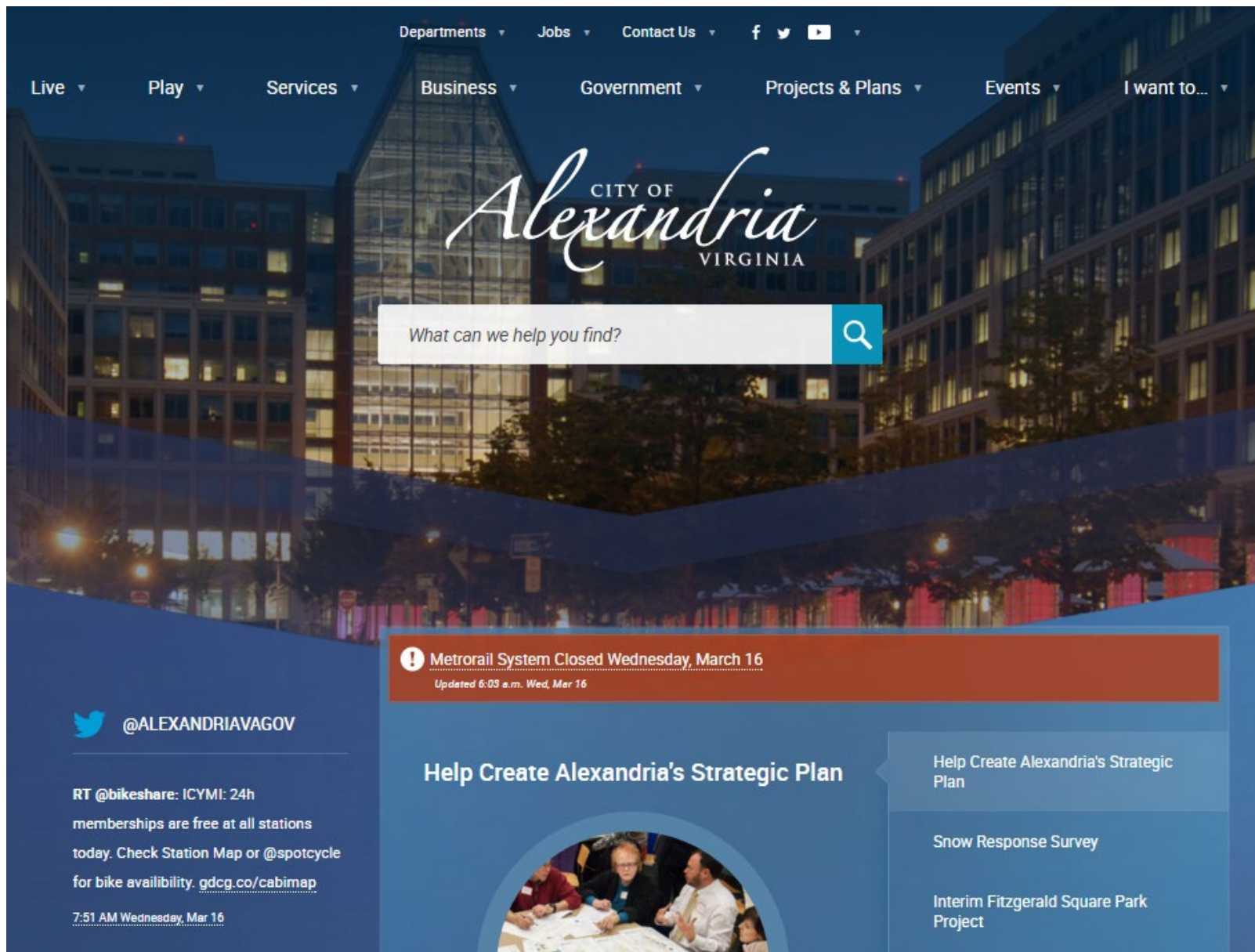
- Strategic Communications
 - Message Strategy
 - Content Calendar
 - Style Guide and Protocols
- Public Information
 - Alexandria eNews
 - Emergency Alerts
 - *FYI Alexandria*
 - News Releases
 - Social Media
- Internal Communications
 - AlexNet
 - *AlexNet On the Go*
 - *AlexNews*
 - Emails to Employees
 - Notifications to City Council
- Special Assignments
- News Media Relations
 - Media Inquiries
 - Interviews
- Website Content Management
 - Alexandriava.gov
 - AlexNet
 - Citywide Calendar of Events
- Video production
 - AlexTV Message Board
 - Televised Meetings & Webcasts
 - Ad Hoc Meetings
 - Special Videos
- Print publications
 - Flyers, Business Cards, Posters, etc.
- Outreach and liaison
 - Academy Programs
 - Special Events



September 2019

Today Color: Default Weekends: Off Fields

Mon	Tue	Wed	Thu	Fri	Sat
<div>1</div> <div>September 2</div> <div>✓ 311 Rollout</div> <div>✓ AlexNews - September 2019</div>	<div>3</div> <div>✓ Dog Swims Release</div> <div>✓ September 2019 AlexNews</div> <div>✓ 2019 Employee Flu Shot Poster</div>	<div>4</div> <div>✓ King Street Art Festival Promotion</div> <div>✓ National Recovery Month Promo</div>	<div>5</div> <div>✓ 2019 Work'n Well Field Day Poster</div> <div>✓ Torpedo Factory Art Center 45th Anniversary Release</div>	<div>6</div> <div>Bullying Prevention Month 2019</div>	<div>7</div>
<div>8</div> <div>9</div> <div>AFD Fire Prevention Week Release, Social Media</div> <div>✓ Narcan Training Promo</div> <div>✓ Le Tour d'Alexandria Bicycle Tour Promo</div> <div>✓ Create Security Entrance Door signs</div>	<div>10</div> <div>✓ Indigenous Peoples' Day Release</div>	<div>11</div> <div>✓ National Recovery Month Community Celebration...</div> <div>✓ Freedmen's Cemetery Press Kit</div>	<div>12</div>	<div>13</div> <div>Second City Hall Visioning Study News Release</div> <div>✓ NPM Social Media Reshare: Emergency Kit</div> <div>✓ 2019 Work'n Well Field Day Email #1</div>	<div>14</div>
<div>15</div> <div>16</div> <div>PARKing Day Event Release</div> <div>NPM Social Media Reshare: Financial Preparedness</div> <div>Long-Term Care Intro email</div>	<div>17</div> <div>Absentee Voting Starts September 20 News Release</div> <div>KC FYI Alexandria - September 17</div> <div>Special Events Workshop Release</div> <div>✓ Personal Property Tax & New Payment System</div>	<div>18</div> <div>NPM Social Media Reshare: Pet Preparedness</div>	<div>19</div> <div>Community Workshop on Health Improvement Plan...</div> <div>Narcan Training Promo #2</div>	<div>20</div> <div>Mobility Plan Forum Release</div>	<div>21</div>
<div>22</div> <div>23</div> <div>RPCA Family Fall Festival Release</div> <div>NPM Social Media Reshare: eNews</div>	<div>24</div>	<div>25</div> <div>2019 Work'n Well Field Day Email #2 (Tomorrow is Event)</div>	<div>26</div>	<div>27</div> <div>Library Fall Festival Promotion</div>	<div>28</div>



alexandriava.gov

New Homepage

- News-driven
- More links, fewer clicks
- Emphasis on Alex311 and popular services



Alexandria eNews

www.alexandriava.gov/eNews

- Free emails, texts, voice calls
- 46,000+ subscribers
- 100+ choices of topics
- Emergency alerts



The screenshot shows the City of Alexandria eNews website. At the top is the City of Alexandria logo and the eNews header. Below the header is a navigation menu with links: USER LOGIN, New User Registration, Latest Alerts, Send Username, Frequently Asked Questions, RSS, Send Password, Learn More, and FAQ. The main content area is titled "Stay informed with eNews!" and contains a paragraph about the service, a section for signing up, and a list of topics. The topics are organized into three columns: General Information, Planning and Zoning, and Public Safety. At the bottom, there is a small image of a BlackBerry phone displaying a message about the West Office Building.

USER LOGIN

email address
password

☐ Remember my email address

[Log in](#) [Lost password?](#)

New User Registration

Latest Alerts

Send Username

Frequently Asked Questions

RSS

Send Password

Learn More

FAQ

Stay informed with eNews!

The City of Alexandria's **eNews** service lets you sign up to receive information on more than **100 topics**, including vital emergency alerts. The messages, ranging from news releases and department newsletters to public meeting dockets and payment deadline reminders, can be sent directly to your e-mail account, PDA, pager, cell phone, or BlackBerry. You can even receive alerts from other national and regional organizations, such as Amber Alerts, airport delays, and Metrorail service disruptions.

There is no cost to sign up for Alexandria eNews, although your wireless provider may charge you to receive e-mail or text messages on your mobile device. If you already use e-mail or text messaging, Alexandria eNews messages will work the same way. Contact your wireless provider if you have any questions about the fees they may charge.

Don't miss out on important news and emergency alerts.
[Sign up for Alexandria eNews today!](#)

The following groups are currently available on Alexandria eNews:

- **General Information**
 - Alexandria City Council
 - Alexandria Library Monthly Calendar
 - American Recovery and Reinvestment Act (Stimulus)
 - Animal Watch
 - Animal Welfare League News
 - Boards and Commissions Vacancies
 - Economic Development Updates
 - Election Information and Sample Ballots
 - FYI Alexandria
 - General City News Releases
 - Government Telephone Number Changes
 - Job Opportunities
 - Notices of City Government Meetings
- **Planning and Zoning**
 - Administrative Requests for SUPs
 - All Community Meetings
 - All General Information
 - Arlandria
 - Beauregard Corridor Plan
 - Boards of Architectural Review
 - Board of Zoning Appeals
 - Braddock Road Metro Area
 - Carlyle / Eisenhower East
 - Eisenhower West Planning Study
 - Historic Districts and Historic Preservation
 - Hunting Creek
 - Infill Development
 - King Street
 - Landmark / Van Dorn Updates
 - Mt. Vernon Avenue Updates
 - Open Space Planning
 - Planning Commission
 - Potomac Yard Updates
 - Route 1 Planning
- **Public Safety**
 - Code Enforcement Updates

BlackBerry

West Office Building is now safe and secure. You may return.

Powered by, Cooper Notification System Secure

Social Media

www.alexandriava.gov/SocialMedia

- Active on social media since 2008
- Facebook, Instagram, Nextdoor, Pinterest, Twitter, YouTube, even Google+
- More than 50 department and program profiles
- Centralized management tool
- Benefits
 - Deliver the City's message **without filters**
 - Give our government some **personality**
 - Reach our audience **where they are**
 - Put the conversation on **our turf**

Current Initiatives

- Major Project Support
 - Alex311 (new 311 call center and CRM)
 - APEX (new land use planning & permitting system)
 - Potomac Yard Metrorail Station
- Software Replacements
 - Survey platform (completed)
 - Social media management system (Q4 2019)
 - Video streaming system (Q4 2019)
 - Web content management system (Q1 2020)
 - Customer relationship management system (Q1 2020)
 - Mass notification system (Q2 2020)

Reorganization Goals

- Create Strategic, Editorial and Creative Teams to track the lifecycle of projects
- Better assist departments with message strategy, department communication schedules, and project/program communications plans
- Improve accuracy and efficiency of writing, editing and proofreading
- Increase quality control and usability of website
- Update classifications and create career paths

Additional Opportunities

- Language Access
- Internal Project Communication
- Citywide Brand Strategy