Work and Performance Plan FY2020 (PID)

Daniel Diehl, Public Information Department
Key Initiative #1 -- Inform Residents and Stakeholders About County Responsibilities, Services and Results

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<th>Link to Strategic Business Plan:</th>
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<td>Yes</td>
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**Description:**
In Fiscal Year 2020, Public Information will continue to strengthen the County’s external and internal communication channels using a Strategic Communication Plan approach. Public Information will implement plans as well as respond to corporate and departmental needs to reach desired audiences and achieve the goals in each plan.

**Rationale:**
Communication is key to raising awareness about the County’s programs, services and results. Public Information will continue providing excellent service while looking for ways to continue to be innovative, responsive and strategic.

**Completion Date:**
6/30/2020

**Updates/Project Milestones:**
Beginning July 1, 2019, will begin work on the following:
1) Update the County’s FY2019 Communication Plan to reflect changes in FY2020
2) As part of implementing that plan, PI will create direct communication channels to serve county residents and intended audiences by utilizing communication methods such as media relations, marketing, advertising, video, social media, the web and multimedia marketing campaigns.
3) Continue Public Information Editorial Board review process to correct spelling, fix punctuation, check for accuracy and improve quality in all County written communication.
4) Public Information will use multiple communication channels such as MeckWeb, Employee News Now Emails and Your County Manager Emails to effectively reach employees/internal audiences.
5) Identify best internal communication practices and work with department resources to effectively communicate using a strategic and innovative approach to achieve desired results for PI and our customers.
6) Continue leading and responding to crisis communication incidents in a timely, accurate, transparent manner, using established and trusted crisis communication plans and protocols to be transparent, protect the County’s reputation, and maintain public trust.
7) Continue prepare for the County’s role in the August 2020 Republican National Convention, and work with our local, state and federal partners to provide stories about the County as well as support efforts to assure a smooth, safe event.
8) Public Records online system will be fully launched and operationalized in FY2020 by working with County legal and ITS to assure requests are fulfilled in a timely and legal manner.
9) Partner with OMB to study Departmental Communication Requests and make recommendations to the Manager to address requests for additional resources. Also partner with OMB on the Budget Public Engagement process.

**Outcomes/Measures:**
- Use of County Social Media: Meck County Community Survey: 1. Please indicate whether or not you have used the following Mecklenburg County social media resources. (for each resource: # checked/total number respondents)
- Communicating Info to the Public: Meck County Community Survey: 2. Mecklenburg County does a good job communicating information to the public. [Comm Survey- (True or False (# true/all responses)]
- Internal News Content: Meck County Employee Climate Survey: 1. I am satisfied with the content of Employee News Now. (SA + A/all responses) [ECS]
**Key Initiative #2 -- Continue Work to Upgrade and Enhance MeckNC.gov and MeckWeb for Additional Functionality**

**Link to Strategic Business Plan:**
Yes

**Description:**
MeckNC.gov and MeckWeb are undergoing design, infrastructure and technical improvements. In FY2020, the Web Services Team will continue work on MeckNC functionality started in FY2017 with regular progress reports. MeckWeb, the County Intranet site, will be completely revamped with a planned launch date of Sept. 27, 2019.

**Rationale:**
A state-of-the-art website and employee Intranet are important communication tools to raise awareness of the County’s programs, services and results. Upgrades include improving MeckNC.gov’s compliance with the Americans with Disabilities Act (ADA) which will help enhance and improve the user experience for those who need help and better serve the community.

**Completion Date:**
06/30/2020

**Updates/Project Milestones:**
Beginning July 1, 2019, will begin work on the following:
1) Improve ability to access information via MeckNC.gov while adhering to County style and accessibility guidelines.
2) Update the look, feel and functionality of MeckWeb to improve the user experience.
3) Continue to implement and monitor digital content for accuracy, timeliness and Americans with Disabilities Act (ADA) compliance.
4) Disaster Recovery (DR) preparation work continues with ITS and is focused on assure Web assets are duplicated where needed and plans for any unplanned incident are mitigated for.
5) Create and manage an improved County policy library and archiving system on MeckWeb so that employees have easy access to read all policies that apply to them.
6) Improve the ability for employees to find the important Human Resources information that applies to them.

**Outcomes/Measures:**
- Usability of MeckNC.gov: Community Survey results: 1. When visiting www.MeckNC.gov, how often are you able to find what you are looking for?
- Website engagement rate: Service Level Indicators: 2. Website Engagement Rate [SLI]. Possible response for each: 2. (Number of visitors who visit between 3 and 7 pages on the website)/ (total number of visitors to the website)
- MeckWeb Ease of Navigation Employee Climate Survey: The MeckWeb pages are easy to navigate (SA + A/all responses) [ECS]
**Key Initiative #3 -- Create Content for Social Media, Broadcast Media, and Web Channels to Inform and Engage Our Audience**

**Link to Strategic Business Plan:**
Yes

**Description:**
Mecklenburg County PID has invested considerable time and resources in the County’s Social Media presence and content. We currently have two full-time staff members dedicated to social media. They maintain fresh content, implement the Social Media Strategic Plan and ensure adherence to the County Social Media policy.

**Rationale:**
Social media is the most dynamic, engaging emerging communication tool to continue to effectively inform audiences of County priorities and goals.

**Completion Date:**
6/30/2020

**Updates/Project Milestones:**
Beginning July 1, 2019, will begin work on the following:
1) Consider/identify the audience and the best tools to reach them before content is created with a focus on customer service, engagement and accessibility of information.
2) Increase resident/employee involvement and engagement on County social channels by becoming more user-centric in our social media presence.
3) Coordinate social media presence across County departments to ensure consistency, accuracy and adherence to social media policy and industry standards/best practices.
4) Implement and maintain a plan that emphasizes a strategic approach to social media across the organization and centralizes social media oversight within public information.
5) Create videos and broadcast opportunities that utilize the latest technology and educate viewers about County responsibilities, services and results.
6) Maximize technology and best practice production techniques through graphic/digital design with an emphasis on community engagement.

**Outcomes/Measures:**
- Number of Social Media Post Engagements: 1. # of interactions with our posts on Facebook, Twitter, Linkedin, Instagram [contextual] (Count from Sprout Social)
- Number of Social Media post impressions 2. # of times our posts were displayed in users’ feeds on Facebook, Twitter [SLI] (Count from Sprout Social)
**Key Initiative #4 -- Build Capacity for Community Engagement and Increase Awareness and Participation in Meck. Co. Gov.**

**Link to Strategic Business Plan:**
Yes

**Description:**
Into FY2020, PID will continue to proactively identify and meet community leaders and stakeholders in all parts of the County. We also will continue to help organize Board of County Commissioner Community Meetings according to County policy. Additionally, Community Relations will research and implement County Manager, Executive Team and Board Chair speaking engagements throughout the community and continue to establish community relations vision which could include a strategic framework. A second community relations position was added in FY2020 in the County budget to increase capacity.

**Rationale:**
Work with our community to help members better understand County priorities and receive feedback from residents.

**Completion Date:**
6/30/2020

**Updates/Project Milestones:**
Beginning July 1, 2019, will begin work on the following:
1) Increase resident involvement and awareness of County initiatives, responsibilities and services.
2) Use community meetings and face-to-face interactions to effectively educate target audiences about major County initiatives.
3) Increase capacity of other Mecklenburg County departments performing community engagement tasks and continue to build community engagement awareness using accepted best practices and standards. Utilize surveys more frequently to learn about County stakeholders. Create a strategy based on data obtained from demographic surveys and opinion polling. Establish uniform survey questions to be used across departments. Establish processes for Town Hall planning and general guidelines for engaging with BOCC
4) Community Relations will create a Toolbox on the public facing MeckWeb site for staff assigned to community relations/engagement focused tasks.
5) Increase capacity for Mecklenburg County Community Relations by adding a full-time Community Relations Specialist responsible for support and administration of Board of County Commissioners and youth-focused community relations projects.
6) Assist with County event planning for employees, residents and broader community.
7) Community Relations Coordinator will be focused on broader long-term community engagement needs like Brooklyn Village, Affordable Housing initiatives and major developments, while community relations specialist will be focused more on day to day operations and administrative implementation.
8) Coordinate Census 2020 awareness for local media and residents through the promotion of Complete Count Committee meetings and news conferences with partner organizations.

**Outcomes/Measures:**
Mecklenburg County open and transparent: 1. Do you consider Mecklenburg County government to be open and transparent? [Comm Survey - Yes] (# Yes/total responses)
1) # of Community Meetings arranged. Number of community meetings arranged by Community Relations Coordinator [contextual] (Count from spreadsheet)
2) First-time attendee rate: # of community engagement survey respondents who indicate they are first time attendees/# of community engagement survey respondents
1) Was the toolkit developed - Y/N (contextual measure)
2) Was the new community relations specialist hired-Y/N (contextual measure)
### Key Initiative #5 -- Improve and Expand Digital Media Production for BOCC Meetings and Continue to Utilize Digital Media

#### Link to Strategic Business Plan:
Yes

#### Description:
In FY2020, PID will continue to develop its new streaming system and improve broadcast services for Board of County Commissioners meetings and special events while improving our ability to stream from many more locations, and provide more services for the blind, deaf and hard of hearing, and Spanish speakers. PID will consolidate its video, audio, social media and graphic resources as part of our Creative Media Strategy, which links directly to relevant parts of our overall FY2020-FY2023 Strategic Business Plan and Social Media Strategy. PID will continue to use best practices and innovation to develop improved creative digital and graphic content and will continue to the streamline County imaging (County seal, colors, typeface) to further solidify our graphic brand.

#### Rationale:
Enhancing our digital communication channels, making creative content more engaging, and streamline our brand imaging will help connect and familiarize more residents with County services and information.

#### Completion Date:
6/30/2020

#### Updates/Project Milestones:
Beginning July 1, 2019, will begin work on the following:

1) New secure digital streaming and broadcast platform developed and implemented in FY2019 will continue in FY2020.

2) Continue to broadcast all BOCC meetings on any browser or smartphone; regular meetings also broadcasted via our official County Twitter channel; increase Twitter followers above our current 60,000+.

3) Integrate all BOCC meeting agendas on same web page as agenda.

4) Promote all live videos at https://mecklenburg.ravnur.com/ to all audiences via the County website, social media and local media.

5) Continue to use “rapid response” portable broadcast equipment package to broadcast live County news conferences and other County related news events.

6) Work to broadcast BOCC retreat outside of Mecklenburg County via remote live stream again if needed.

7) Consolidate video, audio, social media and graphic resources as part of our Creative Media Strategy, which links directly to relevant parts of our overall FY2020-FY2023 Strategic Business Plan and Social Media Strategy.

8) Create videos and broadcast opportunities that utilize the latest technology and educate viewers about County responsibilities, services and results.

#### Outcomes/Measures:
- Availability percentage rate of BOCC meetings streamed online – target 80% (contextual measure)
- Number of remote broadcasts completed in FY20 – number (contextual measure).
Key Initiative #6 -- RNC 2020 Coordination/Communication for preparations, security and close-out activities

**Link to Strategic Business Plan:**
Yes

**Description:**
Public Information will collaborate with the local RNC planning committees to share information from their planning with the County Manager and her ET as well as with the Board as directed. Public Information has been and will be involved in a supporting role with the August 2020 Republican National Convention taking place in Charlotte. PID has already been invited to participate on several committees including the Integrated Communications & Marketing Committee, a subcommittee of the Host Committee, which includes the PID staff participating on the Strategic Messaging & Media Subcommittee, Community Engagement/Relations Subcommittee and Issues Management Subcommittee. PID is also participating on the Public Health BioWatch Committee with local, state and Federal partners.

**Rationale:**
The 2020 RNC is coming to Charlotte/Mecklenburg and Public Information wants to be prepared to scale-up or scale-down communications around the event for both crisis communication and information sharing. PID will meet with each RNC committee each month to discuss communications planning including logistics and crisis communications training. This includes messaging from the host committee, receive support messaging from/to the BOCC in regard to RNC planning and support, and coordinate with local, state and Federal partners on security information.

**Completion Date:**
Aug. 2020

**Updates/Project Milestones:**
TBA

**Outcomes/Measures:**
None
### Key Initiative #7 -- Equity and Inclusion Initiative

**Link to Strategic Business Plan:**
No

**Description:**
Begin the implementation of the County’s Equity Action Plan adopted in FY19.

**Rationale:**
To address the challenge for Mecklenburg County to become a stronger pro-equity organization, strategies must be implemented that enhance the work Mecklenburg County has already completed to promote equity and inclusion.

The County aims to build upon the current organizational diversity training and has partnered with the Government Alliance on Race and Equity (GARE) to create both an equity training curriculum for County staff and an Equity Action Toolkit. To continue to build the capacity of the organization, it is critical that the County approaches equity work holistically and enterprise wide to advance equity.

With the adoption of a three-year Equity Action Plan, FY20 will begin the implementation of year one action items identified for each Department. Please refer to the Equity Action Plan Accountability memo dated August 22, 2019 for Department specific action items.

**Completion Date:**
This is a multi-year initiative.

**Updates/Project Milestones:**
Refer to the Equity Action Plan Accountability memo dated August 22, 2019 from the Equity and Inclusion manager.

**Outcomes/Measures:**
Successful accomplishment of established Equity Action Plan milestones.