

March 10, 2016

TO: Mayor and City Council Members

FROM: Brian Riblet, Acting City Manager 
Department Heads

SUBJECT: Thursday Update

The following information is provided to you as a summary of activities for the week of March 7, 2016 and as an announcement of activities in the coming weeks:

1. As a reminder, the Government Affairs and Public Works Committees will meet on Monday, March 14 at 4:30 and 5:30 p.m., respectively, in the Council Chambers of City Hall. The Parks and Recreation Committee of City Council has cancelled its meeting for the month of March.
2. The Planning, Zoning and Landmarks Committee of Council met on Monday to review the latest design for the proposed monument sign at City Hall, the Annual Building Department Customer Satisfaction Survey, and the 2015 Annual Housing Report and to discuss the potential for reinstating the solar incentive program. The Committee believed it would be a good idea to reinstate the solar incentive program for 2016 and Staff will be bringing legislation forward to City Council for consideration.
3. The Planning Commission met to consider the Final Development Plan for the Camden Homes project on the former Montgomery Swim and Tennis Club site. After reviewing the evidence and hearing the testimony of the applicant and guests and residents, the Planning Commission unanimously voted to approve the Final Development Plan. Camden Homes anticipates beginning the demolition and site work for the new 29 lot single family subdivision in the next month. The new subdivision will be called Orchard Trail.
4. The Planning Commission also considered the Final Development Plan for the proposed addition to the Main Campus of Twin Lakes Senior Living Community. Twin Lakes also proposed a 13,000 square foot retail/restaurant building along the Montgomery Road frontage on the former Honda site. After reviewing the application, the Planning Commission approved the Final Development Site Plan with the exception of the building design and signage for the proposed retail building. Twin Lakes anticipates beginning the site improvements and addition in the next month. As a reminder, the proposed addition will add approximately 45 independent living units, a community room and additional dining venue to the Main Campus.
5. On Monday, Gary Heitkamp and Brian Riblet attended a workshop sponsored by the Ohio-Kentucky-Indiana Regional Council of Governments (OKI) regarding procedures and requirements for Surface Transportation Program (STP) and Transportation Alternative (TA) grant applications. Maximum grant requests are \$6,000 for STP funds and \$750,000 for TA funds while the deadline for both applications is May 31, 2016. Applications that are approved would have funds allocated for fiscal years 2020/2021.

6. On Tuesday, public works staff completed the burning of the Wildflower Meadow at Pioneer Park. This systematic approach is conducted on a bi-annual basis and is helpful for wildflower seed germination.
7. As a reminder, Wayne Davis is out of town beginning Wednesday, March 9 through Sunday, March 13 for vacation in St. Petersburg, Florida.
8. On Wednesday, Matthew Vanderhorst, Julie Prickett and Sharon Savitt met with Julie Tople to discuss options for replacing HRConnection. The HRConnection website is no longer available to the City free of charge so this ad-hoc team is working to determine if open enrollment requirements and other needs can be handled in-house through the City's intranet or if using other vendors' products specifically designed for open enrollment processes would better serve our needs in this area.
9. On Thursday, several public works staff attended the Public Workers' Tree Seminar in Covington, Kentucky. The seminar focuses on a variety of tree related issues including planting and care techniques, treating infested trees, and selecting the appropriate tree species.
10. On Thursday, Ryan Doyle an intern with the Greater Cincinnati Chapter of the American Society of Public Administration (GCC-ASPA), was hosted by Connie Gaylor. Ryan is a part time Zoning Inspector for the City of Covington, Kentucky and also a Masters of Public Administration (MPA) student at Northern Kentucky University (NKU). Ryan met staff, toured the City and learned the City's building and zoning processes. We thank Ryan for his interest in the City and staff for hosting his visit.
11. The City has been notified that we have been selected as 1 of 28 finalist for the award of Healthiest Employer in Cincinnati. There are 5 award categories based on the number of employees that the company has. The awards ceremony is May 24, at that time we will find out if we are more than just a finalist. Congratulations to all who help make us one of the Healthiest Employers in Cincinnati. Please follow this [link](#) to see the full article. Also, please find attached an article featuring the Healthy Ohio, Healthy Worksite Award accepted by Sarah Fink in January of this year.
12. Tracy Roblero, Frank Davis and former Mayor Gary Blomberg will be presenting the ninth session of MCLA entitled 'History and Development - The Art of Co-Existence' on Saturday, March 12 at Fellowship Baptist Church. The session will allow the MCLA students the opportunity to see the oldest church in Montgomery, take a walking tour of the downtown and to offer ideas for the site design for the Gateway Redevelopment Area.
13. The Montgomery Citizens' Leadership Academy graduation ceremony will be held on Thursday, March 17 at 6:00 p.m. at the Three Chimneys Clubhouse at the Vintage Club. A final makeup date session at Sycamore High School will be held on Thursday, March 31 at 6:00 p.m. This session was cancelled and rescheduled due to weather. If you are interested in attending any of these sessions, please contact Faith Lynch.
14. Attached please find a copy of the February 2016 Social Media Report. Analytics from these two social media channels are collected and reviewed by staff to contribute to the City's social media strategy.
15. Attached please find a thank you card sent by Tom Wagner in appreciation of the reception given in honor of his retirement.

16. Please do not forget to set your clocks ahead one hour before you go to bed on Saturday. Spring ahead, and hopefully we will start seeing some signs of spring soon.
17. Please find attached Montgomery-related news articles that appeared in the local media since our last update.

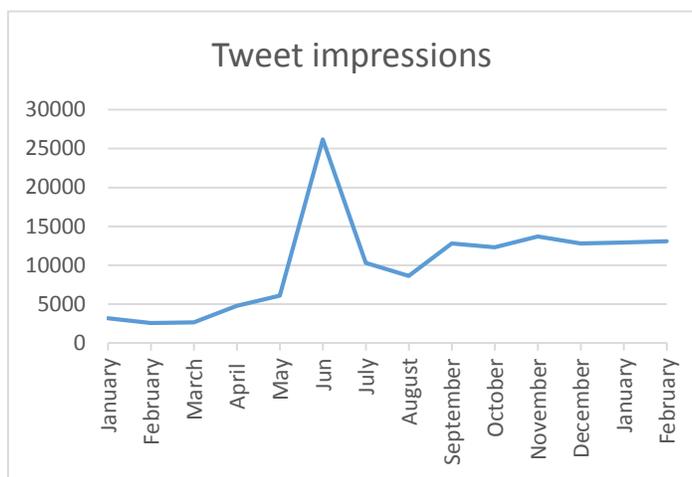
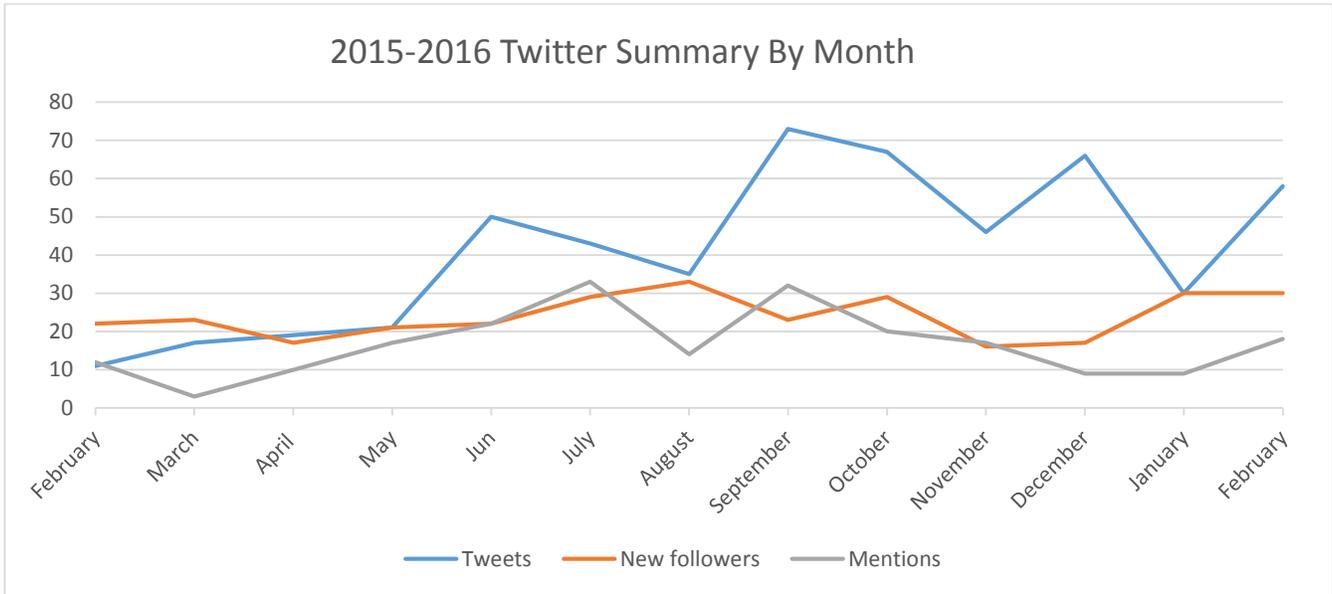
Should you have questions or concerns regarding this information, please do not hesitate to contact me.

C: Connie Gaylor, Administrative Coordinator
Department Heads
Terry Donnellon, Law Director

Social Media Performance Measures

February 2016

Twitter



Twitter Analysis:

Activity on Twitter remains constant from January to February. Top tweets in February 2016 included a tweet about the Fire Department's Home Safety Check program, the Feb. 21 BAMSOC Concert and the tweet about yard waste pick up resuming on Feb. 29.

A recent change at Twitter may impact how our audience interacts with our tweets. Twitter has changed their timeline algorithm from the most up-to-date, real-time tweets to a news feed much like Facebook where the tweets at the top of the feed are those tweets that generate the most engagement. With much negative press, they changed this to an opt-in feature, but if advertisers really like it, it could become opt-out in the future. Here is an article on creating great content to make sure that tweets are being seen by our audience. <http://www.socialmediatoday.com/social-business/twitter-provides-tips-creating-more-effective-tweet-content>. This change in the news feed could impact future social media reports on engagement.

To get top tweets

1. Define your voice
2. Know your audience
3. Tap into important events
4. Draw in your audience with rich media (Gifs, photos, videos and emojis attract)
5. Use hashtags to #help people discover your business (use unique, branded hashtags (#MontyBastille) to make it easier for your audience to find your content, or you can tap into a trending hashtag (#Ghostbusters) conversation to extend your content reach.
6. Respond to tweets
7. Celebrate advocate- thank followers for like or retweets

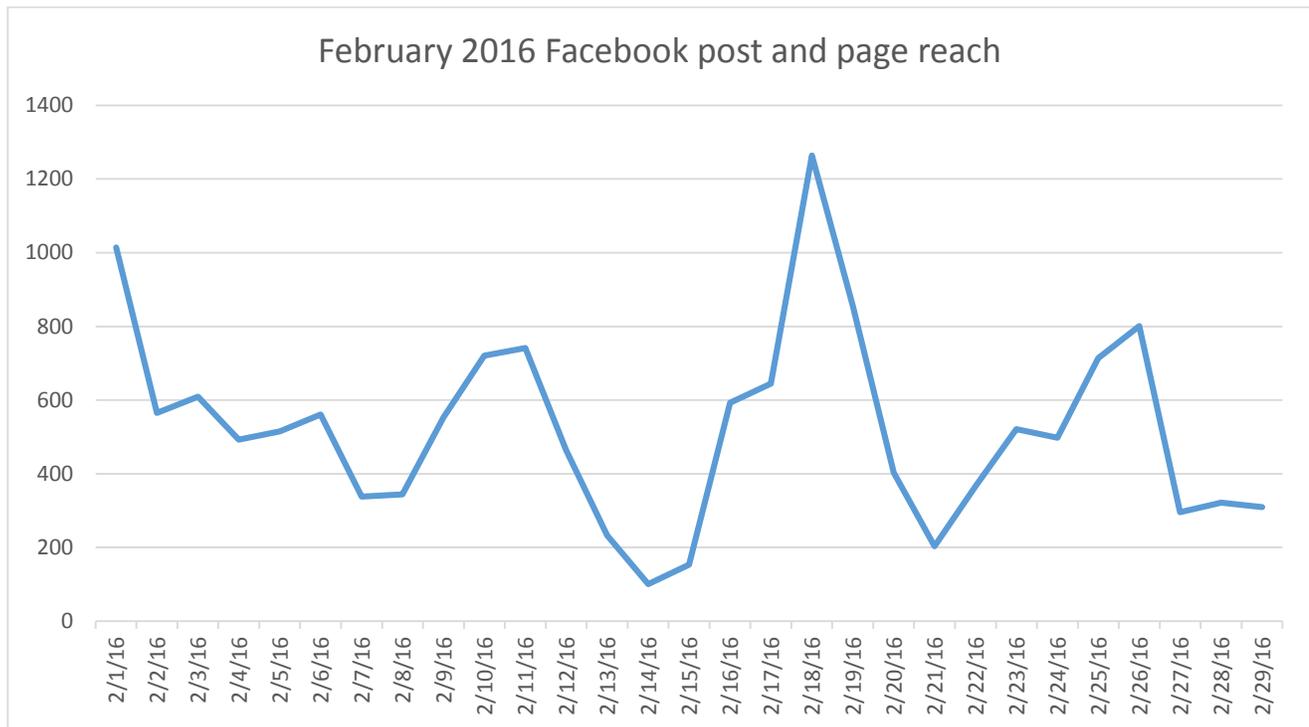
Twitter Definitions:

Profile visits: Number of users who visited our Twitter site.

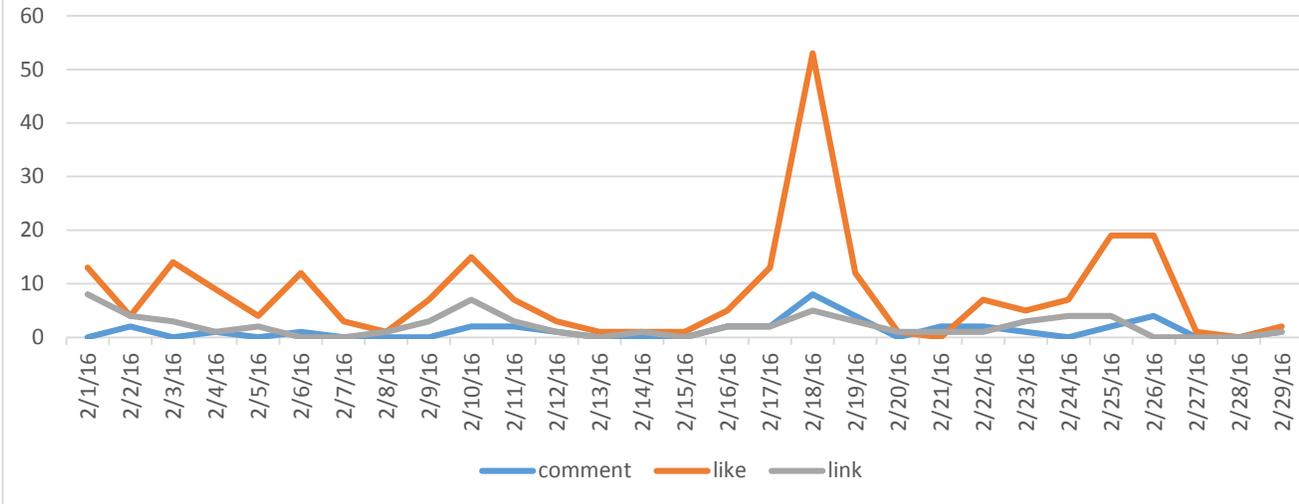
Mentions: Any tweet that contains @montgomeryohio (our username)

Tweet Impressions: Total number of times that our tweet may appear in other user's Twitter feeds, both followers and their followers etc. through shares, mentions and retweets. Shows the reach of the City's brand.

Facebook

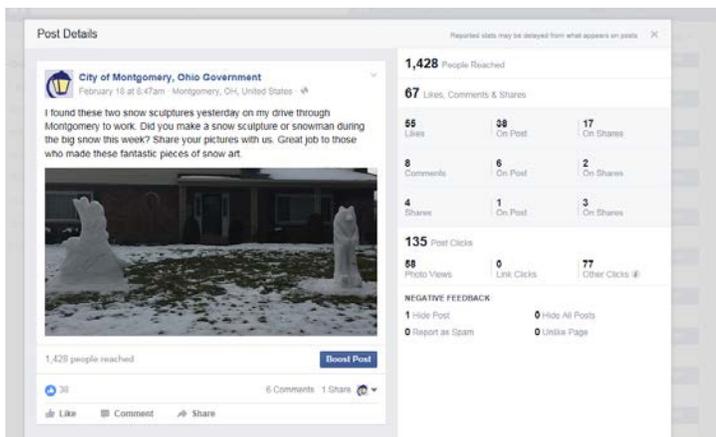


Feb 2016 Facebook Engagement



Facebook Analysis:

The spike in the number of likes on February 18 can be attributed to a post I did about two snow sculptures I saw on Jolain. This is a great reminder that fun posts can be highly engaging and pull in new followers which expands our reach. I am happy to work with any department to create fun and engaging posts that not only generate new followers but also creates a conversation online.



Two other engaging posts that reached many people beyond our followers included a post about the Fire Department Home Safety Check program on Feb. 1 and another post from the Police Department about a car break-ins on Feb. 10. The post on Feb. 25/26 was a post from the MCLA session about the City and State's Tree City USA status.

Note: Facebook has now changed how one can interact with a post, from just a thumbs up to any of the following reactions (👍❤️😂😭😡 Like, love, haha, wow, sad and angry). This will impact the engagement with our Facebook post and subsequent social media reports, if users actually use them. The benefit is that if we see how our audience interacts with a news post in an unexpected manner we can adjust how a service or program is communicated or delivered.

Facebook Definitions:

Daily Reach: The number of people who visited our Facebook Page, or saw our Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)

Daily Positive Feedback (engagement): The number of times people have given positive feedback (like, share link, leave comment) to your Page, by type. (Unique Users)

Here are the finalists for the Courier's 2016 Healthiest Employers awards

Mar 9, 2016, 10:26am EST

The Cincinnati Business Courier has named 28 finalists for its 2016 Healthiest Employers awards.

The program recognizes companies in Greater Cincinnati that are leading the way toward health and wellness in the workplace. Finalists are determined through a survey evaluation process conducted by Indianapolis-based Healthiest Employers.



This year's finalists are:

American Showa Inc.

Cincinnati Children's Hospital Medical Center

Cincinnati Eye Institute

Cincinnati Public Schools
Cincinnati USA Regional Chamber
Cincinnati Zoo & Botanical Garden
City of Cincinnati
City of Montgomery
Colerain Township
Duke Realty Cincinnati
Episcopal Retirement Services
Fidelity Investments
FRCH Design Worldwide
GE Aviation
HORAN
Humana Inc.
JLL
Kroger Co. - Corporate office
Kroger Co. - State Avenue manufacturing plant
McGohan Brabender
Mercy Health
Messier-Bugatti USA
Mike Albert Fleet Solutions
Modern Office Methods
Terracon Consultants Inc.
Total Quality Logistics
TriHealth
Urology Group

All of these finalists will be recognized and winners will be announced at an awards event from 7-9:30 a.m. on May 24 in the Cintas Center at Xavier University, 1624 Herald Ave., Cincinnati 45207. [Click here to register for the event.](#)

Nikki Kingery

Projects Editor

Cincinnati Business Courier



Montgomery honored as healthy worksite

The Ohio Department of Health and the Healthy Ohio Business Council recognized 68 Ohio employers for healthy worksite practices during the 12th annual Healthy Ohio Healthy Worksite Awards ceremony.

The City of Montgomery was awarded a Silver Award in the small business category for businesses with less than 300 employees.

"Poor nutrition, physical inactivity, tobacco use, and alcohol and drug use limit our potential to be productive Ohioans. This is why a comprehensive approach to preventive health and wellness at worksites is an essential part of improving both the health of Ohioans and the overall success of our state," said Dr. Mary DiOrio, medical director at Ohio Department of Health. "Healthy Ohio Healthy Worksite Award winners are leading the way in this effort by creating healthy work environments for their employees."

The Healthy Ohio Healthy Worksite Awards recognize Ohio employers who demonstrate a commitment to employee wellness through comprehensive worksite health promotion and wellness programs. Applicants are scored on the extent their wellness programs facilitate and encourage employee health, enhance productivity and ensure a healthy work environ-



PROVIDED

Wellness Committee Chair Sarah Fink received the 2015 Silver Award on behalf of the city of Montgomery.

ment.

"This award is a testament to the strong commitment that the city places on providing a healthy workplace for our employees as well as our employees' commitment to their health and wellness. I applaud our city's wellness team for developing a program with Tri-

Health that strives to support the health goals and strategies that our employees set to achieve," City Manager Wayne Davis said.

Montgomery was awarded a Silver Award in the small business category for businesses with less than 300 employees for the last three years.

Noise levels drive her up a wall

This letter to the editor is in the form of a wish.

I wish that while the City of Montgomery was working with ODOT on the downtown development that they would also build a sound barrier wall along Ronald Reagan and I-71 where they go through Montgomery. There are plans for outdoor restaurant seating, as well as options for living in the downtown area being redeveloped. It would be so much more pleasant if there wasn't a constant roar from these roads. At times it even makes conversation difficult.

A study was done by ODOT in 2007 in the Village Green subdivision near the redevelopment zone. Even then it exceeded the decibel level standards for noise pollution; but, nothing was done. Since then the noise level has increased exponentially due to the increased volume of traffic. A number of people in the subdivision have also complained to no avail. The noise level is so bad that you often cannot sit outside. The traffic noise can also disrupt sleep in neighborhoods bordering these roads.

Please ODOT and Montgomery give us some relief from the noise pollution!

Donna Emerson
Montgomery

rald Editor

ney

nmunitypress.com, 248-7134

30 a.m.-5 p.m. Monday-Friday

additional contact information.

Art museum curator, award-winning photojournalist to judge competition

The Montgomery Arts Commission will host "Exposure: Montgomery, the City's 29th Annual Photo Competition," at 1 p.m. Sunday, March 20, at the historic Universalist Church, on the corner of Montgomery and Remington roads.

The competition, open to beginners and serious amateurs alike, is the longest-running photo contest in the metro area.



Brian Sholis

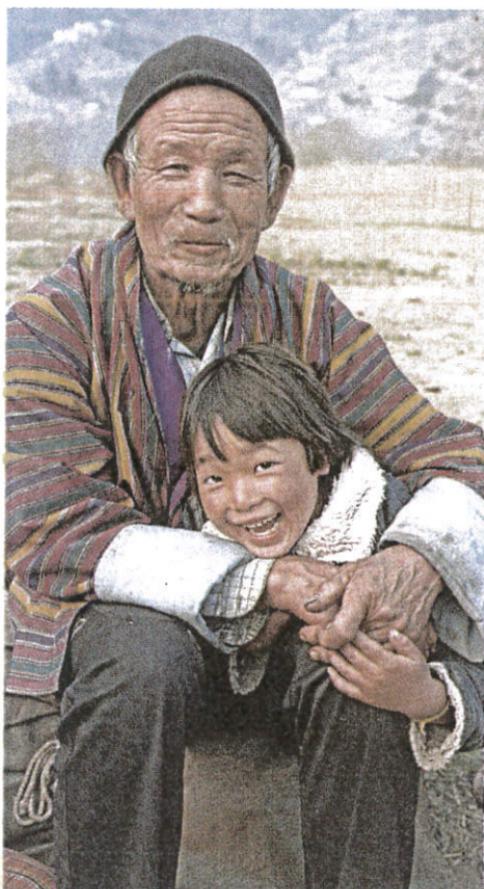
New this year, the competition will feature judges Brian Sholis, curator of photography for the Cincinnati Art Museum, and Liz Dufour, visual journalist for the *Cincinnati Enquirer*. Sholis has worked as a curator, writer and editor for more than 10 years at organizations such as Artforum and Aperture Foundation, and has organized exhibitions and programs in Paris, New York and Miami.

Dufour has covered major news stories in the Tristate region for more than two decades, she has also photographed such events as The Kentucky Derby, the NCAA Final Four and the World Series.

"Looking at and understanding photographs is important in our image-saturated society, and those who make beautiful pictures often have the savviest understanding of them," Sholis said. "But who among our community possesses such skills? Photography contests are a great way to find artistic talent hidden in a community, often where you least expect it."

Entry details, including deadlines, and directions for dropping off photos, along with information how to mount photos for display, can be found at montgomeryohio.org. Judging is based on photos which capture technical brilliance, originality, or a unique point of view, and are chosen from both adult and student (high school or below) categories.

Up to 10 winners in each category will be awarded \$100 each. Winning photos will be publicly displayed at the Christ Hospital Outpatient Center, 11140 Montgomery Road, from March 21 through April 4.



PROVIDED

"Granddads Love," submitted by Neville Duffield, Best of Show winner in the 2014 Montgomery Photo Competition, adult category.

In addition to the exhibit and awards presentation March 20, the public is invited to a preview reception from 2 p.m. to 4 p.m. Saturday, March 19, at the Universalist Church. Sponsors of this year's event include Kroger Co., Scrumbles and Saxby's Coffee.

The Montgomery Arts Commission is a group of Montgomery resident volunteers who support and foster an appreciation of the visual and performing arts by producing community-wide arts events offered year-round for all ages.

Call 891-2424 or visit montgomeryohio.org for more information.



It was so nice
 of you...
 so generous of you...
 so thoughtful
 of you...

I wanted you to know how
 much I appreciate you thoughtful
 retirement gift and your many years
 of support to the city employees
 that I have been privileged to
 benefit from during my quarter
 century with Montgomery.

For those I did
 not see at my
 reception on the
 2nd, I thank you for
 thinking of me and I
 wanted you all to know
 how much my time
 at Montgomery has
 meant.

With Fondness and
 Gratitude,

Jan Nye

3-6-16