

November 16, 2017

TO: City Manager, Mayor and City Council Members

FROM: All Department Heads  
Connie Gaylor, Administrative Coordinator

SUBJECT: Thursday Update

The following information is provided to you as a summary of activities for the week of November 13, 2017 and as an announcement of activities in the coming weeks:

1. Last Friday, the oral exam portion of the police sergeant promotional process was conducted. The oral exam panel consisted of Greg Vonden Benken, Gary Heitkamp, Julie Prickett, retired Blue Ash Police Captain Jim Schaffer and West Carrollton Police Chief Doug Woodard. In addition, Civil Service Commission Chairperson Benny Miles was in attendance to observe the oral exam process. A special thank you goes to Captain Schaffer, Chief Woodard and Mr. Miles for sharing their time and talents with us.
2. On Monday, Tracy Roblero and Brian Riblet, along with representatives from DSD Advisors and the GRA development team met with Regional Economic Development Initiative (REDI) to discuss the development site, particularly the office space. We'll be following up on potential opportunities for assistance through this organization.
3. Tuesday afternoon, Chief Crowell, Assistant Chief Vonden Benken, and Ja'net Crawford met with Meghan Donnellon and Faith Lynch regarding public records requests. The parties are in discussions about making minor changes to the way certain records are released.
4. Faith Lynch and EAC Chair Mark Laskovics met with Local 12 meteorologist Scott Dimmich on Wednesday in pouring rain to discuss the City's new textile recycling program. Mark recruited a neighbor for the interview, Amy Schmidlin, to tout the program. Scott will post this article next week and Faith will share it in a future Thursday update and on social media.
5. Staff from the Regional Crime Information Center (RCIC) will be conducting their yearly audit on the police departments computer system this week. These computer terminals are used to access criminal history and statewide information relating to criminal justice activities.
6. Assistant Chief Vonden Benken will attend a Safe Schools meeting on Thursday. The group will be doing a building assessment at the Blue Ash Recreation Center. This is a proposed meeting place in case of a serious incident at one of our schools.

7. The Montgomery Road sidewalk project is making great progress, and even though they are behind schedule, Tri-State Concrete anticipates being complete with the project by mid-December. The south bridge abutment is scheduled to be completed next week, thus the bridge beams may be able to be installed soon after Thanksgiving.



8. The Jolain Drive Storm Drainage project is approximately 90% complete. The recent wet weather has slowed construction down for the past several weeks, however we are hopeful that the remainder of the pipe and outlet headwall will be completed within the next couple of weeks. The new system has already impressed some of the homeowners in terms of how much water it can handle.



9. Mid-level and senior staff will conclude their two-part public speaking training with Mark Weaver today. Day two of the public speaking training will focus on audience engagement particularly in a public forum setting. Staff will learn how to stay on message, engage the audience in a 2-way dialogue without getting themselves (or the City) into hot water, and will practice tips to get the conversation back onto your desired topics. The day will include an interactive lecture as well as hands-on practice of hosting a community forum with an audience determined to get you off-topic and off-message. This training is right in time for that evening's Neighborhood Leaders Forum. The City of Montgomery staff appreciates the willingness of Council and administration to engage with quality speakers and trainings to enhance and grow the employee's skillsets.
10. Please find attached a letter received from the Miami Valley Risk Management Association (MVRMA) recognizing the City for being 100% compliant with the recommended MVRMA Risk Management Best Practices.

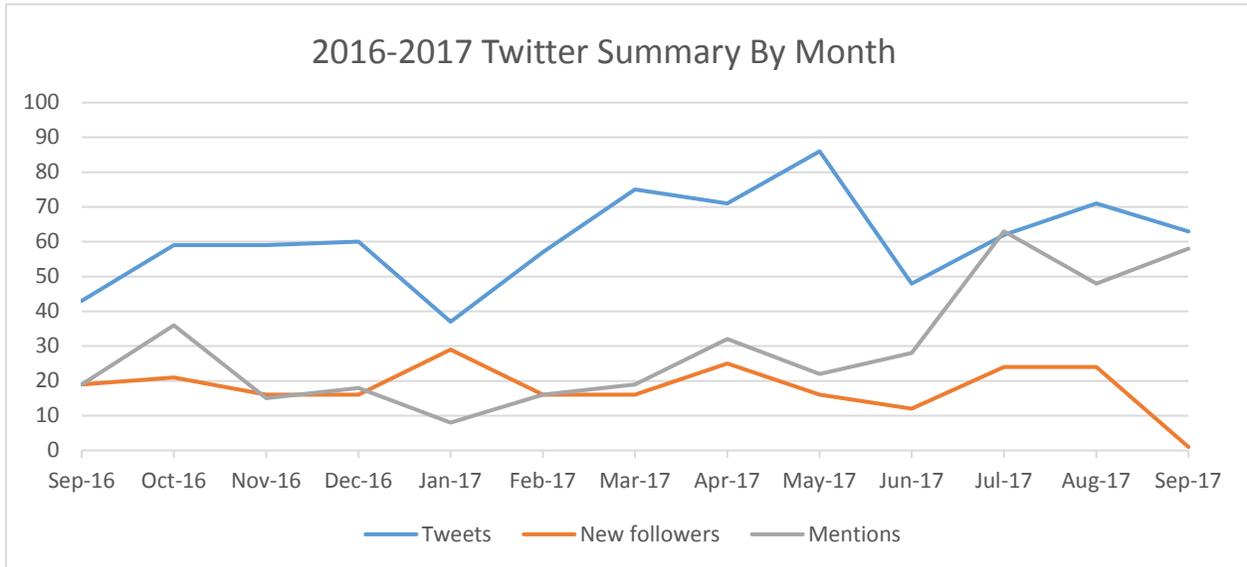
11. Attached to this Thursday Update are the September and October Social Media Reports. Please direct your questions regarding these reports to Faith Lynch.
12. The Civil Service Commission is scheduled to meet on Monday, November 20 at 5:00 p.m. in the Safety Center conference room.
13. Time is getting closer to the Annual Holiday Luncheon which will be held on Friday, December 15, from 11:00 a.m. to 1:00 p.m. at Terwilliger Lodge. Please mark your calendar to attend this luncheon and to celebrate the upcoming year and holiday season together.
14. As a reminder, City Offices will be closed on Thursday, November 23 and Friday, November 24 in observance of the Thanksgiving holiday. Due to the shortened work week, we do not anticipate issuing a Thursday Update next week unless it is needed. Best wishes to everyone for a safe, happy and wonderful Thanksgiving holiday with your family and friends!

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

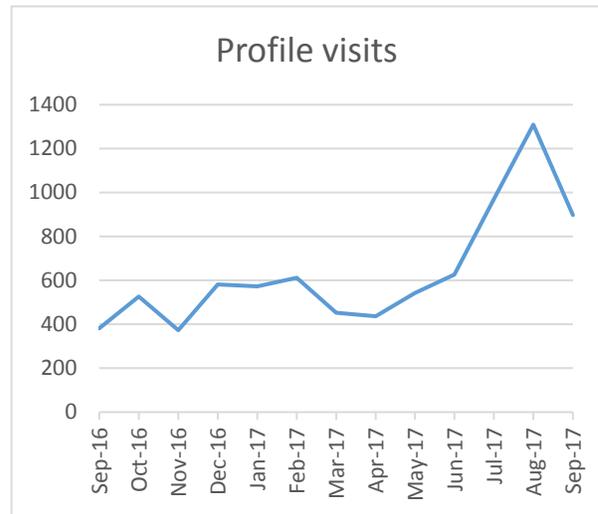
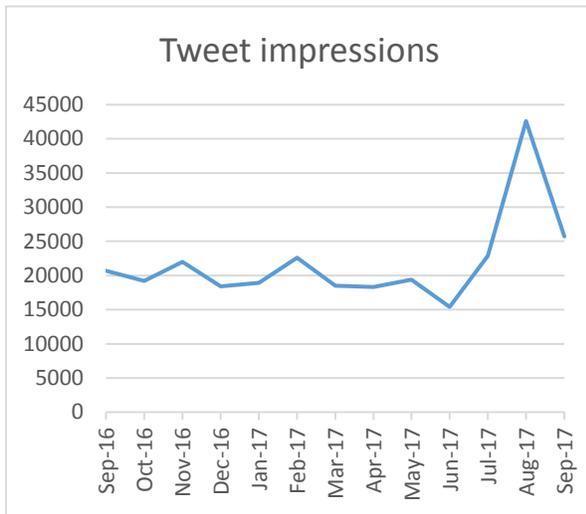
C: Brian Riblet, Interim City Manager  
Department Heads  
Terry Donnellon, Law Director

# September 2017 Social Media Report

## Twitter



### Twitter Analysis:



The top tweet in the month of September was a post about Montgomery’s first female detective. This tweet was from September 18 and had 1,018 impressions and 59 engagements. The top mention was from Local 12 Liz Bonis with a tweet from Sept. 13 on the active shooter training at Bethesda North. This tweet had 216 engagements. The top media tweet was a tweet with the car show flyer from Sept. 11. This tweet had 496 impressions and ten engagements.

### Twitter Definitions:

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

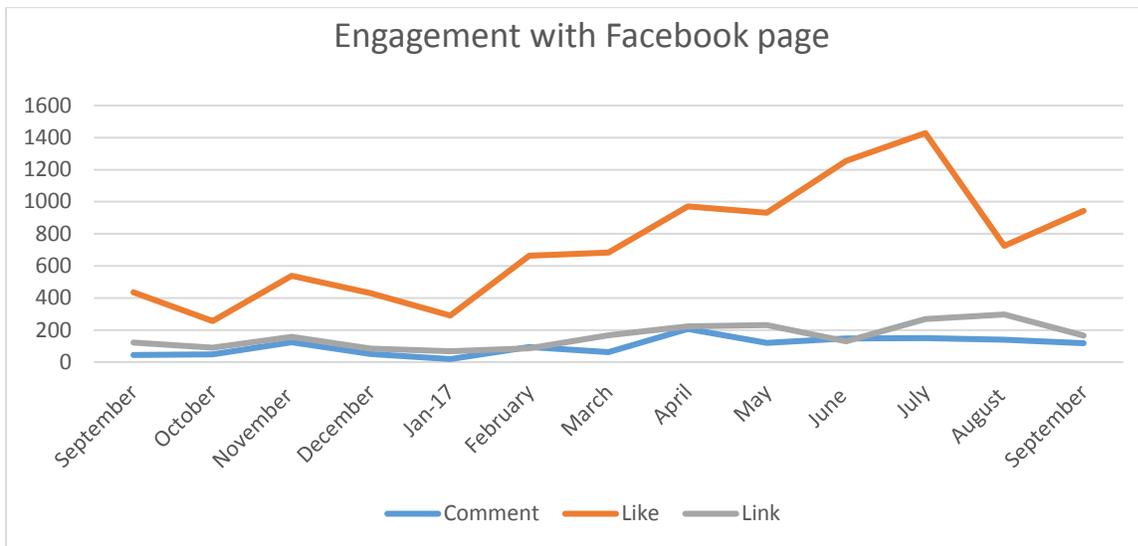
Mentions: Any tweet that contains @montgomeryohio (our username)

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.

The most effective Tweet features include:

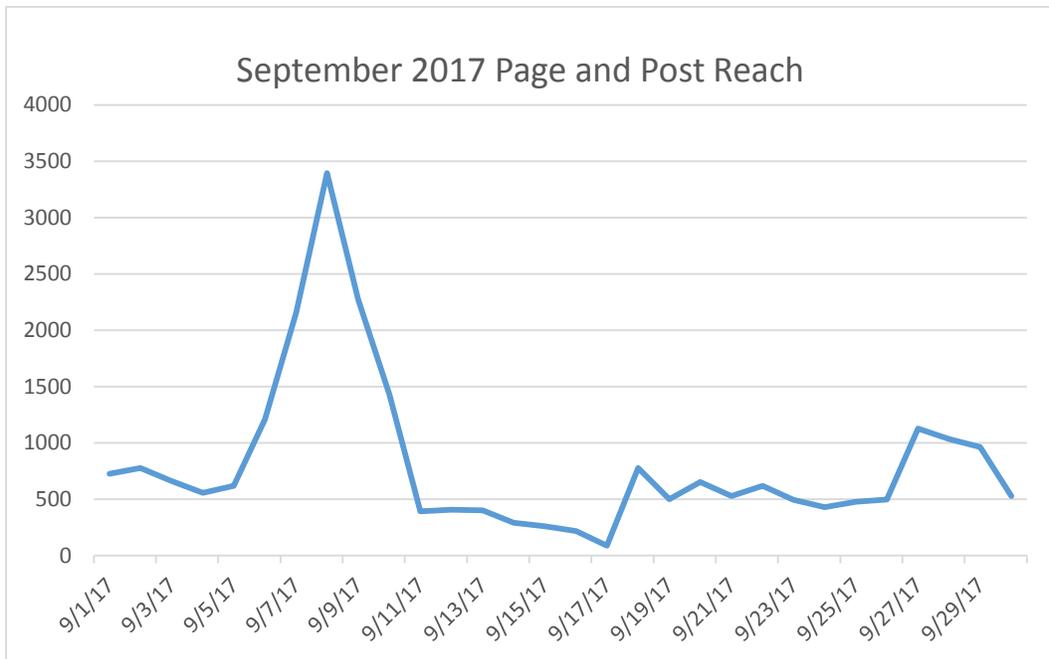
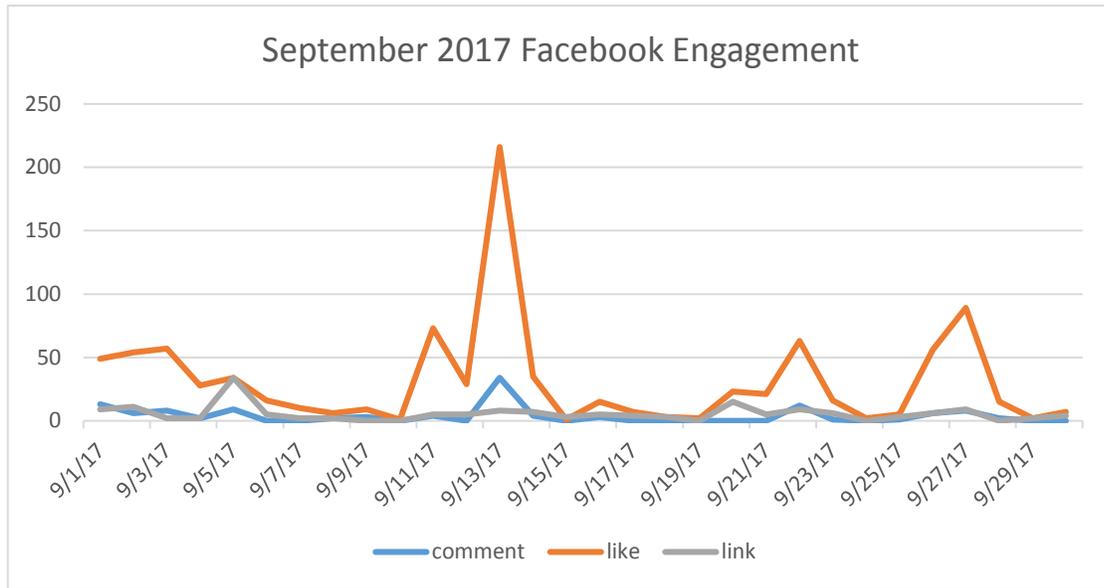
- Photos average a 35% boost in Retweets
- Videos get a 28% boost
- Quotes get a 19% boost in Retweets
- Including a number receives a 17% bump in Retweets
- Hashtags receive a 16% boost

### Facebook



This graph depicts the interaction with the City's Facebook page over the course of the year.

Facebook Analysis:



# Top posts from September

Post Details
✕

**City of Montgomery, Ohio Government**

Published by M.s. Montgomery [?] · September 7 · 🌐

Council Member Mike Cappel has made it to the Village of Montgomery, NY!

More than 500 biking miles. Congratulations Mike!

Learn about why Mike accepted the challenge and view a map and photos of his journey at <https://www.montgomeryohio.org/where-in-the-world-is-counc.../>

✔ **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

**7076** people reached Boost Post

👍❤️👍 16 Comments 3 Shares 🌐

**7,076** People Reached

**116** Reactions, Comments & Shares 🔍

<b>82</b> Like	<b>52</b> On Post	<b>30</b> On Shares
<b>2</b> Love	<b>1</b> On Post	<b>1</b> On Shares
<b>5</b> Wow	<b>4</b> On Post	<b>1</b> On Shares
<b>22</b> Comments	<b>18</b> On Post	<b>4</b> On Shares
<b>5</b> Shares	<b>3</b> On Post	<b>2</b> On Shares

**147** Post Clicks

<b>12</b> Photo Views	<b>15</b> Link Clicks	<b>120</b> Other Clicks <span>🔍</span>
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**NEGATIVE FEEDBACK**

<b>6</b> Hide Post	<b>4</b> Hide All Posts	
<b>0</b> Report as Spam	<b>0</b> Unlike Page	

Reported stats may be delayed from what appears on posts

Post Details
✕

**City of Montgomery, Ohio Government**

Published by WordPress [?] · September 27 · 🌐

All are welcome to join in the conversation at the Neighborhood Leaders Forum on Thursday, Nov. 16 at Terwilliger Lodge, 10530 Deerfield Road, from 7:00 p.m. to 8:30 p.m. to provide participants with an understanding and awareness of the multiple, critical components involved in economic development and zoning along the Montgomery Road Commercial Corridor (from Main Street to Schoolhouse Lane on Montgomery Road). [ 109 more words ]

<https://www.montgomeryohio.org/fall-neighborhood-leaders-f.../>

**Fall Neighborhood Leaders Forum focuses on Montgomery Road development**

All are welcome to join in the conversation at the Neighborhood Leaders Forum on Thursday, Nov. 16 at Terwilliger Lodge, 10530 Deerfield Road, from 7:00 p.m. to...

MONTGOMERYOHIO.ORG

✔ **Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 440 people.

**1801** people reached Boost Post

👍 1 Share 🌐

👍 Like 💬 Comment ➦ Share

**1,801** People Reached

**4** Likes, Comments & Shares 🔍

<b>2</b> Likes	<b>2</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>2</b> Shares	<b>1</b> On Post	<b>1</b> On Shares

**63** Post Clicks

<b>0</b> Photo Views	<b>43</b> Link Clicks	<b>20</b> Other Clicks <span>🔍</span>
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts	
<b>0</b> Report as Spam	<b>0</b> Unlike Page	

Reported stats may be delayed from what appears on posts

Post Details



**City of Montgomery, Ohio Government**  
Published by Hootsuite [?] · September 13 ·

If residents have specific concerns about problem traffic areas, they are encouraged to call the Montgomery Police Department at 513-985-1600 to report their concerns. The police department will continue to utilize the traffic speed boards to remind motorists to pay attention to their driving habits, before they meet Officer Bierer and receive his friendly reminder.  
<http://ow.ly/t2ej30eBbdE>



**New police patrol enhances traffic safety**  
 The Montgomery Police Department has implemented a traffic safety officer position, which began patrol on Aug 1. This assignment will allow the...  
 MONTGOMERYOHIO.ORG

**Get More Likes, Comments and Shares**  
 When you boost this post, you'll show it to more people.

**1326 people reached** Boost Post

Meghan Mueller Cole, WeTHRIVE and 10 others 3 Comments

Like Comment Share

**1,326** People Reached

**79** Likes, Comments & Shares

<b>68</b> Likes	<b>12</b> On Post	<b>56</b> On Shares
<b>7</b> Comments	<b>3</b> On Post	<b>4</b> On Shares
<b>4</b> Shares	<b>0</b> On Post	<b>4</b> On Shares

**216** Post Clicks

<b>0</b> Photo Views	<b>63</b> Link Clicks	<b>153</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



**City of Montgomery, Ohio Government**  
Published by WordPress [?] · September 18 ·

Lauren Frazier began her assignment as a new Montgomery detective on Aug. 28. She has been a third-shift patrol officer since she was hired in August 2013. Frazier is a graduate of Ursuline Academy, the University of Dayton and the Great Oaks Police Academy. Frazier will partner with Detective TJ Shreve and handle investigative follow-up on criminal cases. She is looking forward to the new challenges this assignment will offer and is committed to serving the citizens of Montgomery as a diligent investigator.  
<https://www.montgomeryohio.org/montgomery-police-announce-.../>



**Montgomery Police announce the assignment of their first female detective**  
 Lauren Frazier began her assignment as a new Montgomery detective on Aug. 28. She has been a third-shift patrol officer since she was hired in August 2013...  
 MONTGOMERYOHIO.ORG

**Get More Likes, Comments and Shares**  
 Boost this post for \$15 to reach up to 440 people.

**5656 people reached** Boost Post

Matt Hanina, Dan Hope and 126 others 19 Comments 3 Shares

Like Comment Share

**5,656** People Reached

**366** Reactions, Comments & Shares

<b>291</b> Like	<b>122</b> On Post	<b>169</b> On Shares
<b>25</b> Love	<b>5</b> On Post	<b>20</b> On Shares
<b>1</b> Wow	<b>1</b> On Post	<b>0</b> On Shares
<b>44</b> Comments	<b>19</b> On Post	<b>25</b> On Shares
<b>5</b> Shares	<b>3</b> On Post	<b>2</b> On Shares

**872** Post Clicks

<b>0</b> Photo Views	<b>208</b> Link Clicks	<b>664</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>10</b> Hide Post	<b>4</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

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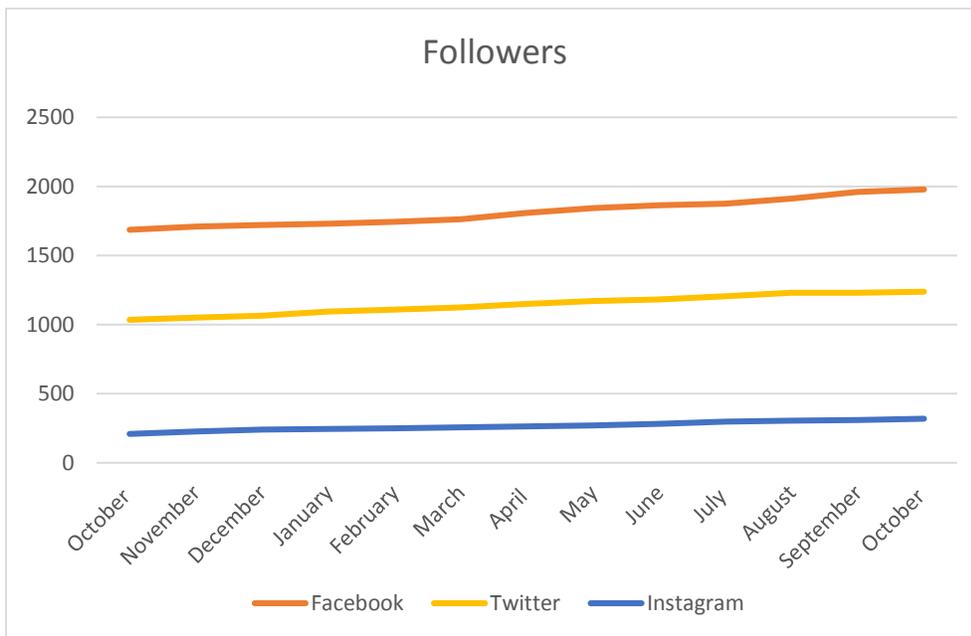
### Facebook Definitions:

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).

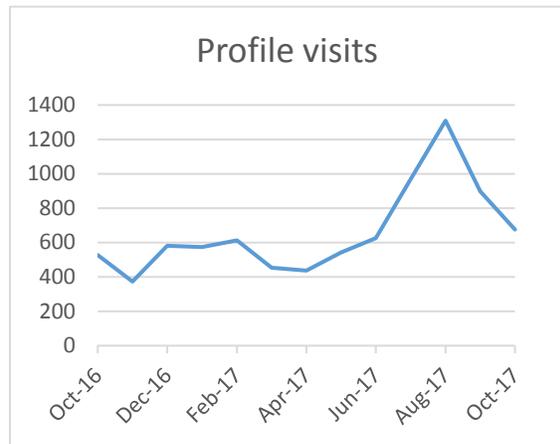
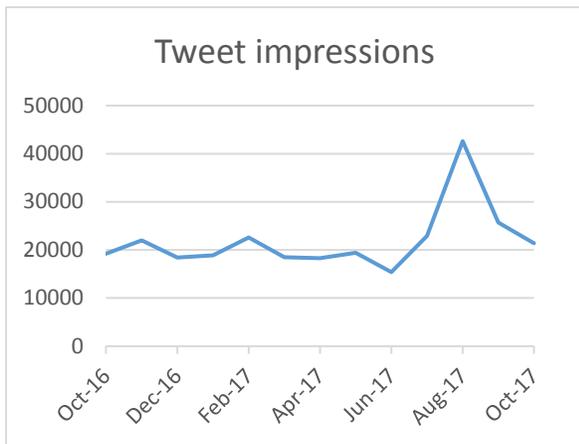
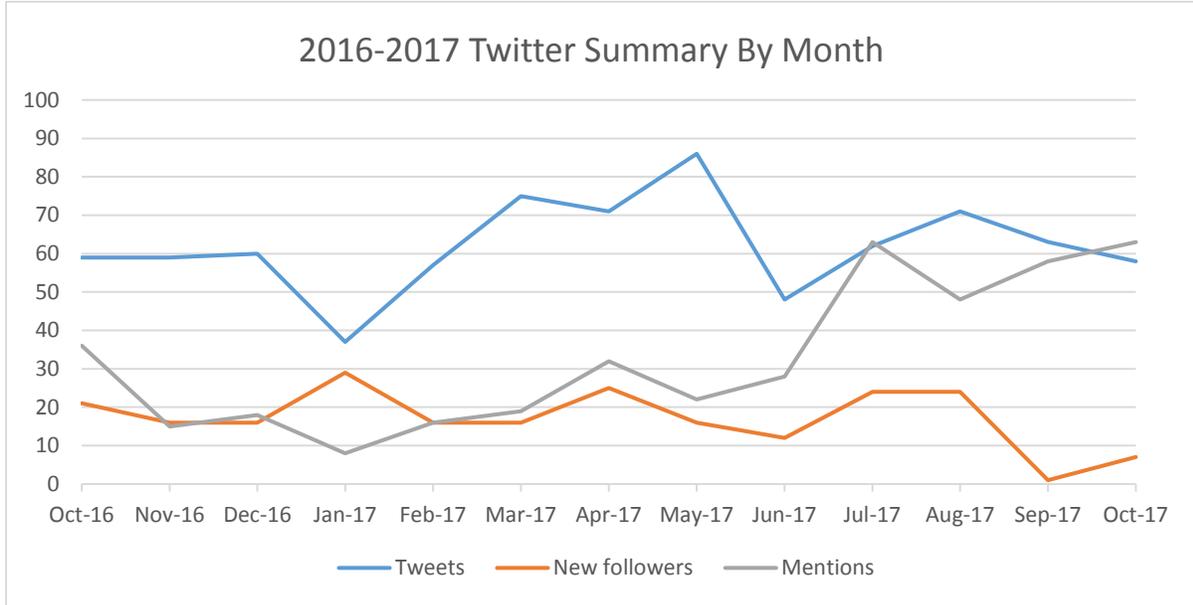
### Instagram

As of September, the City Instagram page has 310 followers. This was up 6 from last month. If you have a friend or family member using Instagram, please ask them to follow the City of Montgomery @MontgomeryOhio. If you are using Instagram, please follow @MontgomeryOhio.



# October 2017 Social Media Report

## Twitter



### Twitter Analysis:

The top tweet in the month of October was a tweet about road closures for Flight Fest. This tweet was from October 20, had 1,447 impressions, and eight engagements. The top mention was from WCPO with a tweet from Oct. 8 about Green Diamond Gallery having a public open house. This tweet had 88 engagements. The top media tweet was a tweet about Montgomery accepting police applications. This tweet from October 6 had 573 impressions and 13 engagements.

### Twitter Definitions:

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

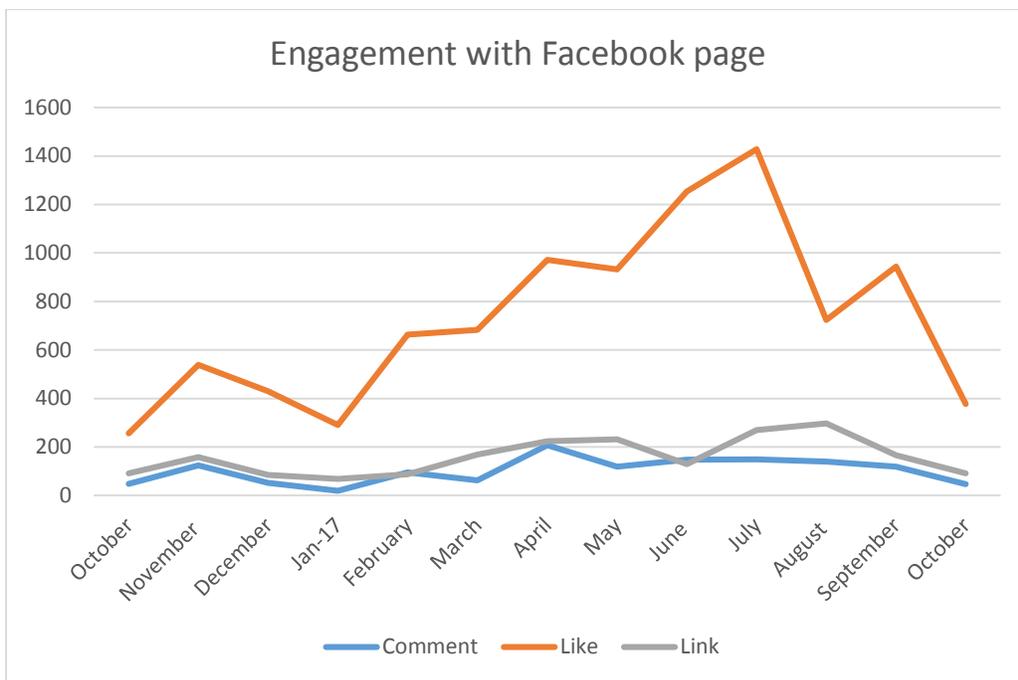
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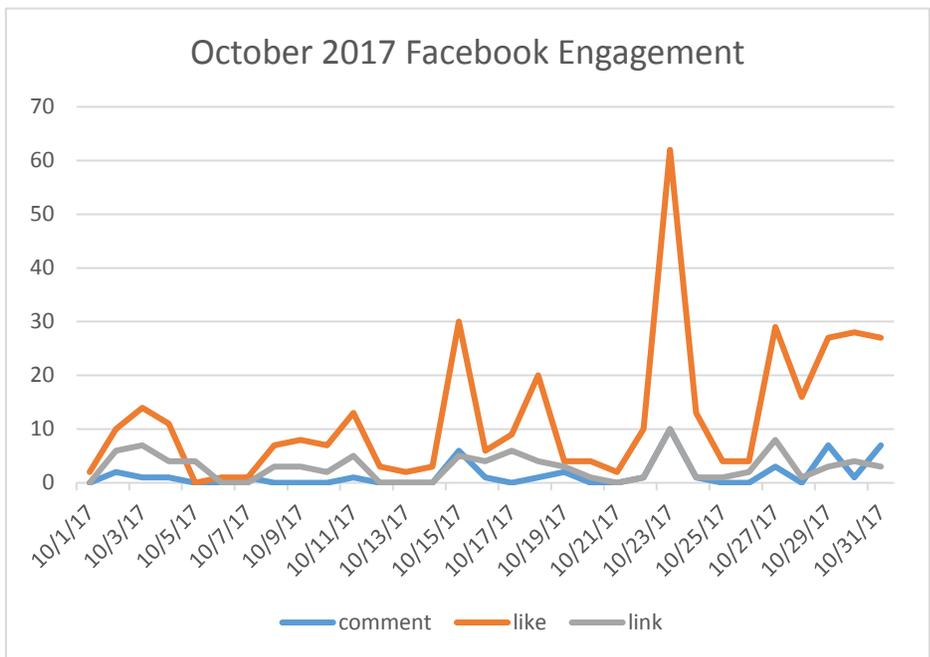
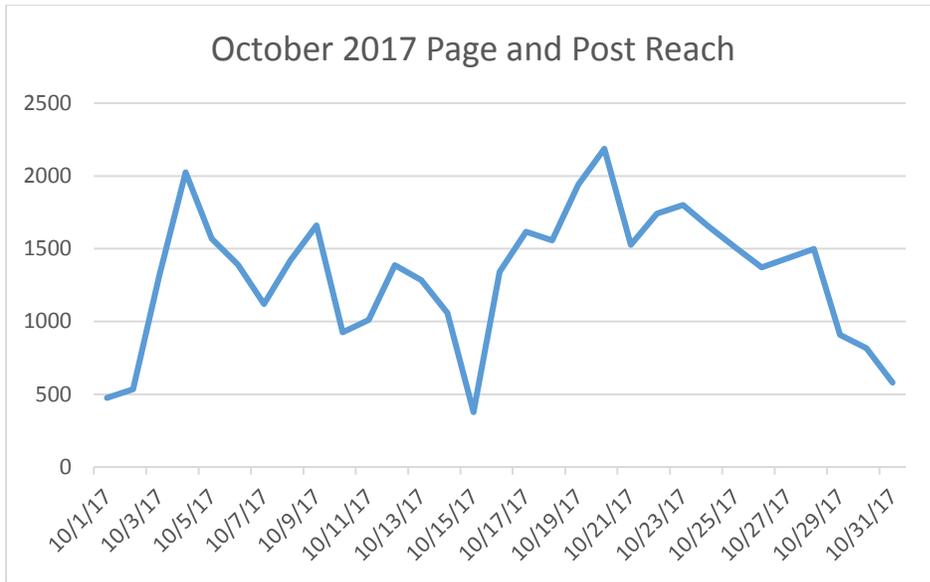
- Photos average a 35% boost in Retweets
- Videos get a 28% boost
- Quotes get a 19% boost in Retweets
- Including a number receives a 17% bump in Retweets
- Hashtags receive a 16% boost

## Facebook



This graph depicts the interaction with the City's Facebook page over the course of the year.

Facebook Analysis:



## Top posts in October

Post Details



**City of Montgomery, Ohio Government**  
Published by Hootsuite [?] · October 9

The City of Montgomery, Ohio is accepting applications to establish an eligible list for the full-time position of patrol officer. Completed application with \$15 registration fee, cash or check made payable to "City of Montgomery", must be submitted at Montgomery City Hall by 5:00 p.m., Friday, October 13, 2017. <http://ow.ly/1rZ30Chm2>



**Job Opportunities**  
Part-time Firefighters/EMTs Employment Application Patrol Officer Examination Announcement The City of Montgomery, Ohio is accepting applications...  
MONTGOMERYOHIO.ORG

Turn on job features for this post to reach more potential applicants.  Turn On

Get More Likes, Comments and Shares  
Boost this post for \$15 to reach up to 440 people.

4112 people reached

Tracy Hart Miles, Tonia Feltner and 2 others · 1 Comment · 5 Shares

Like Comment Share

**4,112** People Reached

**24** Likes, Comments & Shares

10 Likes	4 On Post	6 On Shares
5 Comments	5 On Post	0 On Shares
9 Shares	5 On Post	4 On Shares

**101** Post Clicks

0 Photo Views	43 Link Clicks	58 Other Clicks
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**NEGATIVE FEEDBACK**

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details



**City of Montgomery, Ohio Government**  
Published by Hootsuite [?] · October 12 at 10:35am

Walking tour highlights variety of Montgomery landmarks from Enquirer <http://ow.ly/w3HX30IPj5U> Register here <http://ow.ly/p1xD30IPj9x>



**Walking tour highlights variety of Montgomery landmarks**  
Montgomery will present its first Lanterns and Landmarks Historic Tour Oct. 28  
CINCINNATI.COM

Get More Likes, Comments and Shares  
Boost this post for \$15 to reach up to 440 people.

3345 people reached

11 Reactions · 1 Comment · 2 Shares

Like Comment Share

**3,345** People Reached

**20** Reactions, Comments & Shares

15 Like	10 On Post	5 On Shares
1 Love	1 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
4 Shares	2 On Post	2 On Shares

**39** Post Clicks

0 Photo Views	19 Link Clicks	20 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

**City of Montgomery, Ohio Government**  
Published by WordPress [?] · October 16 at 2:50pm · 🌐

Montgomery Police offer helpful Halloween reminders  
<https://www.montgomeryohio.org/montgomery-police-offer-hel.../>



**Montgomery Police offer helpful Halloween reminders**  
Visit the post for more.

MONTGOMERYOHIO.ORG

✔ **Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 440 people.

👤 3269 people reached Boost Post

👍 WeTHRIVE 2 Shares

👍 Like    💬 Comment    ➦ Share

**3,269** People Reached

**10** Likes, Comments & Shares ⓘ

6 Likes	1 On Post	5 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	2 On Post	2 On Shares

**24** Post Clicks

0 Photo Views	19 Link Clicks	5 Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

**City of Montgomery, Ohio Government**  
Published by M.s. Montgomery [?] · October 19 at 2:13pm · 🌐

Some observations by Council Member Ken Suer  
<https://www.montgomeryohio.org/some-observations/>



**Some observations**  
You may have noticed that Blue Ash has a new observation tower in Summit Park and wondered whether Montgomery is planning to build a taller tower. If we did, Blue Ash would just make THEIR tower t...

MONTGOMERYOHIO.ORG

✔ **Get More Likes, Comments and Shares**  
Boost this post for \$15 to reach up to 440 people.

👤 3538 people reached Boost Post

👍 Dan May, Veronica Francisco and 13 others 1 Comment

👍 Like    💬 Comment    ➦ Share

**3,538** People Reached

**18** Likes, Comments & Shares ⓘ

15 Likes	15 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
2 Shares	0 On Post	2 On Shares

**162** Post Clicks

0 Photo Views	131 Link Clicks	31 Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

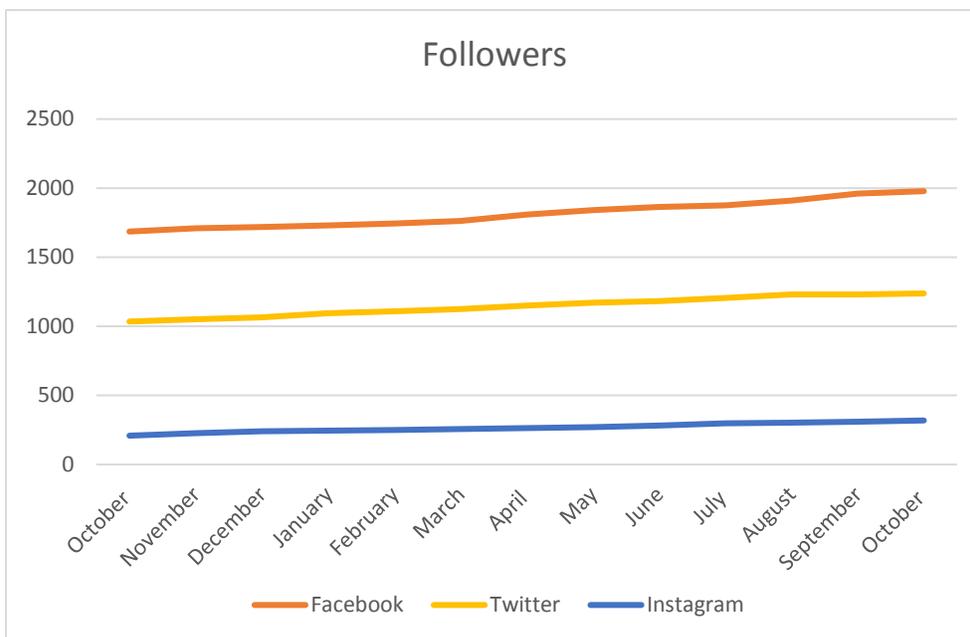
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Daily Positive Feedback (engagement): The number of times people have given positive feedback (like, share link, leave comment) to your Page, by type (Unique Users).

### Instagram

As of October, the City Instagram page has 319 followers. This was up 4 from last month. If you have a friend or family member using Instagram, please ask them to follow the City of Montgomery @MontgomeryOhio. If you are using Instagram, please follow @MontgomeryOhio.





Chief John Crowell  
City of Montgomery PD  
10150 Montgomery Road  
Montgomery, OH 45242

November 15, 2017

Dear Chief Crowell:

The first year of the new Risk Management Best Practices evaluations have been completed.

MVRMA is recognizing Montgomery for being in 100% compliance with the recommended MVRMA Risk Management Best Practices.

**Conclusion:**

Thank you for the opportunity to meet and discuss the City of Montgomery's Best Practices.

Thank you for your cooperation,

A handwritten signature in black ink that reads 'Starr Markworth'.

Starr Markworth  
Loss Control Manager