

December 8, 2016

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 December 5, 2016 and as an announcement of activities in the coming weeks:

1. As a reminder, the Government Affairs Committee of Council will meet on Monday, December 12 at 4:30 p.m. at City Hall. The Parks and Recreation and Public Works Committees have cancelled their meetings for December.
2. This past week, Sarah Fink received notice that the City's Employee Wellness Program has been awarded Gold for the 2016 Healthy Ohio Healthy Worksite Award. This is an improvement from the Silver awards that we had previously earned. This award recognizes the City's commitment to employee wellness through our comprehensive worksite health promotion and wellness program. Applicants were all scored on the extent their wellness programs facilitate and encourage employee health, enhance productivity and ensure a healthy work environment for all employees. Members of the Wellness team plan to attend the awards ceremony and luncheon in Columbus on Thursday, January 19, 2017. Thank you to Sarah Fink, Connie Gaylor, Cindy Abner, Ben Shapiro and Nick Nimeskern for all of the work they do with for the Wellness Program.
3. On Thursday, December 1, Chiefs Wright and Shapiro attended the monthly Eastern District Fire Chiefs meeting hosted by Anderson Township. At this monthly meeting, the 10 participating fire departments review mutual aid incidents, work on common Standard Operating Procedures, and coordinate regional fire and EMS training. The group continues to produce great work with the regional partners as they collaborate in multiple areas of emergency services management.
4. On Friday, December 2, Wayne attended the joint meeting of the Cincinnati Area Managers Association (CAMA) and the Dayton Area Managers Association (DAMA) meeting in Lebanon. This annual meeting provides an opportunity for the City Managers and Township Administrators to get together to network and share ideas about municipal operations in Southwest Ohio. About 60 managers attended the meeting and heard from Bob O'Neill, the Executive Director of the International City/County Management Association (ICMA). Bob spoke about a number of community matters including what leadership traits will be required by communities in the future. He suggested that leadership traits will include: 1. The need to be reflective and self-aware; 2. Demonstrate the ability to balance data and intuition; 3. The need to be worldly including the ability to encourage different perspectives; 4. The ability to collaborate by "getting out of the silo", and 5. The need to be action oriented with an emphasis on the value proposition of getting people in on the act while still producing results.

5. The City's annual Holiday in the Village festivities were held on Saturday, December 3. The tree was adorned with 3,000 lights. 15 volunteers helped to make the Holiday in the Village event festive and enjoyable for one and all. Thirteen of those volunteers, including employees, Cindy Abner and Sharon Savitt, assisted Mrs. Claus at the North Pole Workshop with crafts. Parks and Recreation Commission member Pete Teitelman and his wife, Kathy, served refreshments. The Montgomery Community Church provided the outstanding music and energy to this event. The City thanks these volunteers and also the public works department for contributing to a festive and engaging time at the event.
6. Councilmember Craig Margolis, Councilmember Mike Cappel, Wayne Davis and Matthew Vanderhorst attended a presentation by the Southwest Ohio Regional Transit Authority (SORTA) which was held at the Madeira Municipal Building on Monday, December 5. Dwight Ferrell, CEO and General Manager of SORTA talked about the funding challenges faced by SORTA and how it has prevented them from expanding public transportation service beyond downtown Cincinnati. He stated that SORTA has partnered with a third party consultant to help them create a 10-year master plan for expanding service and develop an alternative funding source. Mr. Ferrell stated that the funding does not include the streetcar as that is a separate project. Mr. Ferrell also stated that he would like to share their plan with local officials and community members to determine if they are on the correct path so they can make changes if necessary.
7. Faith Lynch reports that the 2017 Montgomery Calendars were delivered to homes on Monday, December 5. It is anticipated that the calendar theme for next year will be "Historic Montgomery" and will focus on historical photos of various areas in Montgomery. Janet Korach of the Montgomery Historical Preservation Association has supplied photos for the Sycamore High School art students.
8. The Civil Service Commission met Tuesday evening to review and certify the results of the November 19 police patrol officer written examination. Don Simpson, Paul Wright, Ben Shapiro and Julie Prickett were also in attendance. A total of 19 candidates took the exam with 18 candidates achieving a passing score. Interviews for two open positions will be conducted in January.
9. The Board of Zoning Appeals met Tuesday evening to hear an application from Life Enriching Communities to allow for outdoor dining to be located a minimum of ten feet from the right-of-way for the new retail/restaurant building to be developed at 9856 Montgomery Road. After hearing the testimony provided by Staff, Life Enriching Communities and the adjacent property owners and weighing the facts of the case, the Board of Zoning Appeals approved the variance request as submitted.
10. Assistant Fire Chief Ben Shapiro received the attached "Thank You" note from Marion Wild of Montgomery New York for the hats and gloves that were sent to their community collected by our staff.

11. Wednesday morning, WeThrive Team members met with Hamilton County Public Health Representatives to review and discuss the 2015-2016 Action Plans for the Chronic Disease and Emergency Preparedness Pathways. The team realized many accomplishments in 2016 some of which are:
- Adding healthy choices to the Pool Concessions menu
  - Adding fitness classes that are geared towards our aging community as well as children
  - The installation of WIC and SNAP benefits at the Montgomery Farmers Market
  - Performing Home Safety Checks and safety education with our elderly residents
  - Smoke detector installations (over 155 have been installed)
  - The review and update of our POD (Point of Dispensing) Plan
  - Education of our residents on emergency response situations and safety issues
- The team consists of 14 staff members and residents, who are committed to the WeThrive Initiative and its continued implementation. Thank you to everyone involved who made 2016 a success!
12. On Wednesday morning, Katie, Terry Donnellon and Wayne attended the Sycamore School Board Meeting and made a presentation to the Board on the City's Gateway Redevelopment Area (GRA). We have been working with Superintendent Frank Forsthoefel and Treasurer Beth Weber for several months, and yesterday was our first opportunity to present the project to the Board. The Board was excited to learn about the project and indicated their interest in being supportive partners in the process. We plan to continue to work with Sycamore staff members over the next weeks and to make a follow up presentation to the Board in January.
13. On Wednesday, Wayne Davis and Brian Riblet met with representatives from Duke Energy and Tri-Health Pavilion to review and discuss the proposed routing of the Duke Energy Gas Pipeline project. The current proposed route includes routing the natural gas pipeline through the western edge of the Tri-Health Pavilion property.
14. On Wednesday afternoon, Terry Donnellon, Wayne Davis, and Brian Riblet met with residents of Jolain Drive to review and discuss the potential storm water project to reduce flooding in the rear of several properties on Jolain Drive. This issue has been investigated, researched, and discussed for several years and has been an agenda item at multiple Public Works Committee meetings. Staff has always moved forward in an attempt to find a positive outcome and currently a public/private partnership project. The proposed project includes the removal of an existing 12" concrete storm pipe and the installation of dual 24" concrete storm pipes and is currently being considered for inclusion in the 2017 City budget.
15. Wednesday evening at the City Council Business Session, City Council approved a one-time grant to the Center for Addiction Treatment (CAT) in the amount of \$12,500. This vital service serves all Hamilton County residents and is the only non-hospital detoxification center within a 180-mile radius. The grant will go towards a capital building project that is currently underway. Grant funding was available from prior funds budgeted for the now closed Sycamore Senior Center. Family members of a former Montgomery resident who recently lost her life to addiction, were present and gave a very moving thank you to City Council for approving the grant to CAT. News media affiliates WKRC and WCPO were on hand to interview Council Member Craig Margolis and family members. Following are the links to the broadcasts:
- <http://local12.com/news/hooked-on-heroin/city-donates-to-center-for-addiction-treatment>
- <http://www.wcpo.com/news/local-news/hamilton-county/montgomery/montgomery-city-council-gives-12500-to-center-for-addiction-treatment-in-local-mothers-memory>

16. Wayne Davis and Matthew Vanderhorst attended the Center for Local Government (CLG) Benchmarking Committee today. The committee reviewed progress of the current benchmarking efforts and discussed the potential of expanding it to other CLG members. The committee is currently comprised of members from Montgomery, Madeira, Indian Hill, Monroe, Fairfield and West Chester.
17. On Thursday, Justin Liming will be attending a Construction Workshop at the Sharonville Convention Center. The one-day conference is being sponsored by CT Consultants and is intended for local government employees involved with administration and inspection of public infrastructure projects.
18. The Past Mayors' Roundtable videos are nearing completion. The final edit of the video "vignettes" has been completed. The last item being edited is the entire two-hour video. Faith Lynch will share that as soon as it's available. The vignettes can be viewed on the City Dropbox account shown below. You can copy and paste this link to your internet browser.  
<https://www.dropbox.com/sh/ah6h6vd348ueggm/AABVXmnUvPi0q1cMdpwWM72Na?dl=0>
19. Please do not miss the annual Holiday Staff luncheon that will take place tomorrow at Terwilliger Lodge from 11:00 a.m. to 1:00 p.m. Montgomery Inn ribs and chicken will be the main dish as in past years. You are encouraged to bring an appetizer or dessert to share. The Energy team has promised to make it an energizing (pun intended) time of fun and fellowship to celebrate another great year of working together. We hope you can join us!
20. Breakfast with Santa is this Saturday morning at Terwilliger Lodge. The event will run from 8:30 to 10:30 a.m. This buffet style breakfast costs \$5 for a plate or \$20 for a family. Please remember to bring non-perishable food items to be donated to the FreeStore Foodbank. All proceeds from this event will benefit the Holiday Family Fund. Come and share some pancakes and camaraderie with the community and your peers. Thank you to all staff who volunteer to help run this event.
21. Please find attached the November 2016 Social Media Report. Please contact Faith Lynch should you have any questions.

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

C: Wayne Davis, City Manager  
Mayor and City Council Members  
Department Heads  
Terry Donnellon, Law Director

11-26-2014

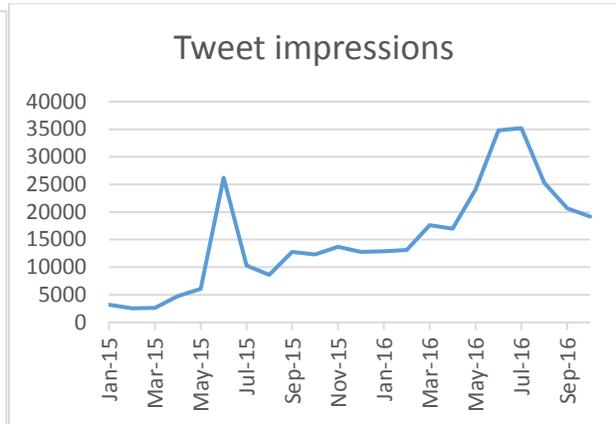
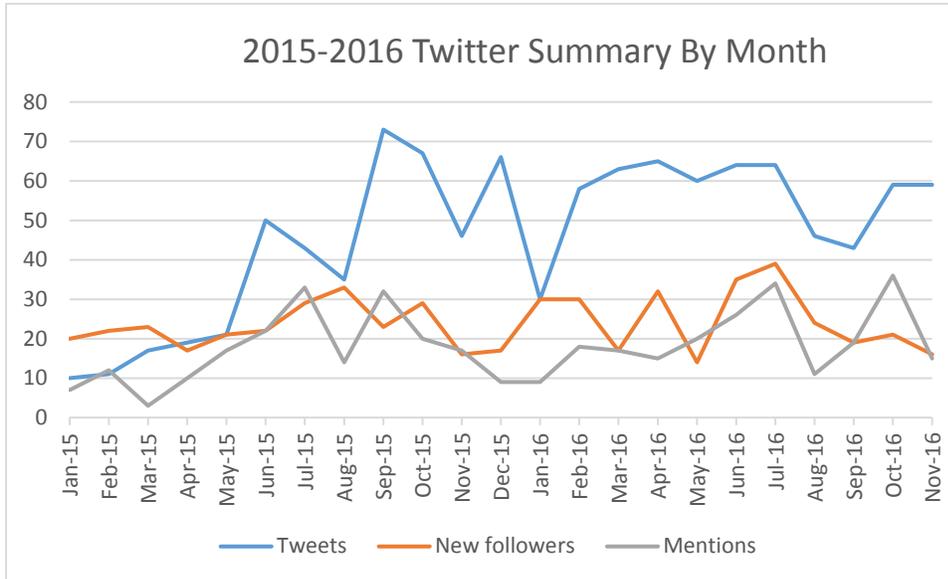
He as Mr. Shapiro -  
what a surprise!! To go to the  
Museum and see a huge box  
from our Montgomery Shivan  
friends! Then to open it so  
quickly and see such a gift!  
To remain hats and gloves for  
our less fortunate youngsters  
come cold-weather!!

Unbelievable! - On to the  
school-nurses → for their help!

This has been delayed in con-  
tacting you on purpose.  
because we are busy since in try-  
ing to contact our District's  
Nursing Depts, responsible for  
clothing needs of students. We are  
working with them and a more  
informative, proper letter will be  
forwarded to you all in the future.  
Meanwhile, our deepest gratitude -  
Marion Wild, a Montg. merite!

# November 2016 Social Media Report

## Twitter



### Twitter Analysis:

Total number of new followers on Twitter climbed by 15 for a total of 1,051 followers. The top tweet on Nov. 28 alerted the community to a lost dog. This tweet received 2,724 impressions and 222 engagements including five retweets. The top media tweet was a tweet done for Montgomery Food Share’s certificate of appreciation on Nov. 2 and the tweet had 625 impressions and 11 engagements (like, retweet and clicks on the photo). The top mention was a tweet done by @CincyRedCross on Nov. 30 regarding the smoke alarm installation project. This tweet had garnered 49 engagements (likes). The top Card tweet was a link posted to the City website for the Civil Service Exam. This tweet had 257 impressions, 17 engagements and was tweeted on Nov. 1.

### Twitter Definitions:

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

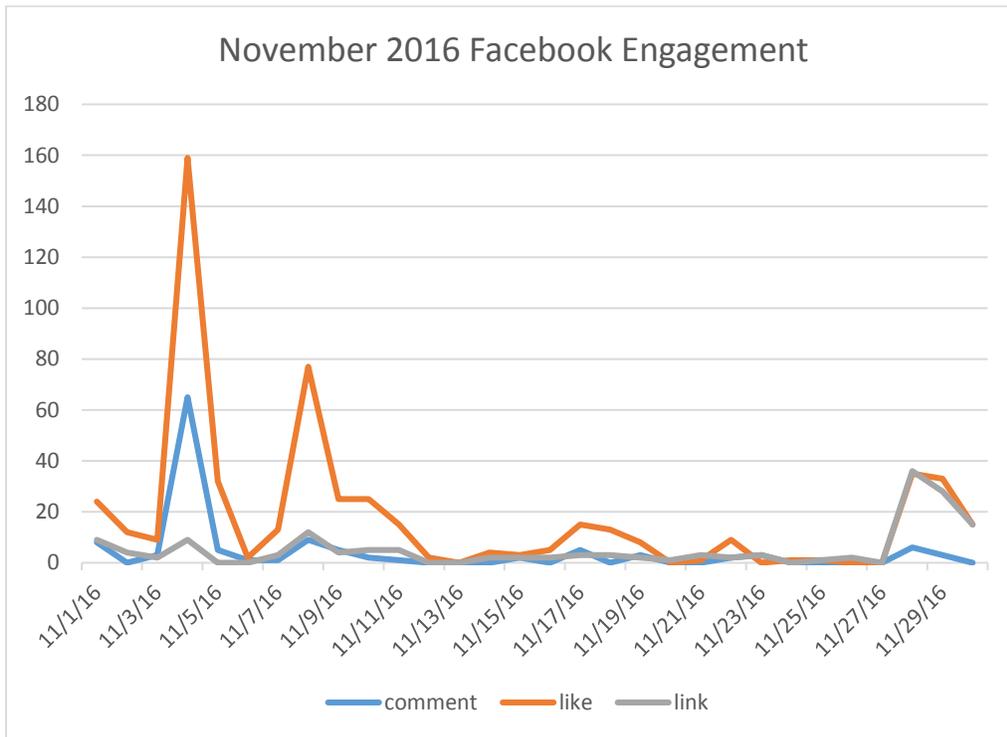
Mentions: Any tweet that contains @montgomeryohio (our username)

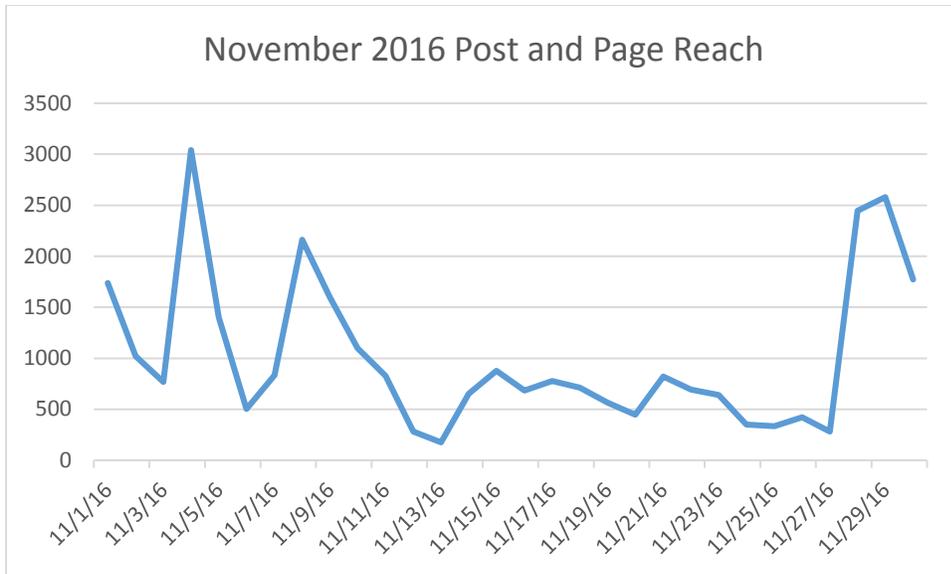
Tweet Impressions: Total number of times that our tweet may appear in other user's Twitter feeds, both followers and their followers etc. through shares, mentions and retweets. Shows the reach of the City's brand.

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





With 3,200 people reached and 254 reactions, comments or shares, the post with the most traffic in November was the Nov. 4 post about Gerri Harbison named Citizen of the Year by the Rotary Club of Northeast Cincinnati. With 2,100 people reached and 123 reactions, the next most engaging post was a video of downtown Montgomery documenting the recent holiday decorations and was posted on Nov. 8. The next post with the most engagement was a post done on the missing dog on Nov. 28. This post reached 3,900 people and had 103 reactions.

#### 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 Oct. 31, the City Instagram page has 226 followers. This is up 17 from last month.

# Followers

