

November 10, 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 November 7, 2016 and as an announcement of activities in the coming weeks:

1. As a reminder, City Council is scheduled to meet in Work Session on Wednesday, November 16, at 7:00 p.m., prior to the Work Session at 6:15 p.m., there will be a special meeting of City Council to discuss the Law Director's evaluation.
2. The Parks and Recreation, Government Affairs and Public Works Committees of Council have cancelled their meetings for the month of November.
3. On Thursday, November 3, Council Member Gerri Harbison was honored as the Citizen of the Year by the Blue Ash-Montgomery Rotary Club at their Community Awards Celebration. Jim Mayer, Executive Director of Twin Lakes graciously presented Gerri with her award. We are very proud of Gerri for serving this community as a Council Member, former Mayor, Chamber of Commerce President and community resident. Very well deserved!



4. On Friday, November 4, Ben Shapiro attended a presentation and interactive discussion with the President and CEO of the Jewish Hospital. Also in attendance were the Vice President, the Emergency Department Directors for both Rookwood and Jewish, the EMS Coordinator, and other emergency department staff. During the hour long program, insights were given on the future plans for the Emergency Department, including their new programs and capabilities. A time for discussion for suggestions in planning for the future was held. This is a great example of working together to provide the best care for patients that are brought to the Jewish Hospital.

5. On Saturday, November 5, the Environmental Advisory Commission held its second Catch Basin Labeling day. This volunteer effort ran from 9:00 a.m. to noon and began at Swaim Park with a presentation by John Nelson with Hamilton County Water and Soil Conservation explaining storm water runoff and various pollution sources. The group focused on the southern part of the City, completing a number of streets in the subdivisions of The Winds, Camelot, Huntersknoll, Montgomery Heights, Swaim Fields, Village Green, Timberknoll, and in the Heritage District. There were a total of 32 volunteers and staff replacing over 200 catch basin labels.
6. On Saturday, November 5 and Monday, November 7, a total of 62 volunteers helped to prepare and hang decorations for the Holiday Decorating Project. The Montgomery Women's Club, the Beautification and Tree Commission, the public works department and individual volunteers worked together to set the stage downtown for the holiday season with red bows and greenery. The City is most appreciative to this "village of" volunteers working to make our downtown festive for the holidays.
7. The Gateway Redevelopment Area team met on Monday afternoon to discuss progress being made on the traffic, financing and land planning. The development team presented their latest concept plan and updated financial information and the team discussed critical path items to continue moving the project forward.
8. The Planning Zoning and Landmarks Committee of Council met on Monday evening to discuss the initiation of a study of Chapter 150 and 151 of the Land Usage Code in regards to several topics including review definition for Drug Treatment Centers and clarify where these uses are permitted, update the Sign Code to be in compliance with changes in the regulations of signs that were made by the U.S. Supreme Court earlier in the year, review regulations on Cellular or Wireless Communication Systems specifically to address small cell facilities, review of the new State regulations on Medical Marijuana dispensaries and update the Zoning Code as appropriate, review Heritage District Design Guidelines to include material, color and design specifications for outdoor furniture, umbrellas, awnings, etc. and to review, update and codify the Montgomery Road Commercial Corridor Design Guidelines, including a review of the existing regulations in Chapter 151 to ensure they are in-line with the Design Guidelines as called for in the 2016 – 2021 Strategic Plan. After discussing the various subjects, the P, Z and L Committee made a motion to enable the Planning Commission and Staff to make a recommendation to City Council for proposed language changes to the Code. The P, Z and L Committee also discussed reinstating the historic preservation matching grant program which would provide matching grant funds for Landmark properties and contributing properties in the Heritage District. After discussing the idea, the P, Z and L Committee made a recommendation to reinstate the program.
9. On Tuesday, the City received notification that the comprehensive annual financial report (CAFR) for the fiscal year ended December 31, 2015, qualified for a Certificate of Achievement for Excellence in Financial Reporting. The Certificate of Achievement is the highest form of recognition in governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management. This would not be possible without the many individuals who have contributed their time and effort in gathering data for this report, particularly the various City departmental staff as well as the continued education and support of the Montgomery City Council and its Financial Planning Committee. The overall commitment to sound financial practices and reporting is the reason the City continues to receive this recognition.

10. On Tuesday, Matthew Vanderhorst participated in an interview with Dr. Kevin C. Desouza about the crowdsourcing performance analytics project. Dr. Desouza is a Foundation professor in the School of Public Affairs at Arizona State University and a Nonresident Senior Fellow at the Brookings Institution. The main topics of the interview were about data governance, performance data and analytics strategy, and realizing value from performance data.
11. On Tuesday, Tracy Roblero, Connie Gaylor and Julee Nies attended a workshop on Individual Damage Assessment in the event of a disasters hosted by Hamilton County Emergency Management Agency and delivered by Ohio Emergency Management Agency Disaster Recovery Branch. This is the first training of its' type offered in Hamilton County in many years and several jurisdictions throughout the County were represented by the approximately thirty-five participants. The training was effective and very useful in understanding the requirements for assessing individual damage assessment. Hamilton County and the Ohio Emergency Management Agency stated that they would like to begin regularly holding these types of training events which would allow the City to send the appropriate staff members and could potentially be valuable for members of the Community Emergency Response Team as well.
12. The fire department conducted a part-time fire fighter test consisting of a written exam and physical agility test. Six people signed up and five people are continuing on in the process. Interviews are scheduled for November 30.
13. On Wednesday evening, Mayor Dobrozsi was the first guest pizza maker at Rapid Fire Pizza's new location in the Montgomery Square Plaza. This monthly fundraising program held by Rapid Fire Pizza invites community leaders, athletes, celebrities or local well known citizens to be guest makers for 2-3 hours. A portion of that days proceeds goes to the charity of the guests' choice. Mayor Dobrozsi chose 'A Kid Again' in Montgomery. A Kid Again is a program whose mission is to 'foster hope, happiness and healing for families raising kids with life threatening illnesses'. Awesome job to Mayor Dobrozsi for leading the way in these fundraising efforts and to Rapid Fire Pizza for their civic mindedness and compassion. Be sure to stop by and try some pizza and thank them for their efforts.



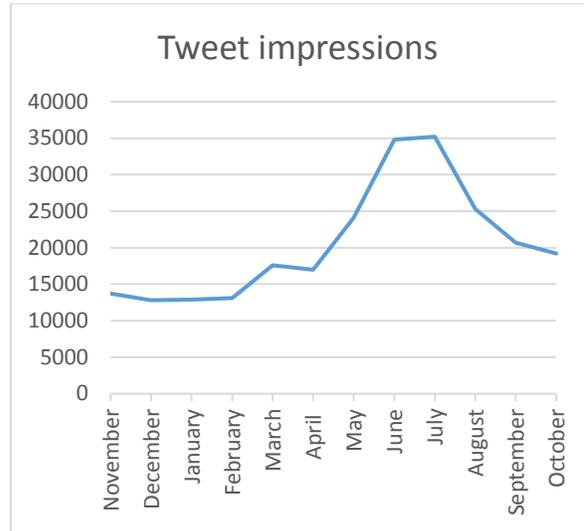
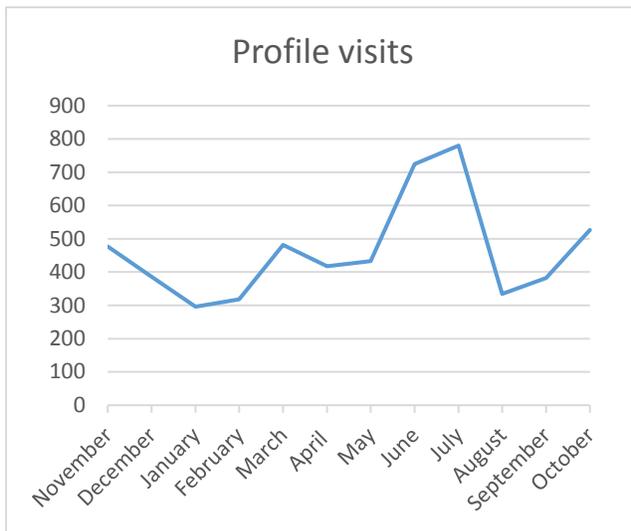
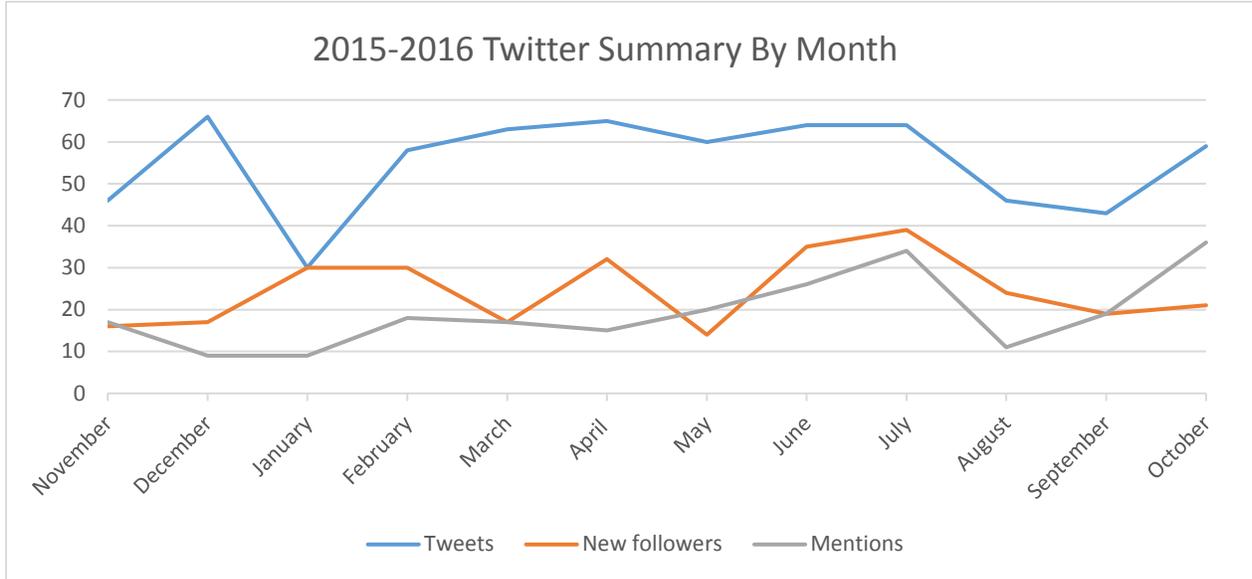
14. This evening the Montgomery Chamber of Commerce will hold their annual Chamber Awards Dinner at the Montgomery Inn. Mayor Dobrozsi, Wayne Davis and Tracy Roblero will be in attendance to support Chamber President and Council Member, Gerri Harbison, as well as to celebrate the presentation of Business of the Year and recognition of all Chamber members who make the Montgomery business community the success it is.
15. Mark Stagge taught our fourth and final, Friends and Family CPR class for the residents of Montgomery. Mark had nine participants, all passing with flying colors. Thanks to Mark for his commitment in offering this vital, life-saving, instruction to the community.
16. On Wednesday, Brian Riblet attended the ODOT Local Public Agencies (LPA) training day at Cincinnati State Technical College. This training is required as part of our certification as an LPA with ODOT and allows us to submit for and receive federal grant funds for infrastructure projects. The training covered a variety of LPA requirements for federally funded projects including: project programming, consultant selection and agreements, design updates, environmental updates, right of way acquisition, and Title VI & ADA compliance.
17. On Wednesday John Crowell, Connie Gaylor, Greg Harris, Julie Prickett, Tracy Roblero, Ben Shapiro, Don Simpson and Matthew Vanderhorst viewed a free Frost Brown Todd webinar entitled "What Every Supervisor Needs to Know about Labor and Employment Law." This on-site training opportunity was a cost-effective and convenient way to provide supervisors and managers basic employment and labor law information in order to help promote good workplace practices and relations.
18. Public work staff began installing thousands of holiday lights throughout the Heritage District in anticipation of the upcoming holiday season. Staff will have all lights installed and ready to be turned on by Thanksgiving.
19. Please find attached the October Social Media Report.

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

October 2016 Social Media Report

Twitter



Twitter Analysis:

Total number of new followers on Twitter climbed by 15 for a total of 1035 followers. The top tweet on Oct. 27 advertised the 2017 Montgomery calendar. This tweet received 460 impressions including two retweets. The top media tweet was the Blue Ash Montgomery Symphony Orchestra’s chamber concert on Nov. 6. This was tweeted out on Oct. 24, received 457 impressions and was also retweeted twice. The top mention was a tweet done by @TheRealMrMader on Oct. 4 in recognition of the Schools’ Homecoming week and Aves flags flying downtown. This tweet garnered 265 engagements (likes). The top Card tweet was a link posted to the City website on the Kids Yoga and Fitness Classes. This tweet had 454 impressions and was tweeted on Oct. 10.

Twitter Definitions:

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

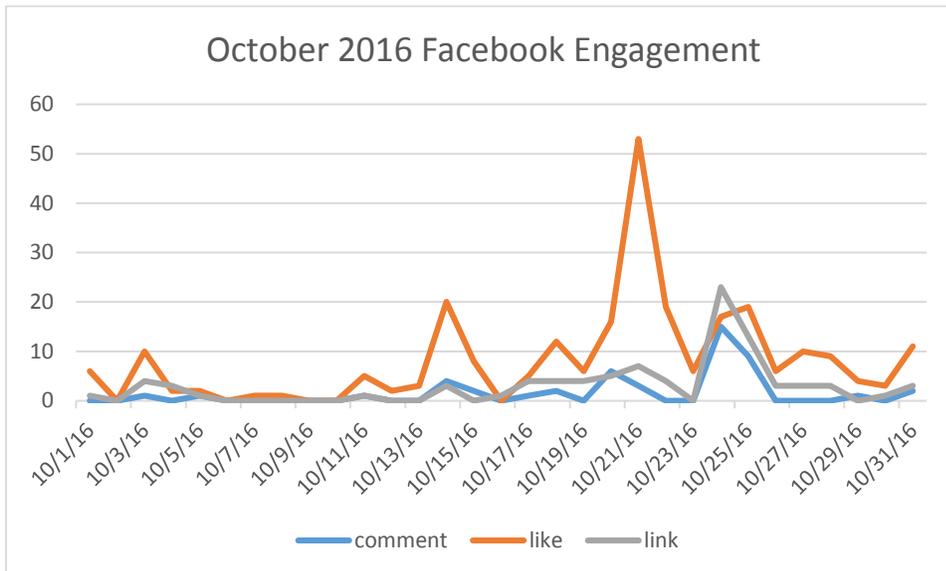
Mentions: Any tweet that contains @montgomeryohio (our username)

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.

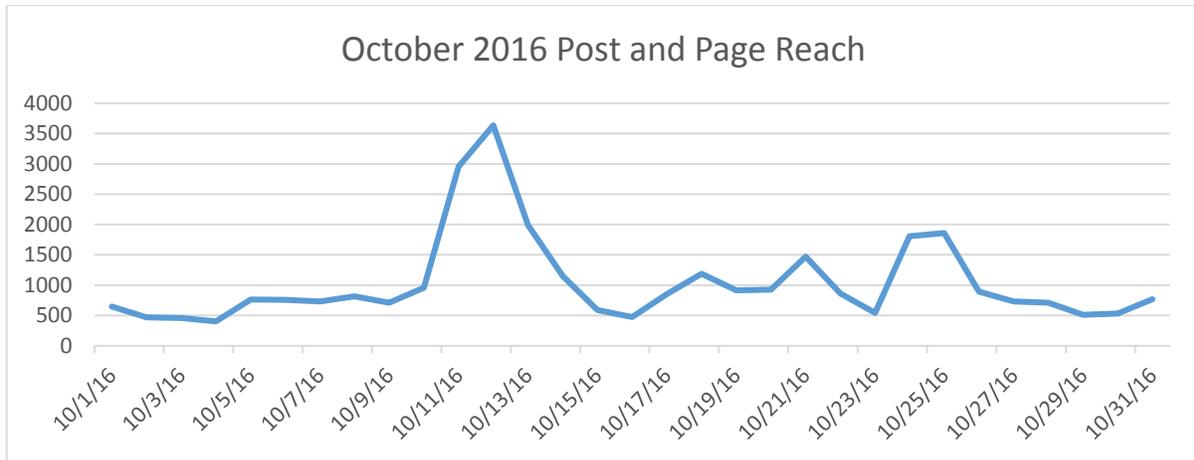
The most effective Tweet features include:

- 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



The posts made on Oct. 21 had the greatest engagement with 137 post clicks and 55 reactions. This link promoted the new parent child swings at Montgomery Park. The post on Oct. 14 which generated 31 post clicks and 15 reactions promoted Terry's park talk with the Old Fashion Garden Club. The post on Oct. 24 pertaining to the abandoned dog generated 91 reactions, 35 comments and 32 shares for a total reach of 2,950. Last we heard there was a 5 person wait list for the dog and he should be fine. This goes to show the power and reach of the page. All of these posts were organic and shared with me by staff. Our reach and message resonates when it is original content.



It is not every day that a movie is being filmed next door in Indian Hill and the production crew and actors hold a press conference in the Village Tavern. A live video was taken of this press conference on Oct. 12 and presented on Facebook with a dramatic reach. This video garnered 2,041 unique visitors, with a reach of 5,373. The top audience was women aged 45-54. The post had 54 total reactions, 9 comments and 38 shares. The spike on Oct. 24 and 25 was due to the post about the abandoned dog found on Village Green.

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 209 followers. This is up 14 from last month.

