

City of Valdez Communications – Quarterly Report April - June 2024

BY THE NUMBERS

The average email open rate includes the following categories:

- Civic Send
 - City of Valdez Electronic Newsletter
 - Now Playing! Civic Center

Total email subscribers are the total number of Notify Me subscribers from the following categories:

- News Flash
 - City News & Announcements
 - News Releases
 - Public Notices
 - Parks and Rec News
- Civic Send
 - City of Valdez Electronic Newsletter
 - Now Playing! Civic Center
- Calendar
 - City Council
 - Library
 - Parks and Rec Gym Activities
 - Parks and Rec Recreation Center
 - Parks and Rec Swimming Pool
- Bid Postings
 - Current Projects

The top 10 web pages for the website users were:

1. City's Main Page
2. Calendar: Valdez, AK
3. Bid Postings
4. Search
5. Public WIFI
6. Calendar: Valdez, AK
7. GIS Map Viewer
8. Civic Center Cinema
9. Directory
10. Fourth of July Celebration

Valdez Alerts subscribers reflect the number of Nixle subscribers. The city will be transitioning to a new emergency notification system this year. The communications director will collaborate with the emergency manager to develop and implement an enrollment strategy for Valdez Alerts.

Communications postcards were mailed to inform the Valdez community about the Preservation and Reinvestment Initiative for Community Enhancement (PRICE) program open house events on May 22 and 23 and public comments on the city's application deadline, which is June.

The resident request tracker tool is an initiative that will be discussed next quarter. It involves several departments (code enforcement, public works, community development). Directors identified a platform through CivicPlus and will implement the program in 2025.

The three news releases distributed were for operational changes for the Nieuw Amsterdam Cruise Ship, the Westerdam Cruise Ship, and the City conducting a full-scale emergency response exercise.

EXTERNAL COMMUNICATIONS

The number of community events attended includes events attended by the city manager and other department directors. Still, it may not be the total amount, as invites are sometimes received at the last minute and not reflected on the calendar.

Events include the Coast Guard industry breakfast, the RCAC public reception, the Memorial Day celebration, AlaskaEx2024, the Holland Westerdam Cruise Ship tour, and the Valdez Senior Apartments grand opening.

INTERNAL COMMUNICATIONS

The communications director continues to work with the city manager and department directors to identify ways to improve internal communications. This is an ongoing initiative.