



QUARTERLY REPORT

CITY OF VALDEZ COMMUNICATIONS

Q2 REPORT – Submitted October 2024



BY THE NUMBERS

54.8%

Average email open rate



2,221

Total email subscribers



97K

Total users on the website



5,503

City Facebook subscribers



1,913

Valdez Alerts/Nixle subscribers



2K

Communications postcards mailed

XX*

Requests received from resident request tracking tool

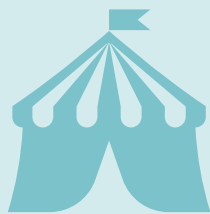
3

Press releases distributed

EXTERNAL COMMUNICATIONS

6

Community
events attended



Memorial Day Weekend Celebration

The City of Valdez hosted at both the Memorial Day weekend celebration to provide a direct and approachable way for the public to engage with city officials. Individuals can ask questions, voice concerns, and gain valuable information about city services and initiatives. These face-to-face interactions help us gather feedback, address issues, and demonstrate accountability.

Flash Vote Survey Results

Parking on North Harbor Drive - [Results](#)

Other Communication Initiatives

Valdez Senior Housing Apartments

Sewer Force Main Replacement Project

PRICE Grant Open Houses

AlaskaEx2024



COMMUNICATIONS GOALS AND PRIORITIES

1. Strategic Communications Plan
Brand update and refresh.
2. Canva Team Account Migration
The City is migrating to one Canva account for improved collaboration, brand consistency, and billing.
3. Employee Recognition Work Team
Continue to work toward the creation of an employee recognition program.



STAFF APPRECIATION EVENTS

Public Employees Recognition Week is celebrated in May each year. HR leads this initiative, which includes Cookies and Kudos. The city manager visits city departments to recognize their work and thank them.

The city also recognized Marcie Robertson's retirement after 30 years of employment.

