



COMMUNICATIONS &  
PUBLIC AFFAIRS

2023



JULY 1, 2022 – JUNE 30, 2023  
TOWN OF CHAPEL HILL



# Letter from the Director



The beginning of Fiscal Year 2023 finds Communications and Public Affairs (CaPA) fully staffed – for the first time in years! Our communications division has a manager, two communications specialists, and a graphic artist. The governance division includes the director/Town Clerk, Deputy Town Clerk, two Assistant Town Clerks and part time support for Advisory Boards.

Consultants and staff spent the better part of late spring and summer planning, installing and testing new Council Chamber video equipment that improves the video quality and makes hybrid (in-person and virtual participation) meetings possible with the start of the Council’s meeting season in mid-September. While the upgrade added some new equipment for this platform, the Gov-TV room still requires annual

maintenance to bring the room up to current video production standards.

Our successes included the rebranding of TOWNnews (from eNews) to better inform subscribers; received more than 600 survey responses about TOWNnews to better inform when and how subscribers want to receive news from the Town. We re-launched TOWNweek to give community members a look at the offerings from the Town in the upcoming week. And we updated the Town Style Guide to provide direction for Town communicators and to create consistency in messaging. Staff is working on Advisory Board processes and management of related documents.

CaPA is already working on plans for a re-do of the website next year. We are also looking at document management software; and investigating new meeting management software.

Note: Our CORE responsibilities include all things governance/Council (agenda (publication), meetings (event management), minutes (historical record)); advisory boards, administrative duties; communications, internal external; website; and social media.

– Sabrina Oliver, Director of Communications & Public Affairs

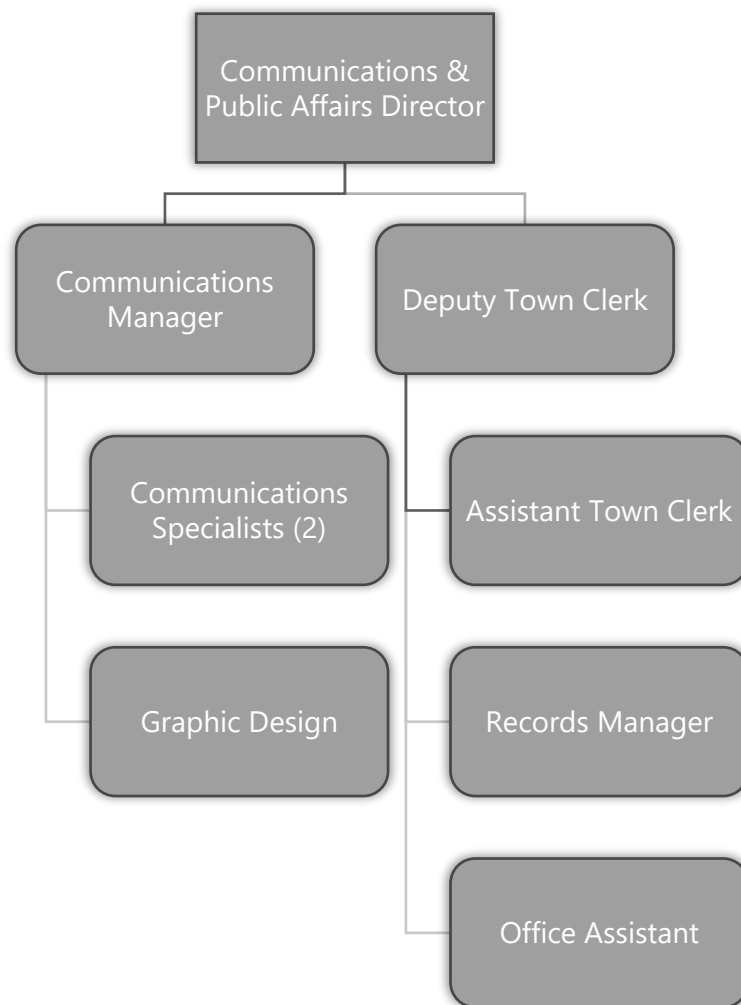
## Our Mission

To encourage public participation in Town government, and to support the Town's strategic directions through news media relations, internal and external communications, vital records maintenance and provision, public education and service programs, and marketing activities.

## Strategic Alignment

The Communications and Public Affairs department addresses the [Collaborative & Innovative Organization](#) and [Vibrant & Inclusive Community](#) Strategic Goal(s) of the Town of Chapel Hill.

## Our Department



Departmental Performance Measures Overview (mark 'X' if performance from the most recent data collection period is at or above target)

Mission-level Measures		At or above target
1.	Percentage of community satisfied or very satisfied with overall effectiveness of Town communication with public.	<input checked="" type="checkbox"/>
2.	Percentage of community satisfied or very satisfied with the level of public involvement in decision-making	<input checked="" type="checkbox"/>
3.	Percentage increase in number of subscribers to Chapel Hill eNews, Twitter and Facebook channels	<input checked="" type="checkbox"/>

Program-level Measures		
Program	Performance Measure	At or above target
Communications and Public Information	Increase subscribers to Chapel Hill eNews, Twitter and Facebook channels by a combined increase of 10 percent each fiscal year.	<input checked="" type="checkbox"/>
Communications and Public Information	Meet or exceed the regional benchmark of 2013 Community Survey's results of 51% satisfaction with "availability of information about Town Programs and Services."	<input checked="" type="checkbox"/>
Communications and Public Information	Meet or exceed the regional benchmark of 2013 Community Survey's results of 48% satisfaction with "quality of Town website"	<input checked="" type="checkbox"/>
Citizen Participation	Approximate number of Council Meeting attendees	<input type="checkbox"/>
Citizen Participation	Approximate number of Live streaming Web Views (Council and Advisory Board Meetings)	<input type="checkbox"/>
Citizen Participation	Approximate number of Live and Archived YouTube views (Council meetings)	<input checked="" type="checkbox"/> *
Citizen Participation	Approximate number of Archived streaming Web Views (Council and Advisory Board Meetings)	<input checked="" type="checkbox"/>
Citizen Participation	Approximate number of Live & Archived streaming Web Views (Other Events)	<input checked="" type="checkbox"/>
Citizen Participation	Satisfaction rate with Town Website	<input checked="" type="checkbox"/>
Citizen Participation	Satisfaction rate with eNews updates	<input checked="" type="checkbox"/>
Citizen Participation	Meet or exceed the 2013 Community Survey's results of 60% satisfaction with "participate in local decisions/volunteering."	<input checked="" type="checkbox"/>
Citizen Participation	Meet or exceed the regional benchmark of 2013 Community Survey's results of 40% satisfaction with "Level of public involvement in decision making."	<input checked="" type="checkbox"/>
Citizen Participation	Meet or exceed the 2013 Community Survey's results of 58% satisfaction with "access to Mayor and Town Council."	NA**
Public Records	Number of records requests received by CaPA	<input checked="" type="checkbox"/>
Governance Support	Percentage of the time that the Council Business Meeting agenda is posted at least four days prior to the meeting.	<input checked="" type="checkbox"/>
Governance Support	Percentage of the time that the Council Business Meeting video is posted within 24 hours.	<input type="checkbox"/>

\*This is a new measure.

\*\*This measure was not included from the Community Survey

DEPARTMENTAL  
STRATEGIC INITIATIVES



## Template Initiative:

Project Manager(s):

## Business Alignment

**Deliverables** provide a summary of deliverables and outcomes that are expected to be achieved during the fiscal year.

Increase employee satisfaction with internal communication	Participation in Digital Messaging Boards in Town Facilities	Late 2023 (Enterprise agreement with Technology Solutions leading the procurement process for updating boards that have been inactive since before the pandemic.)
Increase diversity of Council-appointed boards and commissions	Child Care/Travel Costs provided to members who are challenged with the costs of childcare and/or transportation availability or cost to participate in volunteering for boards and commissions more easily.	Throughout the year as requested.

## Diversity, Equity and Inclusion Lens

**How has your department considered a DEI Lens in this initiative?**

CaPA enlisted the guidance of DEI officer prior to the advisory board recruitment process to use a DEI lens for associated documents.