



# TRANSPARENT & CONSISTENT COMMUNICATION

GOAL TEAM 4



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**MIDLANDTEXAS.GOV**

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# VISION BLOCK CONNECTIONS

“The City of Midland will be the **Premier** and **Safest City** in West Texas by Providing **World Class Municipal Services** through **Operational Excellence** and a Culture of **Innovation**”

- **World Class Service** (Goals 4, 5, 6)
- **Operational Excellence** (Goals 4, 5, 6)
- **Innovation** (Goals 4, 5, 6)



# STRATEGIC ALIGNMENT

## Goal 4: Transparent and Consistent Communication

- **4.1** Set a Climate of Respect, Collaboration and Team Spirit
- **4.2** Enhance Communication Efficiency and Effectiveness
- **4.3** Elevate Internal Communication and Employee Engagement
- **4.4** Advance the Two-Way Communication of Key Messages
- **4.5** Strengthen Messaging Opportunities through Various Media Outlets

# DEPARTMENTS

## Organizational Alignment

- Information Technology Services
  - 911 Public Safety Communications
- Strategic Communications



# KEY ACCOMPLISHMENTS

## Information Technology Services FY 2024

- **Transitioned to a new Public Safety Radio System**, ensuring reliable, interoperable communication for public safety and emergency response.
- **Implemented SeeClickFix**, empowering citizens to report and track community issues, improving responsiveness and transparency.
- **Launched the AI Chatbot "Ask Jacky"**, providing 24/7 support and enhancing customer service for residents.
- **Deployed Internet-based Phone System**, improving communication reliability and efficiency across all city departments.
- **Launched the new Police-to-Citizen (P2C) Portal for non-emergency police incident reporting**, Strengthens communication between the public and the Police Department through an accessible online reporting tool.



# KEY ACCOMPLISHMENTS

## Information Technology Services FY 2024

- **Deployed an Online e-Bidding platform**, streamlining the procurement process, reducing manual labor, and increasing cost efficiency through better vendor competition.
- **Deployed Laboratory Information Management Software for the Water Lab**, improving accuracy and efficiency in water testing and reporting.
- **Revamped the City of Midland website**, delivering an updated, user-friendly platform with streamlined access to city information and services.
- **Launched new Online Tee Time Booking and Point of Sale Software for Hogan Park Golf Course**, A new app and POS system were implemented at Hogan Park Golf Course, allowing citizens to book tee times and make payments seamlessly, improving accessibility and service efficiency.

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**MIDLAND**  
*Be the Energy!*

# KEY ACCOMPLISHMENTS

## Strategic Communications

### FY 2024

- **Emergency Preparedness & Alerts** via Everbridge with Ability to Geofence Locations
- **Enhanced Traffic Campaigns** to better inform citizens of when and where traffic and road closures are happening.
- **Community Engagement Surveys**, over 400 Surveys taken each quarter through Zencity platform
- **Responded Timely to Social Media Messages and Comments**, 5h 18m avg. Response Rate
- More choreographed Press Releases and Press Conferences, leading to better information and news stories out to the public
- **Created Campaigns for the Fire Retirement Fund** Information to the public to keep them informed on progress and updates.
- **Commitment to working with community partners** on various events and issues, featuring other agencies prominently across social pages.



# KEY ACCOMPLISHMENTS

## Strategic Communications

### FY 2024

- **Enhanced Council Update** and **Midland Minute** Videos
- **Focus on Parks and Recreation** Videos & Content
- **Budget Chime-In Survey**, 184 Surveys Completed for FY 2025 Budget
- **Economy Updates** (Employment, Airport, Sales Tax)
- **Worked in partnership with ITSD** for SeeClickFix & AskJacky Deployment & Advertisement
- **MDC Partnership** Videos & Ads
- **Created Celebrate Midland videos**, including highlights of community events and people
- **Focus on Employee Spotlights**, including Be the Energy Award Recognition and Beyond the Desk videos

### FY2025

- Successful launch of **Chalk the Block Event**
- **Successful Advertisement and Launch of Midland's Merry Lights**



# MISSION

Deliver exceptional services and promote a high quality of life and place for ALL our citizens.

