



Learning from the Best: Cats, Cars and Community



Presenters



Lauren Fatkin
City of Largo, FL



Jordan Gilgenbach
City of Minneapolis, MN



Tom Sloan
City of Round Rock, TX
Police Department



CITY OF
LARGO

YOUR COMMUNITY OF CHOICE *Naturally*

3CMA 2018 DIAMOND AWARD WINNER

A LITTLE ABOUT LARGO

- Fourth Largest City in Tampa Bay
- 87,000 Residents
- Beautiful Parks, Active Community
- Avg of 246 Sunny Days Per Year

OUR CHALLENGE



TIME FOR A CHANGE

- New City Leadership
- New Strategic Plan
- New Mission, Vision & Values

100% IN-HOUSE!

BUDGET AND USE OF OUTSIDE RESOURCES

Development	\$0	100% in-house
Rollout	\$8,000	100% in-house
Billboards		100% in-house
Printing (passports/folders)		100% in-house
Solid Waste Truck Ads		100% in-house
Tshirts		100% in-house
Snap Chat Filter		100% in-house
Social Media Feed Wall		100% in-house
Live Art		100% outside
Giveaways		100% in-house
Staff Engagement	\$2,000	100% in-house
Tshirts		100% in-house
Photo Booth		100% in-house
Aprons		100% in-house
TOTAL	\$10,000	

OUR REBRAND

- Identify Brand Criteria
- Engage, Engage, Engage
- Visioning Sessions
- Research & Development



CREATIVE PROCESS

- Dots, Markers & Color-Coding
- Learning from Surrounding Communities



ENGAGING THE COMMUNITY

- Community Conversations
- Online Survey
- Webpage & Social Media
- eNewsletter
- Newspaper Column
- Advisory Board Presentations
- Website Focus Group



ENGAGING STAFF

- Internal Survey
- Reveal Party
- City Picnic
- The T-Shirt Cannon!
- Internal Brand Ambassadors





NEW YEAR, NEW LARGO

- Passport to Fun
- Large Visual
- Social Media Wall
- #LoveLargoFL
- Community Photo
- Promo Items & Giveaways
- ...and the T-Shirt Cannon!



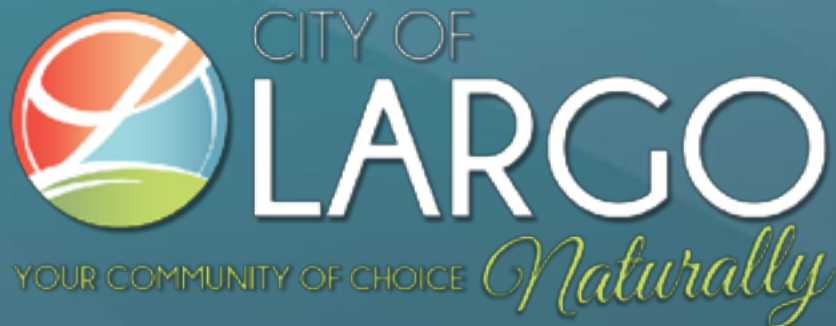
NEW YEAR, NEW LARGO

- Outreach Events to Reach Other Audiences
- SnapChat Filter at Teen Summit
- Editorial Column
- New Website Launch





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Minneapolis Kitty Hall

3CMA 2018 Diamond Award Winner

Nov. 16, 2018

Kitty Hall? Really?

Really.

Yes, it was ridiculous.

Yes, we spent time on this.

Yes, it was **AWESOME**.



Problem

For Minneapolis Animal Care and Control

- Negative perception
- Perceived high kill rates
- Large number of cats needing homes
- Low knowledge of services offered
- Little understanding of purpose and mission



Goals & Expected Outcomes

- Challenge the negative perception
- Provide info/stats
- Adopt the cats and kittens
- Receive favorable media coverage
- Have people show up to event
- Generate interest in event
- Social media engagement



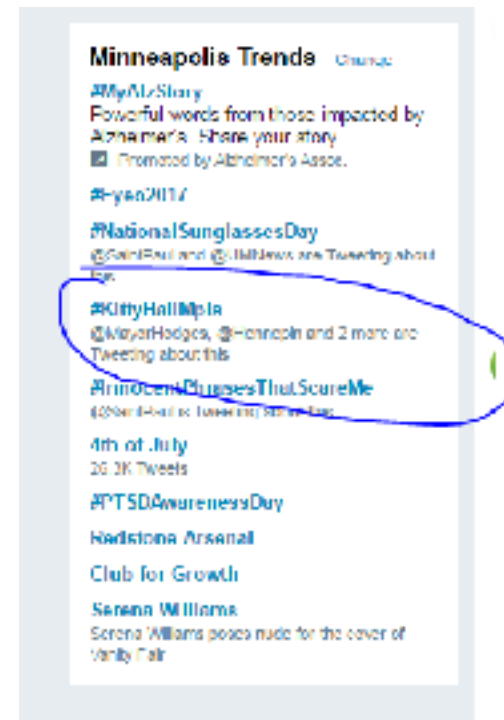
Challenges

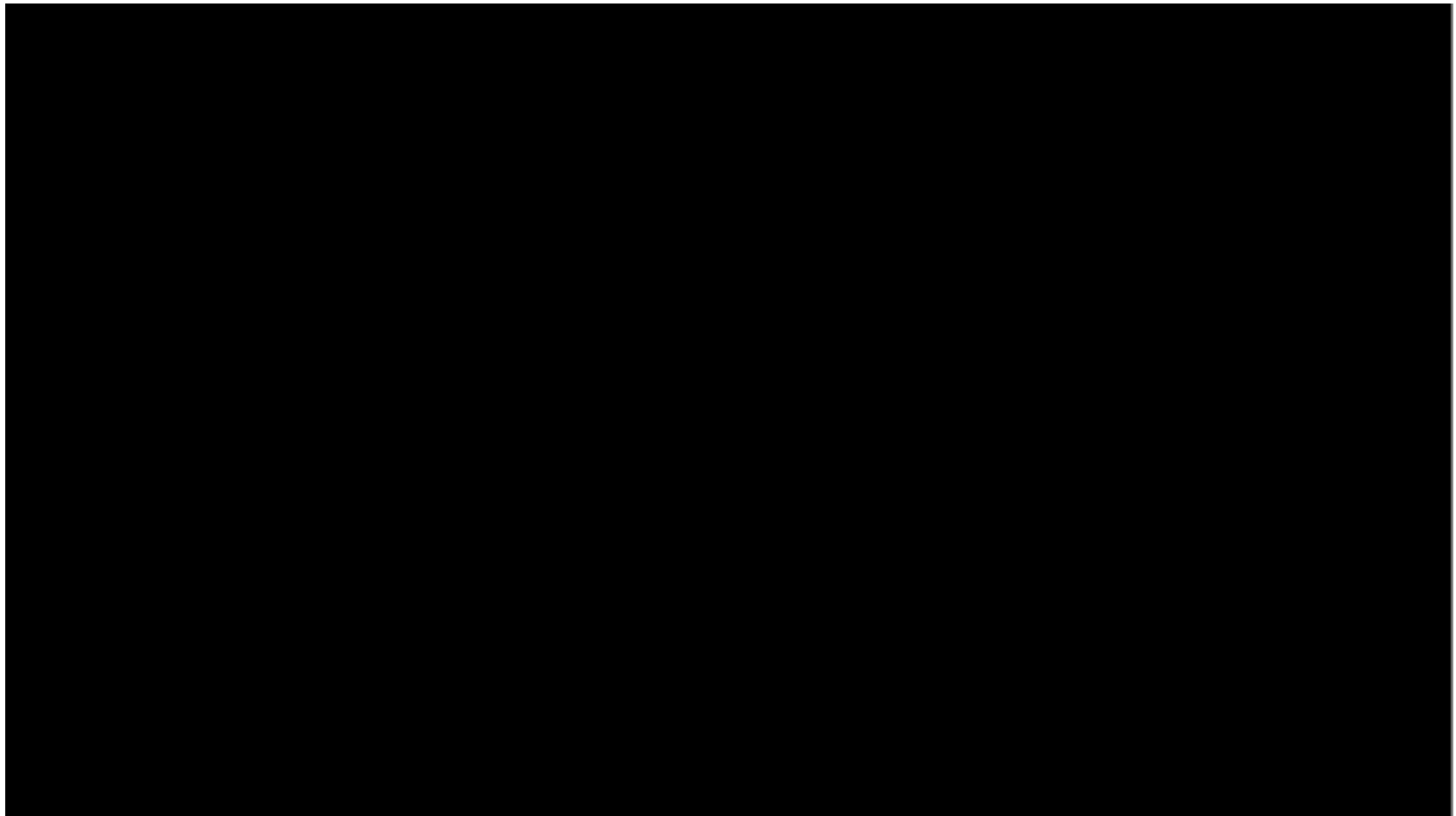
- Near zero budget
- Reliance on media coverage, social reach
- Volunteer needs
- Date change after initial announcement
- Middle of the week day
- At City Hall (downtown Minneapolis)
- Scrutiny over use of resources



Results

- About 1,500 people in attendance
- High social media engagement
 - 103,510 Facebook reach
 - 24,663 Twitter impressions
 - 10,127 video views
 - #KittyHallMpls trended on Twitter
- Media coverage
 - Nearly 80 media mentions locally and nationally
 - Potential audience of 15.4 million
 - AVE \$220,583
- 22 of 29 pets adopted
- All pets eventually adopted





Mews Release

Contact: Jordan Gilgenbach, 612-673-2110

Felines take over City Hall for Minneapolis Kitty Hall June 27

June 27, 2017 (MINNEAPOLIS) Kitties and cats from Minneapolis Animal Care and Control will takeover City Hall over City Hall from 10 a.m. to 3 p.m. Tuesday, June 27 for Minneapolis Kitty Hall. All of the cats and kittens will be available for adoption.

Kitty Hall, held in the City Hall Rotunda, 200 N. 1st St., features 18 rescued adoptable, healthy kittens. Some breeds which will run for elected positions. Three cat statues for City of Minneapolis measure up, and three cat statues for City Council president, Minneapolis Mayor Betty Hodges will measure the election winner on the evening.

"Kitty Hall is a perfect opportunity to talk about the awesome work Minneapolis Animal Care and Control does every day," said Mayor Betty Hodges. "I look forward to welcoming families from throughout the city for this event and I look forward to seeing many of them take home one of the adorable kittens that will be up for adoption. It will be a fun day."

Note to your favorite feline friends online or in person at the event. The feline cat's potential problems are available online for City website.

Attendees of Kitty Hall will be able to browse on the computers to adopt any of the cats and kittens featured. And, most importantly, take pictures with these adorable felines and make all their Instagram followers proud (using #KittyHallMN).

All cats and kittens featured are available for adoption. Those who adopt a cat or kitten can pick them up at the end of the event at Minneapolis Animal Care and Control, 232 1-1st Ave. N., Minneapolis, by 1 p.m. on Tuesday, Wednesday, June 28.

Kitty Hall is an effort to increase pet adoptions and care, educate, and to highlight the work and services offered by Minneapolis Animal Care and Control.

For more information on Kitty Hall, the cat shows and to vote in the Kitty Hall election, visit <http://www.minneapolis.gov/kittyhall>.

Media advisory

Contact: Jordan Gilgenbach, 612-673-2110

June 26, 2017

Cats and kittens take over City Hall for Minneapolis Kitty Hall Tuesday, June 27

WHAT: One hundred cats from Minneapolis Animal Care and Control will be available for adoption and adoption Kitty Hall, an event to promote shelter adoption and pet licensing, will take place in the rotunda of Minneapolis Animal Care and Control.

WHERE: 10 a.m. to 3 p.m., Tuesday, June 27
10 a.m. to 3 p.m. Tuesday, June 27 Minneapolis Animal Care and Control are available for information.

WHY: Minneapolis Mayor Betty Hodges will announce the winners of the Kitty Hall measure and City Council president election.

WHERE: Minneapolis City Hall, Rotunda, 200 N. 1st St.

NOTES: Kitty Hall features more than 10 cats and kittens from Minneapolis Animal Care and Control. 50 of the animals will be available for adoption. Some of the cats are number for elected positions for the City of Minneapolis measure, and three for City Council president. [Online voting is available](#), and will be taken in person at the event until noon.

Attendees of Kitty Hall will have the opportunity to adopt any of the cats and kittens featured, and outside and take pictures in the rotunda. Those who adopt any of the animals can pick them up at the end of the event, over Minneapolis Animal Care and Control, 232 1st Ave. N., by the close of business Wednesday, June 28.

[Read more about Kitty Hall](#)

To: Gilgenbach, Jordan

This is the cutest press release I have ever gotten! Thanks.

Jill

Jill Burcum

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Clare L. Kennedy @ClareLKennedy · 21 Jun 2017

This is going to be the best day of my life and I don't care who knows it. I want it. [@CityOfMinneapolis](#).



Mews Release

Contact: Jordan Gilgenbach [612.467.32140](tel:61246732140)

Felines take over City Hall for Minneapolis Kitty Hall June 27

June 21, 2017 (MINNEAPOLIS) Kittens and cats from Minneapolis Animal Care and Control will temporarily take over City Hall from 10 a.m. to 1 p.m. Tuesday, June 27 for Minneapolis Kitty Hall. All of the cats and kittens will be available for adoption.



1



2



3



Clare L. Kennedy

@ClareLKennedy

Follow

Replying to @ClareLKennedy [@CityOfMinneapolis](#) [@jgilgenbach](#)

The puns just don't stop.

9:15 PM · 21 Jun 2017

21 likes



Graphics

Meow-oral Cat-idates



Polly

She is not able to walk due to a bad leg.
Also, she is not able to walk due to a bad leg.
She is not able to walk due to a bad leg.
She is not able to walk due to a bad leg.



Hans

He is not able to walk due to a bad leg.
Also, he is not able to walk due to a bad leg.
He is not able to walk due to a bad leg.
He is not able to walk due to a bad leg.



Wallace

He is not able to walk due to a bad leg.
Also, he is not able to walk due to a bad leg.
He is not able to walk due to a bad leg.
He is not able to walk due to a bad leg.

Kitty Council Cat-idates



Alice

She is not able to walk due to a bad leg.
Also, she is not able to walk due to a bad leg.
She is not able to walk due to a bad leg.
She is not able to walk due to a bad leg.



Felicity

She is not able to walk due to a bad leg.
Also, she is not able to walk due to a bad leg.
She is not able to walk due to a bad leg.
She is not able to walk due to a bad leg.



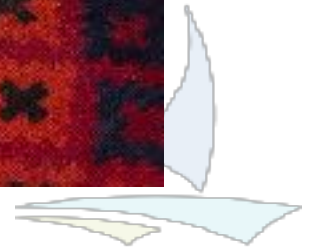
Rupert

He is not able to walk due to a bad leg.
Also, he is not able to walk due to a bad leg.
He is not able to walk due to a bad leg.
He is not able to walk due to a bad leg.













Contact

Jordan Gilgenbach,
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[@jgilgenbach](https://www.instagram.com/jgilgenbach)

“Tom’s Traffic Tips”

A new way of addressing old traffic problems in a growing city

POLICE
ROUND ROCK

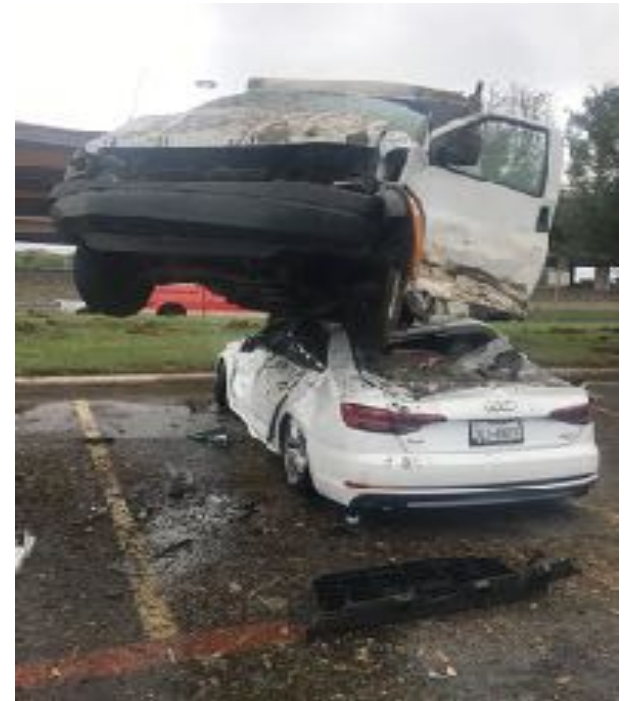
TOM'S TRAFFIC TIPS



Community. Honor. Integrity. Pride.

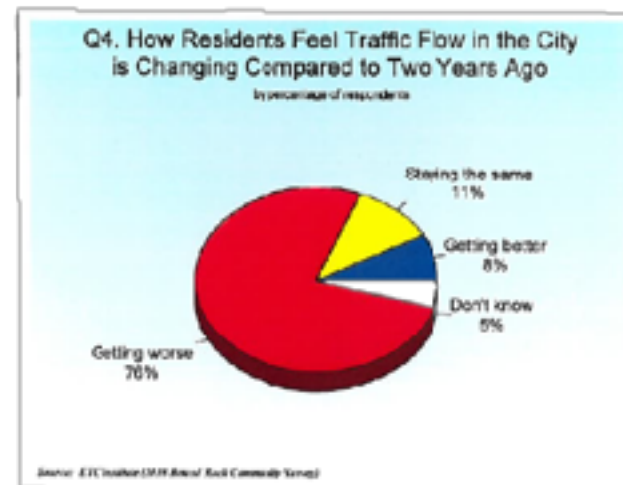
- “Tom’s Traffic Tips” is a video series from the Round Rock Police Department that address traffic concerns specific to the City of Round Rock.
- It airs bi-weekly on the City’s TV station on a loop basis at all departments: City Hall, Fire Stations, Streets, etc.
- It airs on the Police Department’s Facebook page and other social media outlets.

Visionary creation out of necessity



Community Survey identified traffic-related issues a chief concern to citizens

- **Traffic Flow.** Seventy-six percent (76%) of residents felt traffic flow in the City was getting worse compared to two years ago
- **Long Range Issues.** The three biggest issues that residents felt the City of Round Rock will face over the next five years were: 1) traffic (85%), 2) high taxes/property taxes/finances (62%), and 3) controlling rapid growth (49%).



Concerning numbers & new approaches

percent for period ending March 2018, compared to percent for twelve-month period ending March 2017. Officers uploaded 2,868 collision reports to CRASH during the current study period. The percent change in reported collisions over the past four 12-month periods is 28 percent.

Table 1. Collision Reports in TXDOT's CRASH System

	April 2014 to March 2015	April 2015 to March 2016	April 2016 to March 2017	April 2017 to March 2018
Reported Collisions	2,246	2,578	2,751	2,868
<i>Period-to-Period # Change</i>		332	173	117
<i>Period-to-Period Percent Change</i>		15%	7%	4%

Source: TXDOT CRASH System

Figure 1 and Table 2 provide a quick snapshot of when collisions have occurred. Again, comparing

Meeting goals & then some!

Original Goals:

- \$0 cost to the city!
- Create a different method of traffic education
- -Reach & educate thousands/episode
- Personal & specific

Great unexpected consequences:

- Strengthened police/community relations
- Created a large following
- Created a new resource for community
- City became nationally recognized.



- Supportive City / leadership

City of Round Rock leadership (City Management & Chief of Police) are progressive & support new, creative and innovative ways to address problems.

- Someone willing to be on camera

Maybe it's one individual or a group

- Constant and fresh content
- Professional video equipment / videographer / editor

This wasn't something that had to be created for RRPD. We simply used our multimedia specialist / equipment that was already being used for Public Information Officer program.

TOM'S TRAFFIC TIPS



QUESTIONS?

