

USING TECHNOLOGY TO SAVE TIME AND ENERGY

Jay Warren, Director of Communication and Legislative
Affairs

City of Arlington, TX



ARLINGTON PROFILE

- 48th Largest city
- In the middle of DFW Metroplex
- Home to:
 - Dallas Cowboys
 - Texas Rangers
 - WNBA Wings
 - Original Six Flags Over Texas
 - National Medal of Honor Museum
- 38th Most diverse city
- UT Arlington, 6th most diverse campus

MANAGING YOUR WORKLOAD: TECHNOLOGY



- Citibot
 - Webchat
 - Text alerts
 - Text search
 - Text work orders
- Ask Arlington App



MANAGING YOUR WORKLOAD: TECHNOLOGY

- Tele-Work Program



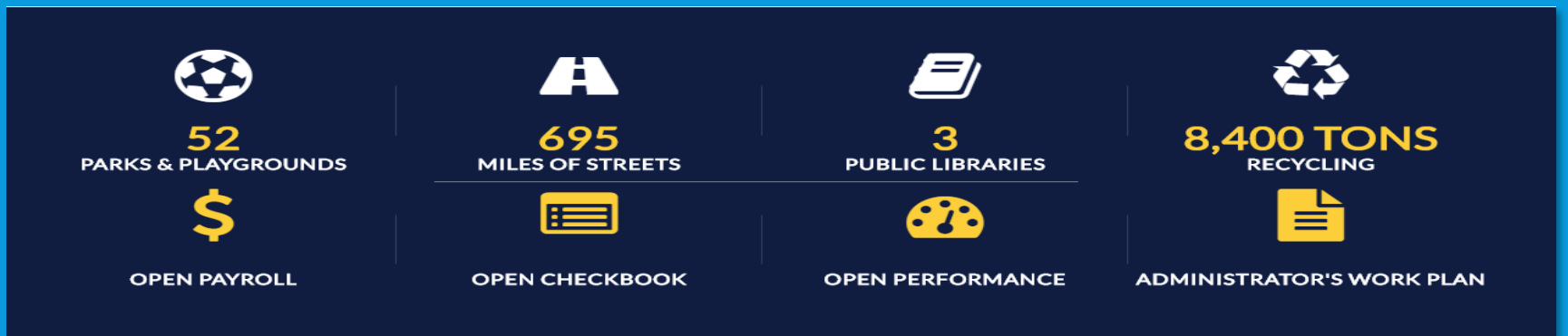
Call
Abandonment
Rate



Attendance

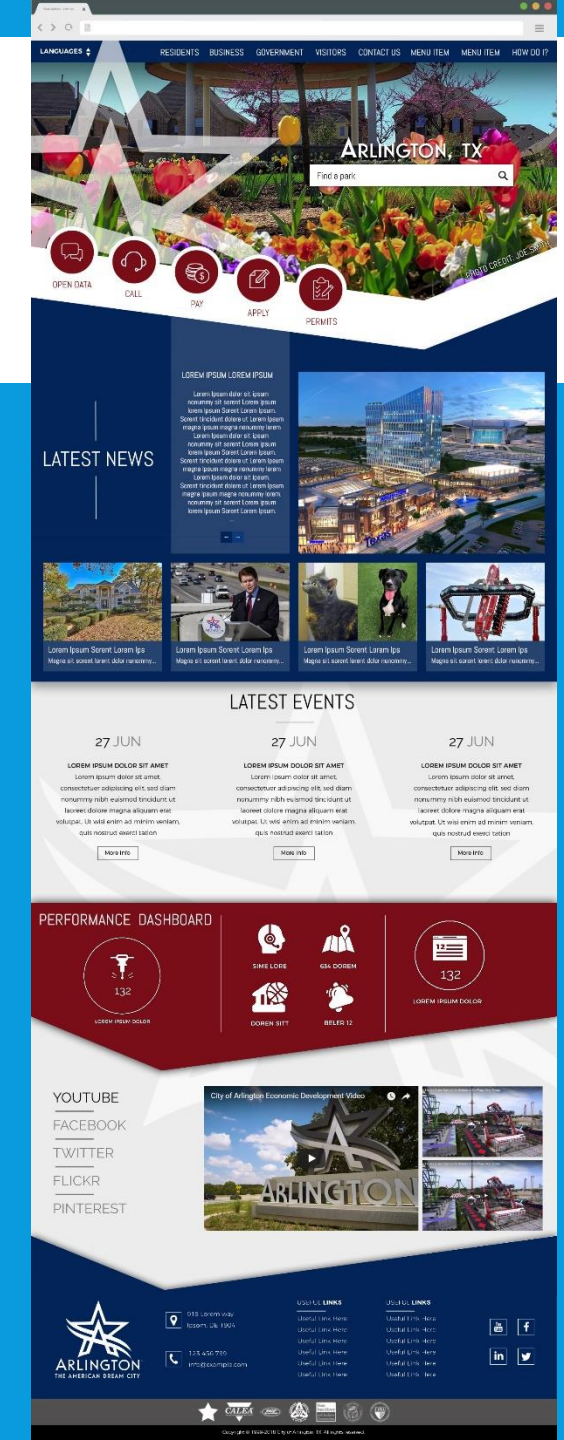
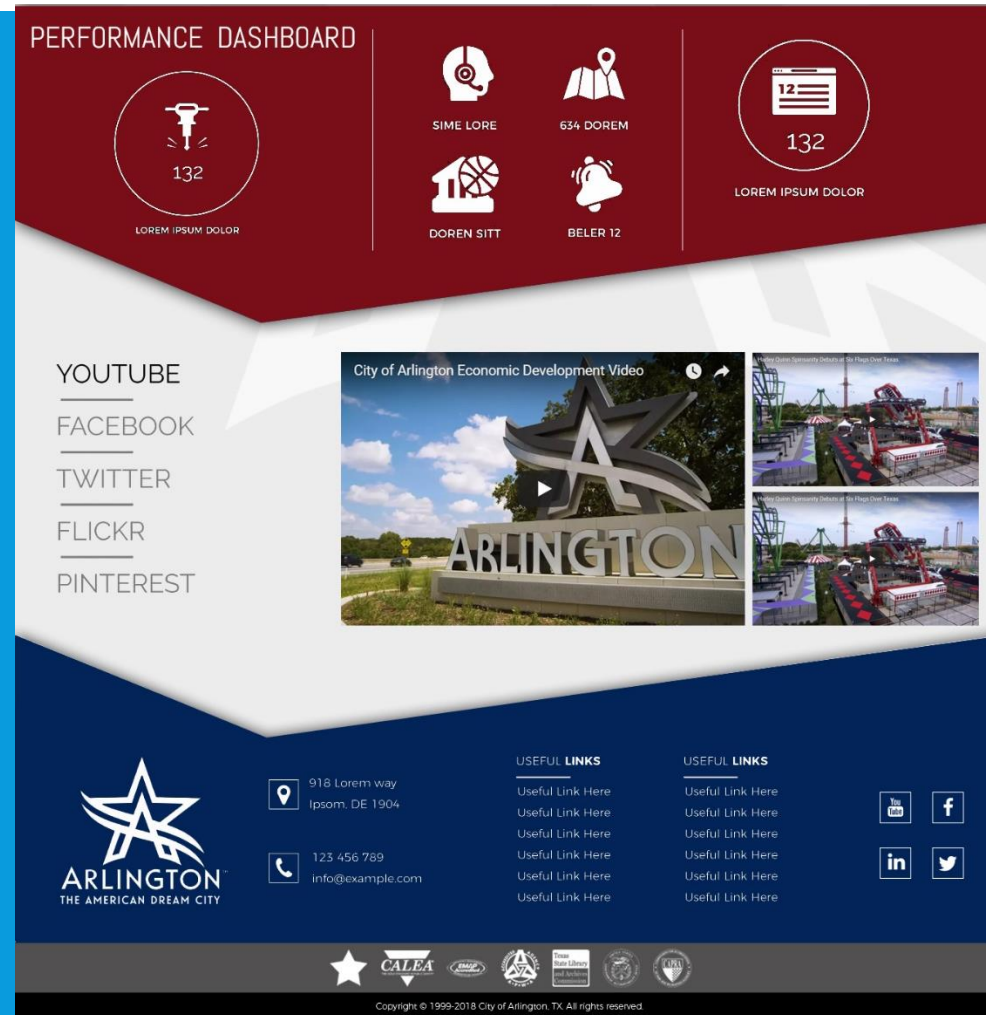
- Closed Captioning Service
- Scheduling displays
- Esri Dashboard

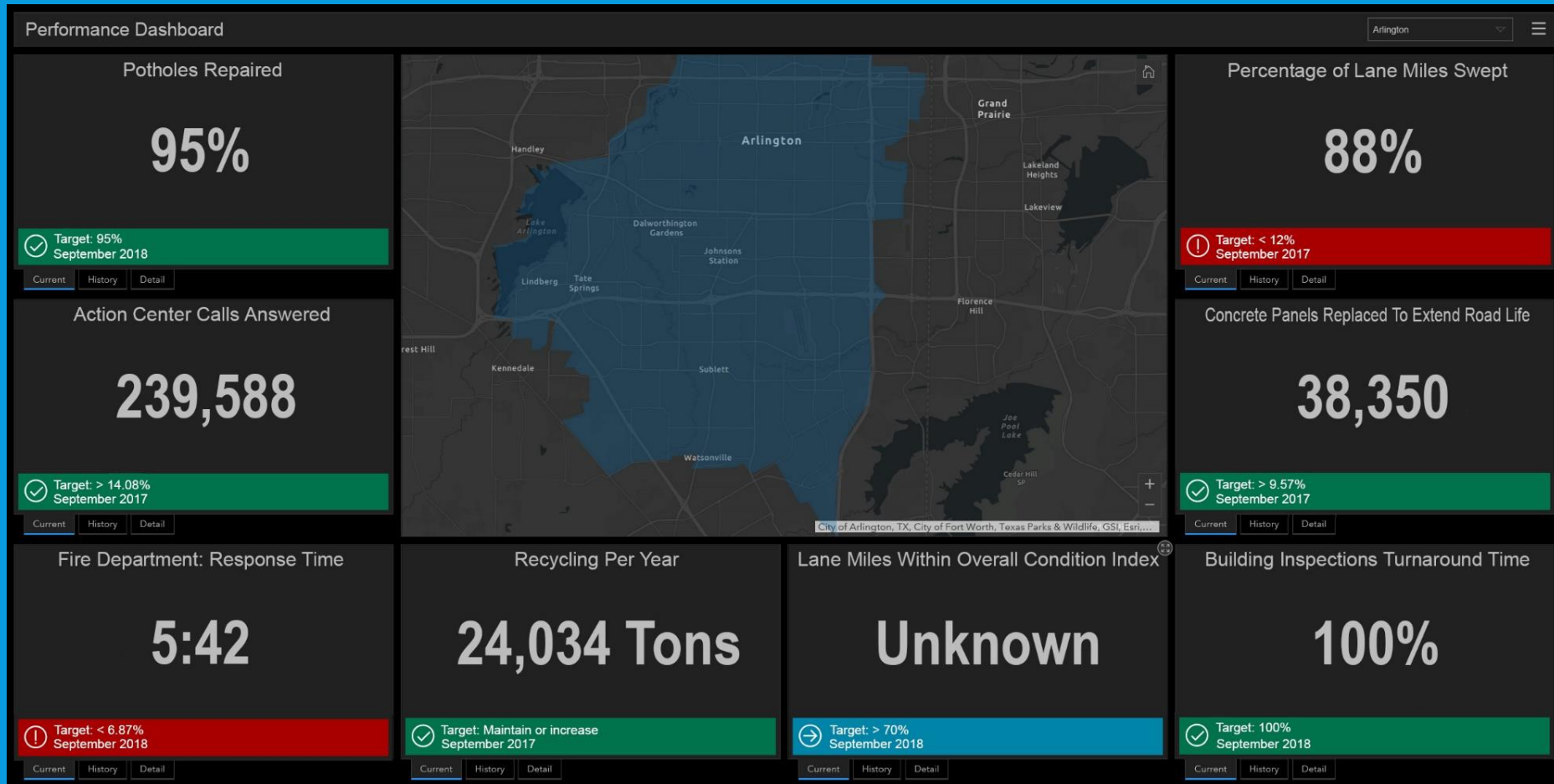
MANAGING YOUR WORKLOAD: TECHNOLOGY



MANAGING YOUR WORKLOAD: TECHNOLOGY

- Esri Template
- Built in-house
- Can be updated automatically





MANAGING YOUR WORKLOAD: TECHNOLOGY



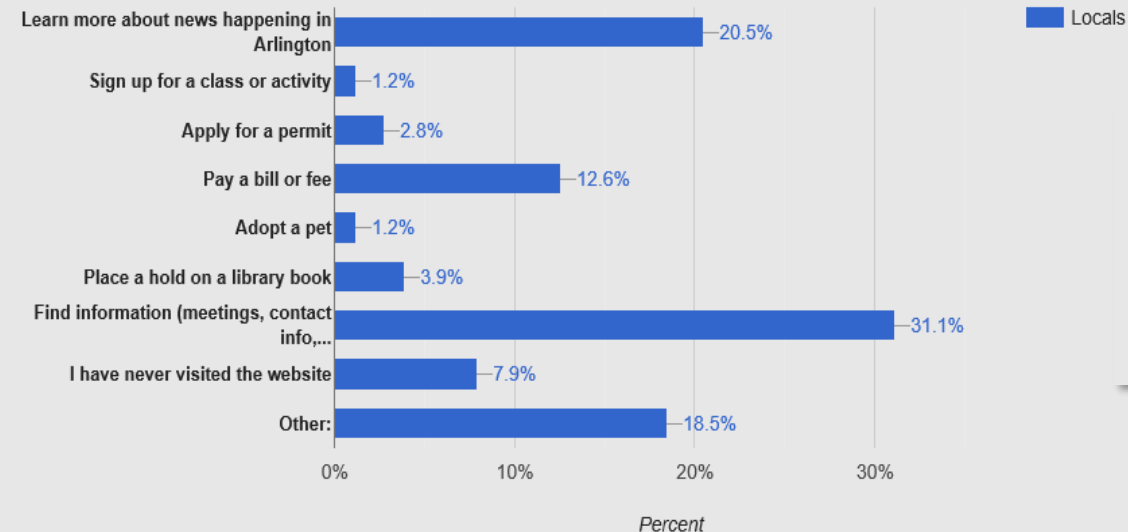
Flashvote

Q3 Think about the last time you visited the website(s), what were you trying to do?

(254 responses by locals)

[Touch chart bars for details]

Show table view



information parks service yard report schedule trash see check city garbage street
recycle look code find
contact required neighborhood police water animal volunteer permit

MANAGING YOUR WORKLOAD: VIDEO AND GRAPHICS



- Editing
 - EVO shared storage for video files
 - Adobe Spark to create graphic content

The logo for Neighborhood Network News. It consists of the words 'Neighborhood Network News' stacked vertically in a white, sans-serif font, centered on a solid dark blue rectangular background.

Neighborhood
Network
News





MANAGING YOUR WORKLOAD: VIDEO

- Studio
- Expanded programming
- Weekly news show
- News conferences
- Media interviews

MANAGING YOUR WORKLOAD: SOCIAL MEDIA

- Pre-scheduled content
 - Facebook Creator Studio
 - Hootsuite
- Turn off comments on Nextdoor
- Prepared answers and comments for planned/forecasted issues

MANAGING YOUR WORKLOAD: PARTNERSHIPS

Recruit Help

Use partners
to spread the
word

MANAGING YOUR WORKLOAD: CONTENT



- Market same story in different ways
- TV Eyes/Meltwater
- Page Freezer
- Editorial Calendar



CONTENT

IDEAS

TASKS

ASSETS

ANALYTICS

REPORTS

?

...

⚙️

Ryan Hunt 0

Calendar

List

Create

City of Arlington Calendar

CALENDAR

LIST

Create Content Item

Filters

Colours

Legend

Export

March 2020

◀

▶

today

day

week

month

3 months

QUESTIONS?

