

# City of Pembroke Pines

## Office of Communications Division

# 2020

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## Connecting in a Changing World





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# Office of Communications Overview

The Office of Communications is responsible for disseminating official information for the City of Pembroke Pines, responding to requests from media, and using a variety of platforms to promote City events, resources, and initiatives, as well as help disseminate and coordinate with the Emergency Management Division vital information to ensure public safety during an emergency. We play a vital role in helping to engage members of the community by keeping them informed about what's going on Citywide and in their neighborhoods. The Communications Team is responsible for implementing the city's brand and messaging through various communication tools that involve citywide media, public and community relations, marketing communications and video/television production.

- A bi-lingual city newspaper called "City Connect" is produced six times a year;
- A city newsletter called Spotlight, summarizing Commission Meeting results, is produced approximately two times a month following each meeting;
- The city's website at [www.ppines.com](http://www.ppines.com) is consistently updated;
- Homepage, Newsflash info and AlertsSocial Media via Facebook, Instagram, Twitter and Next Door have 4-5 social media posts daily, critical in dispersing immediate information and keeping events top of mind;
- Television public service announcements and programming via the city's PEG television station Pines Media TV is updated weekly (i.e. exercise classes, The Frank workshops, Studio 18 shows and royalty free educational programming);
- YouTube live streams Commission Meetings and is kept fresh and interesting with new videos, highlighting city events and programs.
- Communication is made directly via calls and press releases with members of the media in both preparing and placing stories and responding to media inquiries.
- Creation and updating of Social Media Policy, branding of "PP" logo and colors, refresh of website.
- Archiving of photos via City internal Sharefile, as well as ensuring social media archiving.
- Provide photos for all City Reports and usages/counsel in promoting activities
- Work closely with city departments on special events (Raising Positive Children), presentations, speeches, letters, etc.
- **Crisis Communication:** Working closely with the Office of Emergency Management, critical information is disseminated when a hurricane, storm, flooding or other emergency has occurred to ensure public safety. Preparation for such situations, as well as educating residents on such topics as Snake Season, Child Safety and Mental Health concerns is also a component of this Division's responsibilities.

**Key goals: to deliver with one voice, timely, accurate, consistent, cohesive and strategic communications to the city's constituencies.**



# Expanding Our Reach

Technology has transformed how cities interact with residents, businesses and the media. From a time when press releases and interviews done on a public television channel (OCTV) were the only means of communicating, the City of Pembroke Pines has expanded its reach and use of various platforms to broaden the city's accessibility, and communicate effectively in the most efficient, timely and productive manner.

Below are examples of the many milestones that have changed the way the City of Pembroke Pines communicates:

**2011**

City launches OCTV, public education TV station  
City launches a 20 page newspaper called City Connect that is mailed to all residents and businesses 6x a year; and a digital newsletter called Spotlight, posted on the website, to summarize City Commission Meetings

**2013**

City Website is redesigned

**2014**

City enters the realm of social media, beginning with a Facebook page. The name is changed in 2016 and posts expand to Instagram

**2015**

PP Police begin using social media

**2016**

OCTV changes its name to Pines Media TV; format changed  
A brand logo (PP) is designed and launched; City Colors are branded  
Pembroke Pines Prepared campaign launches  
The City's YouTube channel begins, archiving OCTV videos and starting a Pembroke Pines Media page. A Social Media Ad Hoc Committee is created.  
Communications Strategy Plan is created/revised; Social Media Policy is created

**2017**

Website is refreshed – next refresh is in 2021

**2018**

A social media specialist is hired to expand and handle all social media – Facebook, Instagram, Twitter and Next Door are now part of the outreach tools

**2019**

Social Media Policy is finalized and adopted; PP Fire creates Facebook/Instagram pgs

**2020**

With increase in viewers, YouTube channel now "live streams" Commission Meetings; Arranged to have and helped produce a "live" Raising Positive Children Forum on YouTube

The pandemic in 2020 causes, in part, a staggering increase in social media interaction, virtual programming and the community's ability and need to embrace technology more as an additional key form of communication with the city.



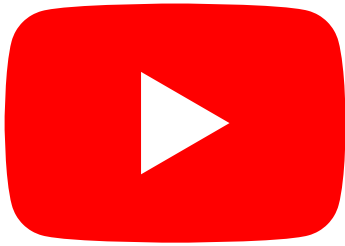
# By The Numbers

Today's communication landscape is unrecognizable from just a few years ago. The pandemic in 2020 adds to residents' increased technology use to meet needs. The internet, social media, and the availability of smart phones drastically changes the way people now interact with one another and how cities communicate. Residents can access news and information quickly and easily through a variety of formats. The City of Pembroke Pines, understanding this changing evolution, continues to take steps in embracing new ways to communicate and deliver efficient, effective, timely and accurate information to residents and businesses at all times. Sampling of reader, viewer, and follower growth:



## City Connect

- 2011: 20 pages; 62,000 mailed; 2,000 in key locations; English digital
- 2020: 24 pages; 66,134 mailed; 2,000 in key locations; English and Spanish digital



## Pembroke Pines Media YouTube

- 2016: 38 subscribers
- 2020: 1,280 subscribers  
(560 additional subscribers Aug-Dec)  
Videos were shared 3,014 times

## Social Media

- 2014: Facebook (Pembroke Pines) and Instagram pages created
- 2016: Facebook name changes to City of Pembroke Pines, Florida  
City Hall – Government Organization with 2,380 likes/followers  
Twitter page created as private account with 4 followers
- 2017: Facebook increases to 3,950 likes/followers  
Twitter becomes public account with 105 followers
- 2018: Facebook has 5,400 likes/followers  
Twitter changes handle to @cityofppines, has 764 followers  
Instagram account @cityofppines, has 479 followers  
Next Door account created
- 2019: Facebook has 6,700 likes/followers  
Twitter has 1,300 followers  
Instagram has 3,900 followers
- 2020: Facebook increases to 11,723 likes/followers  
Twitter increases to 2,900 followers  
Instagram increases to 12,000 followers  
Next Door reaches 31,544 residents over 114 neighborhoods





# By The Numbers

## Social Media Competitive Analysis (as of 12/14/2020)

Including Police and Fire Departments (FB= Facebook; IG=Instagram)

City	City Social Media	Police Social Media	Fire Social Media
Pembroke Pines	FB = 11.7k, IG = 12k	FB = 45k, IG = 13.5k	FB = 1.6k, IG = 1.6k
Miramar	FB = 7.2k, IG = 8.7k	FB = 21.8k, IG = 4.9k	FB = 4.5k, IG = 1.5k
Sunrise	FB = 7.8k, IG = 4.6k	FB = 10.9k, IG = 6.1k	FB = 2.1k, IG = 1.4k
Hollywood	FB = 20.6k, IG = 4.6k	FB = 18.4k, IG = 3.6k	FB = 932, IG = N/A

- Creative social media hashtags garner more community engagement (#PembrokePinesProud; #PembrokePinesPrepared)



- Pines Media TV, as a Public Education station, does not provide analysis or numbers regarding viewership. However, programming is updated a minimum of once a week with new shows, classes, video/text public service announcements and updated Commission Meetings. During the pandemic, the most popular shows (via calls received) were exercise classes.



# Pines Media TV Programming

Below is a one day (Dec. 14, 2020) example of current programming – this schedule can be found on the city’s website under Office of Communications:

## All Channels: Program Guide for Monday

<u>START</u>	<u>TITLE</u>
12:00 AM	Animal Odd Couples
7:00 AM	The Frank Contemporaries 11_20
7:25 AM	What COVID 19 Looks Live
7:30 AM	Everyday Exercises
7:39 AM	Nat History Moments
8:10 AM	Excercise to Lose Belly Fat
8:17 AM	The Frank: Color Monster
8:21 AM	Prevent Car Burglaries
8:24 AM	Two Ways Out
8:24 AM	Fall Prevention Exercises
8:28 AM	Hot Car Safety
8:29 AM	Everyday Exercises
8:38 AM	Stop Covid Spread
8:39 AM	Special Needs Registry PSA
8:42 AM	Long Key
9:00 AM	Yoga from SWFP
9:47 AM	Special Needs Registry SP
9:51 AM	Two Ways Out
9:51 AM	Surgeon Gen Social Distancing
9:52 AM	The Everglades
9:55 AM	Safety Prep-Food
9:57 AM	Health During Covid
10:00 AM	Chair Fitness
10:41 AM	Flexibility Exercieess
11:00 AM	The Frank_JudithBKing11120
11:13 AM	The Frank Storytime Crayons 2
11:22 AM	Covid19 PSA
11:23 AM	Everyday Exercises
11:32 AM	Prevent Car Burglaries
11:35 AM	High Blood Pressure
11:38 AM	Two Ways Out
11:38 AM	Surgeon Gen Social Distancing
11:39 AM	Special Needs Registry PSA
11:42 AM	Hot Car Safety
11:43 AM	Exercise To Lose Belly Fat
11:50 AM	Flu Vaccine PSA



<u>START</u>	<u>TITLE</u>
11:51 AM	Fall Prevention Exercises
11:55 AM	Text to 911
11:56 AM	Heart Age PSA
11:57 AM	Mosquito Safety PSA
12:00 PM	SWFP Salsa Class
12:51 PM	Generator Safety
12:52 PM	Prevent Car Burglaries
12:55 PM	Proper Handwashing
12:57 PM	It's OK PSA
1:00 PM	Zumba
1:42 PM	The Frank: Color Monster
1:46 PM	Everyday Exercises
1:55 PM	Hot Car Safety
1:56 PM	Text to 911
1:57 PM	Stop COVID Spread
2:00 PM	Yoga
2:47 PM	Food Safety PSA
2:49 PM	FEMA
2:55 PM	The Everglades
3:00 PM	Chi Gong Exercises
3:42 PM	COVID19PSA
3:43 PM	Look Before You Lock
3:44 PM	The Frank: The Dot
3:48 PM	Prevent Car Burglaries
3:51 PM	Hot Car Safety
3:52 PM	Surgeon Gen Social Distancing
3:53 PM	Special Needs Registry SP
3:57 PM	SWFP Salsa Class
4:49 PM	Safe Deal Zone
4:50 PM	TextTo911
4:51 PM	Fall Prevention Exercises
4:55 PM	Studio 18: Elementum
5:21 PM	Everyday Exercises
5:30 PM	The Everglades
5:33 PM	Generator Safety
5:34 PM	The Frank: Color Monster
5:38 PM	Exercise To Lose Belly Fat
5:45 PM	Look Before You Lock
5:46 PM	Fall Prevention Exercises
5:50 PM	Surgeon Gen Social Distancing



START

5:51 PM

5:53 PM

5:54 PM

5:55 PM

5:58 PM

5:58 PM

6:00 PM

8:42 PM

9:08 PM

TITLE

Food Safety PSA

Safe Deal Zone

Stop Covid Spread

Special Needs Registry PSA

Mosquito Safety PSA

It's OK PSA

Commission Mtg Dec 2

The Frank Contemporaries 11\_20

SWFP Salsa Class



# Pines Media TV Text PSAs

There are approximately 55 text TV Public Service Announcements that are updated weekly. Below is a list of the text PSAs running throughout the programming slots:

211.JPG	★	✓
213BreastCancer.JPG	★	✓
311a.JPG	★	✓
911Spanish.jpg	★	✓
911text.jpg	★	✓
9Masks.JPG	★	✓
AnimalCare.JPG	★	✓
Barc.jpg	★	✓
BCPA.JPG	★	✓
BreastCancer.JPG	★	✓
BreedingMos.JPG	★	✓
Call311.JPG	★	✓
CarChild.JPG	★	✓
ChristmasTree.JPG	★	✓
cleanair.JPG	★	✓
CodeRed.JPG	★	✓
COVID19mask.jpg	★	✓
DistanceCov.jpg	★	✓
DogAdopt.JPG	★	✓
ElderlyCovid.JPG	★	✓
ElderlySupport1.JPG	★	✓
EnvBrow.JPG	★	✓
faceCoverings.JPG	★	✓
FeralCats.JPG	★	✓
FoodDrive.JPG	★	✓
FoodSafety.jpg	★	✓
HealthTipsCovid.JPG	★	✓
HelpfulNumbers.JPG	★	✓
HOA_TV.JPG	★	✓
HowToWearMask.JPG	★	✓
LibrarySlide25.JPG	★	✓
Manatees.JPG	★	✓
MaskUP.JPG	★	✓
MentalHealth.JPG	★	✓

MentalHealth.JPG	★	✓
Mosquito.JPG	★	✓
Music.JPG	★	✓
ProtectionMasks.JPG	★	✓
SafetyCheck.JPG	★	✓
SafetyFirst.jpg	★	✓
SaveWater.jpg	★	✓
SeeSay.jpg	★	✓
SeniorHelp.JPG	★	✓
sixftSlide4.JPG	★	✓
SprayMos.JPG	★	✓
StopSpread.JPG	★	✓
SupportElderly.JPG	★	✓
swfpCarl.JPG	★	✓
swfpcbThanksAll.JPG	★	✓
Text911.JPG	★	✓
ThankYou.JPG	★	✓
ThreeCs1.JPG	★	✓
VeteransServices.JPG	★	✓
VirtualArtClass.JPG	★	✓
WateringBrow.JPG	★	✓
WearingIsCaring.JPG	★	✓
Zika.jpg	★	✓




# City of Pembroke Pines Website Community Resource



The City's website at [www.ppines.com](http://www.ppines.com) is one of the most essential tools for meeting the needs of residents and businesses. For the average user, the amount of time spent on any website is estimated at 15 seconds or less which is why it's important to make valuable information as easy to find as possible. At the top of the homepage on a banner, important alerts are posted, linking to pages with more information. Scrolling down, under "In the News," up to nine important events or announcements are posted and changed on a consistent basis. All City Information, resources, calendars, and answers to questions are at everyone's fingertips.

## IN THE NEWS


Stay up-to-date with the city



**CORONAVIRUS (COVID-19) INFORMATION**


**Stay Up To Date**  
Be sure to stay informed on the latest Emergency Orders, openings, closings and cancellations, as well as

[Read on...](#)



**2021 Household Hazardous Waste Disposal Schedule**  
The City of Pembroke Pines 2021 Household Hazardous Waste Disposal Schedule can be found

[Read on...](#)



**Public Notice**

**Postings/Public Notices**  
For posts of important resolution information, upcoming bid openings, ordinances on final adoption (notices of enactment), public hearings for quasi-judicial matters such as site plan approvals or land use changes, changes to bus routes, community

[Read on...](#)

Keeping the public well informed, especially in an emergency or crisis situation, through the website is critical and a top priority for city communications.



# Crisis Communication

## Preparedness/Aftermath

# PREPARED, NOT SCARED

The City uses multiple mediums to reach as many people as possible with accurate, timely information. This is especially important in the first hours and days of an emergency or a crisis. Working closely with the Office of Emergency Management, the Office of Communication uses all tools available including CodeRED, press releases, calls to media, website alerts/information, social media posts, etc.

In preparation for any crisis situations, the Pembroke Pines Prepared ongoing campaign (promoted via the website, social media, the newspaper and YouTube) offers comprehensive updated information on Hurricane Preparedness, Snake Safety, the Pandemic, Child Safety, etc.

In addition to providing comprehensive preparation guidelines/information, following an emergency, such as a hurricane or flooding, information is gathering from the various departments to inform residents of what is happening. Examples from 2020:

## Tropical Storm Eta


- Alerts posted on website banner and constant updates and information under homepage “In the News” regarding storm closures, cancellations, sand bag distribution, etc.
- Information on sewage backup help, closures, cancellations etc.
- Information via two YouTube videos of Jon Cooper explaining flooding
- Samples of social media shares (this one Twitter) by media etc.:



**Luke Dorris** @lukedorrisWPLG · 1h  
Labeled a 1 in 100 year event in Pembroke Pines. May take another 2-3 days for flood water to come down. Some can't flush their toilets. Great information here from an engineer with Pembroke Pines #flwx



**City of Pembroke Pines** @cityofppines · 3h  
Pembroke Pines Utilities Director Jon Cooper sheds light on flooding situation. [youtu.be/H4fj3gUYw6s](https://youtu.be/H4fj3gUYw6s) via @YouTube



**NWS Miami** @NWSMiami · 2h  
An update from @cityofppines on the flooding situation that is also affecting most of Broward & northern Miami-Dade Counties. #flwx



**City of Pembroke Pines** @cityofppines · 3h  
Pembroke Pines Utilities Director Jon Cooper sheds light on flooding situation. [youtu.be/H4fj3gUYw6s](https://youtu.be/H4fj3gUYw6s) via @YouTube

Video of Utilities Director Jon Cooper discussing flooding situation from TS Eta [Guidelines](#) [Sewage Spill](#)

**NEW Flood Zone Information**  
FEMA recently completed a Flood Insurance Study (FIS) for Broward and Miami-Dade Counties and is expected to re-issue new preliminary Flood Insurance Rate Maps (FIRM) in early 2021. These maps are expected to become effective by the end of 2021.  
FEMA Flood Map products are here: <https://msc.fema.gov/portal/home>  
Info on Flood Maps is located here on the City website: <https://www.ppines.com/1066/Flood-Zone-Information>

UPDATES following TS Eta: Please visit [South Broward Drainage District Flyer](#)

- With many areas still flooded, as a safety measure, some City of Pembroke Pines parks, and the golf course will remain closed tomorrow. Visit [list of parks](#) for more information. Assessments are being done - please check back here or the city's social media for updates. Thank you for your understanding. The Pembroke Lakes Tennis Center is open.
- Garbage/Bulk/Recycling pick-up: Please follow regular schedules. Those who missed regular garbage/recycling/bulk service pick up Monday, Nov. 9th, there will be no make-up date, please follow the next regular schedule. Those who missed bulk in particular, will be serviced on their next regularly scheduled date on November 23rd.
- Public Safety – Police and Fire – are fully operational. When EOC is open, emergency situation number is 954-565-9571
- [Latest storm information page](#)

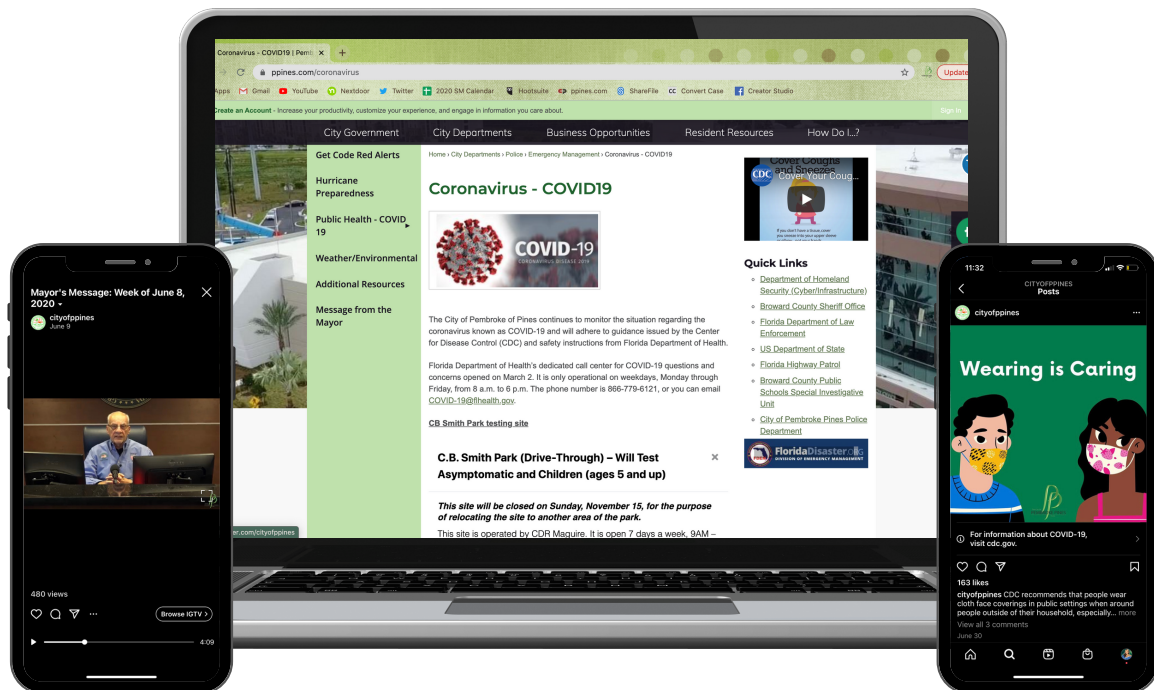




# Crisis Communication Preparedness/Aftermath

## COVID-19 Pandemic

- Feb 28 – page dedicated to incoming COVID information was created by Office of Communications under Office of Emergency Management
- March 2 – Began posting on homepage of website
- Cancellations and closures begin – each one reported via all communications tools
- Executive Orders posted – daily if not hourly updates
- Safety information via CDC, FL Dept. of Health etc. were consistently posted on social media, Pines Media TV, social media etc., as well as in City Connect
- Videos of Mayor in English and Spanish produced weekly and shared on web, social media etc.
- Through each change, new announcement, new testing site, closing, opening and discovery, the City of Pembroke Pines provided its residents and businesses information using all tools of communication, and continues to do so.





# Summary

Communication with residents is a basic obligation of city government. Dynamic, effective communication is an integral part of achieving success in every project, program, activity, situation etc., as well as in meeting the needs of residents and businesses. The City of Pembroke Pines Office of Communications is committed to improving communication with residents/businesses with each new opportunity to ensure we remain a transparent, inclusive community. We are open to all new methods, suggestions, and tools to ensure the well-being of all residents.

Most typically, residents do not access their city's website or social media until a crisis occurs. Despite this, we continue to inform on all platforms on a daily basis and take special care during a hurricane, flooding, pandemic, or other emergency to quickly provide needed information. This is done in partnership with all departments and Administration in gathering the information quickly and accurately before disseminating.

2020, with the Pandemic, TS Eta flooding, and the Census, added a new dimension to city communicating, and most residents began to adapt to getting information virtually and in ways they hadn't before. For those who do not follow social media, visit a website or use technology to get information, we ensure the same information is on Pines Media TV (Comcast), inform local media (newspaper and television) so they can disseminate, and use City Connect for those topics that are not 'immediate news' driven.

**Marianne Wohler** – Division Director; Editor/Writer of City Connect; City PIO