



**MEMO TO:** Finance, Administration, and Communications Committee of the Whole

**FROM:** Lisa Maher, Communications & Marketing Manager

**DATE:** February 26, 2019

**SUBJECT:** Communications Update – Snow Event Communications Recap

**I. PURPOSE** ☒ For Info Only ☐ Potential Agenda Item ☐ Scheduled for Council Action

**II. RECOMMENDATION**

The purpose of this memo is to provide a recap to the Committee on the communication efforts during the February snow event.

**III. DEPARTMENT CONTACTS**

Lisa Maher, Communications & Marketing Manager; 425-556-2427

Maxine Whattam, Chief Operating Officer; 425-556-2310

**IV. DESCRIPTION/BACKGROUND**

In response to the snow event earlier this month, the Communications team provided:

- Public Information Officer staffing for the ECC
- Increased external/internal communications via the city website, Enewsletters, email, social media, and videos to the community

Staff will recap outreach efforts, community feedback, and lessons learned.

Platform	Posts	Engagement	Reactions	Comments	Notes
Facebook	63 posts	5,800	4,100	982	Top Facebook Comments <ul style="list-style-type: none"><li>○ 84 thank you's/kudos</li><li>○ 3 questions about garbage service</li><li>○ 54 plow requests</li><li>○ 32 comments about on the plow map</li></ul>
Twitter	64 tweets	748	526	187	Media retweets
Enewsletters	5	75,000 per	40%		Included 3 videos from the Mayor
Video	3	13,052			

**V. TIME CONSTRAINTS**  
None

**VI. LIST OF ATTACHMENTS**  
None