

2017 Multimedia and Communications Year in Review

Multimedia Staff: Jason Jones (video services), Sarah St. George (graphics services), Bridget Dohse (web services), Kalyn Brady (communication services), Karen Latta (mail and print services)

Multimedia Requests

Department	Work Orders	Requests	Hours	Printed Material
Admin	104	104	49.75	32,500
Administration	236	276	349.75	140,491
CDPW	161	189	108.75	145,031
Finance	131	167	74.45	92,416
HR	45	50	25.5	11,668
IT	11	12	3.5	72
Legal	75	75	36.25	14,653
Mayor's Office	34	38	19.25	2,919
PAR	750	1088	648.75	496,392
Police	110	113	75.5	80,785
TOTALS	1,657	2,112	1,391.45	1,016,927

Request types: Design Print Mail Web GATV Video/Photo Supplies Digital Signage

Mail Pieces

Year	Number of Pieces Mailed	Type
2017	59,302	First Class
	463,351	Bulk Mail/Business Reply

Multimedia

City-wide use of graphic design, print, video and mail services saw our staff of 4 full time employees and 1 part time employee complete 1,657 work orders in 2017. Service requested typically entails graphic design, printing, video or photography and sometimes mailing or shipping. Materials may be council packets, collateral PR materials (posters, flyers, postcards, brochures, etc.), reports, event coverage via video or photography, or other communication materials. We typically average about 1,500-2,000 work orders per year and about 2,500 service requests (some work orders involve multiple services).

While the number of work orders has been consistent, we have done a good job of reducing overall costs by facilitating more efficient and sometime alternate ways for staff to communicate with citizens. This has been done by combining projects, encouraging the use of paperless communication or offering alternative, more cost effective methods.

Print services

We manage relationships with print vendors (with a goal of using an Auburn print vendor when at all possible), equipment vendors (mail machine, folder/inserters), and two high speed printers

Video Production/Services

The City of Auburn manages a government access television channel as well as a branded YouTube channel.

TV21 Auburn is available to residents who live within the Auburn City Limits and subscribe to Comcast Cable Services. TV21 Auburn is a public service designed to provide Auburn Citizens with timely information about the operation and affairs of the City government and to offer them an opportunity to use this information to be more involved in Auburn's decision making process.

Mail Services

We manage all USPS and shipping services (UPS and FedEx) for city staff and bulk mailing through mail houses

Electronic media/Web 2.0

Currently increasing our use of many electronic media communication solutions: broadcast email service, social networking tools and website. In 2009, the City launched the use of Facebook, Twitter, YouTube and Flickr as additions to current electronic communications mediums. We have increased our reach steadily since then through the following mediums:

Broadcast email service: GovDelivery. This service currently has over 36,000 subscribers in over 20 different topic areas ranging from regular news updates, emergency alerts, targeted lists for economic development, parks programs and bid results.

Social Media

2009		2017	
Facebook		Facebook:	
City of Auburn	249 followers	City of Auburn	4,919 followers
Arts Commission	50 followers	Auburn Arts & Events	10,066 followers
The White River Valley Museum	85 followers	The White River Valley Museum	2,811 followers
The Auburn Avenue Theater	79 followers	Mayor Nancy Backus	2,816 followers
Petpalooza	74 followers	Petpalooza (page transitioned from group)	3,200 followers
More Than You Imagined	150 followers	Auburn Golf Course (launched in 2012)	1,226 followers
		City of Auburn Emergency Management	1,314 followers
		Auburn International Farmers Market	5,861 followers
		Auburn WA Police Department	12,711 followers
		Auburn Senior Activity Center	421 followers
		City of Auburn Environmental Services (new)	44 followers
		Auburn Parks, Arts & Recreation	5,279 followers
		Auburn SpaceMakers (new)	170 followers
		Healthy Auburn for Life (new)	121 followers
		Auburn, Washington Tourism	10,736 followers
		City of Auburn Community Services Division (new)	357 followers
		Auburn REC Center (new)	242 followers
Twitter @auburnupdates	403 followers	Twitter @auburnupdates	3,838 followers
YouTube channel (Watch Auburn)	5,000+ video views	YouTube channel (Watch Auburn)	114,631 video views 249 subscribers
		Instagram cityofauburnwa (new)	281 followers

The City of Auburn began the use of social media/digital media communication usage in 2009.