



CITY OF DORAL Office of the City Manager Letter to Council

LTC No.: 002-2019

To: The Honorable Mayor and Members of the City Council

From: Edward Rojas, City Manager

Date: January 10, 2019

Subject: Council Meeting Communications

This Letter to Council (LTC) is to inform the Mayor and City Councilmembers of the new communication initiatives that have been implemented that will increase message and content shared with the community.

The idea of streaming Council Meetings on Facebook Live has been in consideration for some time and was first tested during several events held in December 2018 – the State of the City and Council Swearing-in. However, the goal was to stream the meetings in as high-quality as possible that would be consistent with how meetings can be viewed on Doral TV and the City website. Streaming on a mobile phone or tablet compromises meeting audio and often restricts footage to being from one vantage point. Thanks to the ingenuity of Public Affairs staff and Information technology (IT) staff a way was found to link the meeting broadcast generated by Council Chambers A/V system for a more seamless live stream on Facebook. What our residents would be watching on Doral TV or the website, our viewers tuned in on Facebook can also enjoy, complete with presentation slides and change of camera angles. We will be collecting data on viewership of the meetings in the coming months to ascertain interest from the public on this new feature.

Social media posts are also being created for all three platforms (Facebook, Twitter, Instagram) to inform the community of approved items during the meeting that are of major interest to our residents. For example, projects affecting traffic, public safety and parks. We are gauging “hot topics” based on feedback gathered on City social media platforms from our followers. Currently our follower base is as follows:

- Facebook: 11,630
- Twitter: 11,100
- Instagram: 16,779

Post Example:


City of Doral
Published by Maggie Santos [?] · 21 hrs · 🌐

Kicking off 2019 the right way -- getting work done to continue improving our great City! This is one of the many items approved at today's January Council Meeting by Mayor and Council. This is another project addressing traffic issues that will help alleviate congestion and improve our residents' quality of life.

For more information on this and all city projects on today's agenda, please visit: <https://www.cityofdoral.com/go.../city-clerk/council-meetings/> and stay connected with us on social media. [#Doral](#) [#CityProjects](#) [#CouncilMeeting](#) [#DoralProud](#)



**PROJECTS
BY MAYOR
& COUNCIL**



- Award of Construction Contract for NW 102 Avenue (NW 66th St To NW 74th St) New Roadway Improvements

The project includes construction of the east half of a new roadway corridor along NW 102 Avenue connecting NW 66 Street and NW 74 Street, stormwater drainage improvements, curbs & gutter, lighting, and other roadway improvements.

TO LEARN MORE INFORMATION VISIT WWW.CITYOFDORAL.COM

We also recognize that citizen involvement is key. There must be a desire from the community to know the facts and acquire information, therefore, the upcoming meeting date is now announced the week before the meeting on social media to encourage participation. The week of Council Meetings, meeting information is also sent via email to City's database (approximately 7,000 contacts) as part of the Weekly Events Bulletin.

The goal of the Public Affairs Division continues to be to promote the great work the City does to maintain our residents' high quality of life, while keeping the community informed about the news that matters most to them.

c: Albert P. Childress, Deputy City Manager
 Maggie Santos, Communications & Protocol Manager
 Gladys Romero, IT Director