

SHRINKING
ATTENTION
SPANS

GOLDFISH
8 SEC

HUMANS
7 SEC



COM-MUN-I-CA-TION

a technique for expressing
ideas ***EFFECTIVELY...***





HELLO!



Gayle Cook, City Manager, City of Seabrook

LeaAnn Dearman, CPC, Director of Communications





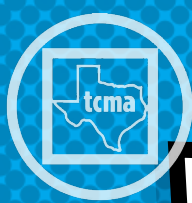
TENET 9 - CODE OF ETHICS

- ★ Keep the **community** informed on local government affairs.
- ★ Encourage **communication** between the citizens and all local government officers.



TENET 9 - CODE OF ETHICS

- ★ Emphasize **friendly** and courteous service to the public.
- ★ Seek to improve the **quality** and **image** of public service.



BEING EFFECTIVE...

CONSISTENT & TIMELY

Stay on
message.
Always.

Be on time.
Always.

KISS

KEEP.

IT.

SIMPLE.

STUPID.

LISTEN

Remember to
listen...
communication
is a two-way
street.

"We judge ourselves by our intentions.

We judge each other based on observable behavior."



1.

CONSISTENT & TIMELY

How to stay on message...



VISION

BRAND

TRIGGER

REACTIVE

GOAL

MEDIAN



MISSION

AUDIENCE

PROACTIVE

CONTEXT

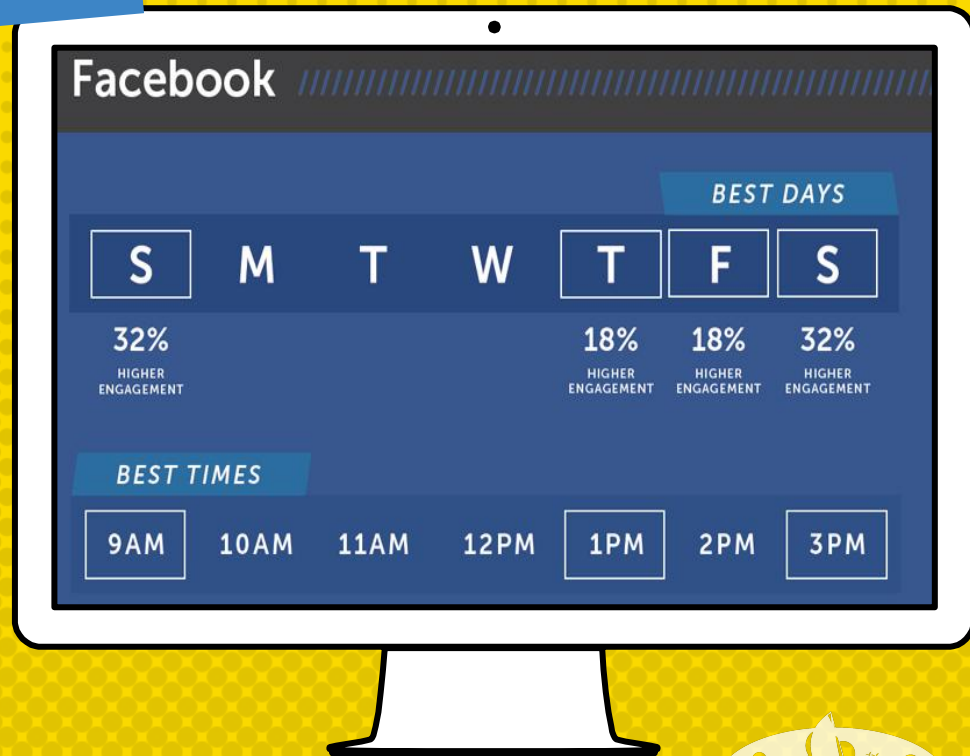
**CREATE
YOUR
MESSAGE**



TIMING IS KEY...



Our instant, digital era, can sometimes control your message. To stay consistent you must consider the timing of your message.





It is time to...

2. **K.I.S.S**

So you know what you NEED to say...
but HOW do you say it?





BEFORE...

City of Seabrook
Public Works'
Projects



New Public Works &
Animal Control Facility



Anticipated Completion Date: Spring of 2017



BEFORE...

Benefits Of The New Facility

Central location for Animal Control, Parks, Streets, & Utility Departments

- Pet registration and licensing
- Pet adoption
- Report animal concern
- Facility rentals
- Pool passes

Easy community access

Current facility is 50 years old

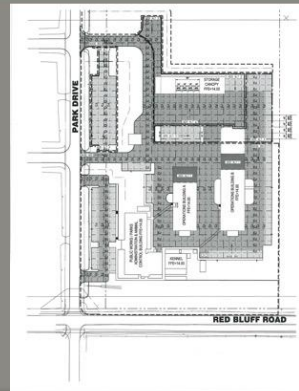
Improved animal kennels

Improved equipment storage

Relocation due to Hwy 146 Expansion Project

Financials

Bond:
\$6,850,000





BEFORE...

Groundbreaking Ceremony was on
May 31, 2016



Construction began on June 6, 2016





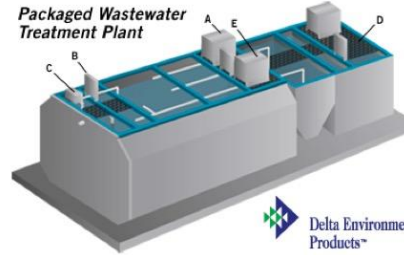
BEFORE...

Schedule

Start Date	Status	Project
June 2016	Complete	Install Site Utilities, Strip Site/Bldg Subgrade
	In Progress	Steel Shop Drawing Procure, Construct Building Pad
July 2016	Complete	Place Footing
August 2016	In Progress	Install Underslab Utilities
	In Progress	Form / Place / Finish Foundation
September 2016		Grade and Stabilize Paving
		Form Pour Paving
October 2016		Erect Steel
		Above Ceiling Rough In
November 2016		Frame and 1-Side Interior Pa..... In Wall Rough In
		2 Side and Finish Interior Par.....
		Exterior Framing / Sheathing
December 2016		Install Ceiling Grid, Install Ceiling Lights and AC
		Install Sprinkler Drops
		Masonry
		Prime / Paint Interior Partitions
		Install Landscaping
January 2017		Install Flooring & Fire Alarm System
		Install Millwork
		Plumbing / Electrical Trim Out
February 2017		HVAC Start Up
		Drop Ceiling Tiles
		Contractor Punch List
March 2017		Final Clean
April 2017		Substantial Completion

City of Seabrook New Waste Water Plant Phase 1A

Packaged Wastewater Treatment Plant



Anticipated Completion Date: **2021**



BEFORE...

Benefits of a new waste water plant

- Relocate vulnerable treatment plant
- Redirect sewage
- Updated process and equipment
- Better to handle ????
- Current facility will be a lift station
- Storms floods???

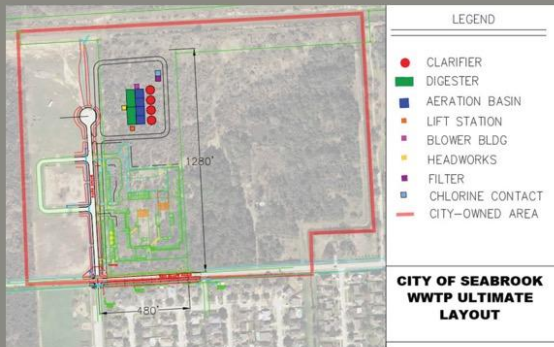
Schedule

<u>PHASE</u>	<u>START DATE</u>
Phase 1A	2017
Phase 1B	2018
Phase 2	2019
Phase 3	2020
Phase 4	2021



BEFORE...

Location



Financials

Phase 1A – Waste Water Plant and Lift Station
\$4,439,520

Phase 1B – Increase capacity to 0.5 Million Gallons per Day
\$3,690,000

Phase 2 – Increase capacity to 1.25 MGD
\$9,720,000

Phase 3 – Increase capacity to 2.5 MGD
\$14,041,500

Phase 4 – Decommission and demolition of current plant
\$330,000



BEFORE...

The City of Seabrook is looking forward to continuing its partnership with the community in keeping Seabrook a wonderful place.



Arbor Day January 7, 2017?

- Joined the Arbor Day Foundation
- Will have (10) Baldcypress (*Taxodium distichum*) trees delivered at no charge (Ship Nov 5 – Dec 10)
- Will seek donations for trees or saplings through:
 - * Residents
 - * Volunteers
 - * Neighboring Organizations
 - * Grants
 - * Scouts
- 1,000 Loblolly tree seedlings purchased at nominal cost from Arborgen
- Will coordinate Seabrook Arbor Day
 - * First Saturday in January?
 - * Seek volunteers to help plant trees

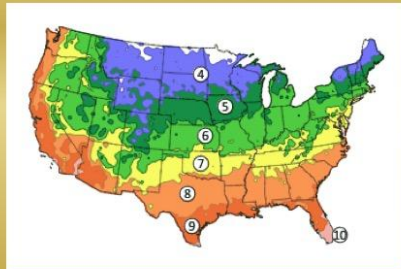




BEFORE...

Baldcypress

- Hardiness Zones – expected to flourish in Hardiness Zones 4-10
- Shade tree, featuring a spreading canopy capable of blocking sunlight
- Grows to height of 50-70' and a spread of around 25' at maturity
- Grows at medium rate, with height increases of 13-24" per year
- Full sun is the ideal condition, getting at least 6 hours of direct, unfiltered sunlight each day
- Grows in well-drained and clay soils
- Support complex ecosystems and are used by many wildlife species
- 6" – 12" seedlings (10)
- Additional 2' trees for purchase for \$6.49 each
- Ship in early to mid-December



Shade Along Seabrook Trails



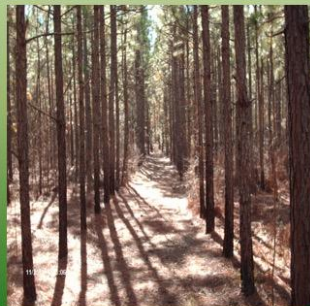
BEFORE...

Future Plantings

Loblolly Pine Seedlings



Loblolly Pines Along Trails



Arbor Day Foundation Tree Purchase Program

Scarlet Oak



Baldcypress



Lacebark Elm



Live Oak



American Beech



Sawtooth Oak



White Oak




Shumard Oak



Help Support Seabrook Tree Budget



AFTER...



**PUBLIC
WORKS &
PARKS**

- ✓ Parks & Recreation
- ✓ Streets & Drainage
- ✓ Water
- ✓ Wastewater

#Seabrook LOVE

26 FULL-TIME EMPLOYEES

PARKS & RECREATION

- ✓ 19 Parks – 88 Acres
- ✓ 13.1 Miles of Hike & Bike Trails
- ✓ Disc Golf
- ✓ Skateboard Park
- ✓ Pine Gully & the Natural Playground
- ✓ Pelican Bay & Monroe Splash Pad
- ✓ Community House & Carothers Coastal Gardens
- ✓ Community Events
- ✓ Birding & Fishing





AFTER...

you can help... volunteer or donate

#Seabrook
LOVE
SEABROOK, TEXAS

PLANT A TREE
SEABROOK
JANUARY 7TH

date subject to change



WATER &
WASTEWATER



AFTER...



STREETS & DRAINAGE



SH 146 & NASA Parkway are maintained by the State of Texas



Todville, Respsdorph & Red Bluff

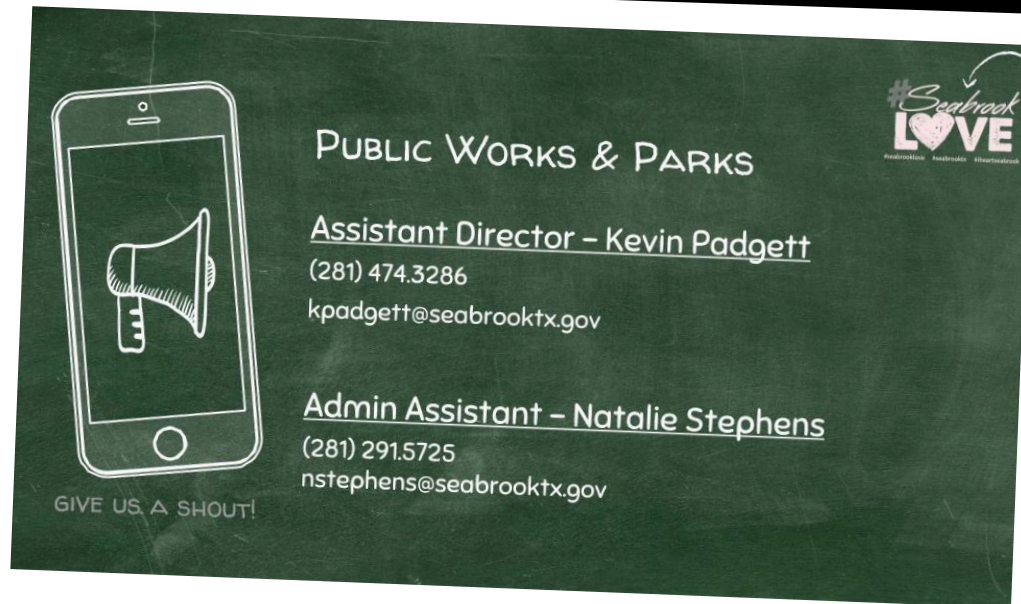
CAPITAL IMPROVEMENTS



1. Public Works & Animal Control Facility
2. New Wastewater Treatment Plant
3. The Todville Road Bridge
4. Red Bluff Road Drainage Channel
5. Wildlife Park Drainage Expansion
6. Baybrook Section 1 - Streets
7. Miramar - Streets



AFTER...



18 slides to 7 slides...

DESIGN... THE FUN STUFF!

“a picture is worth a thousand words”

Complex ideas can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.

brand everything...

You want to make sure that your logo identifies your organization. Taglines and themes can build your brand even further. Learn to #embrace the hashtag!

tools & templates

canva.com; vectorstock.com; stocklayouts.com,
picktochart.com; animoto.com; slidecarnival.com;



TIP...

Texting while driving KILLS

For more driving tips, text "SAFETY" to 79191

BULLETIN DISPLAYS

ALWAYS
CONSIDER THE MEDIUM



3.

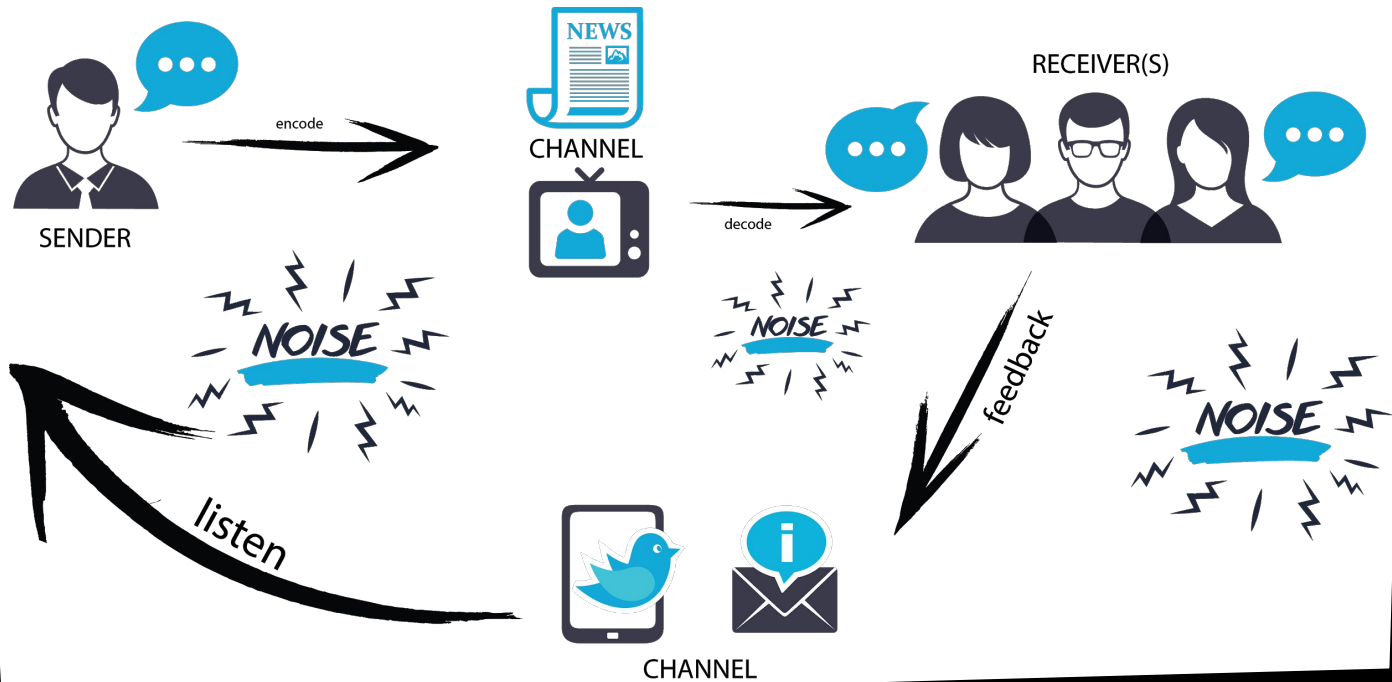
I KNOW YOU HEAR ME, BUT...

ARE YOU "LISTENING" TO ME?





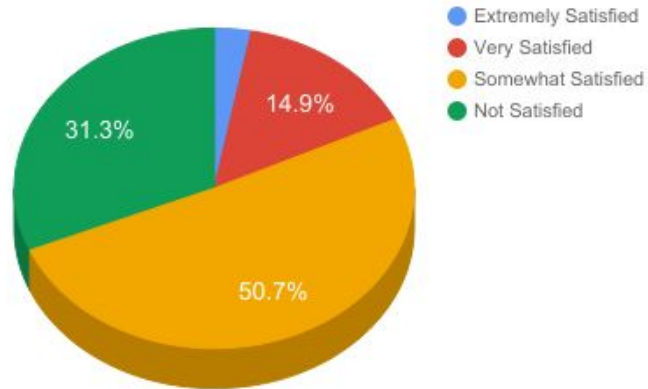
MODEL FOR COMMUNICATING





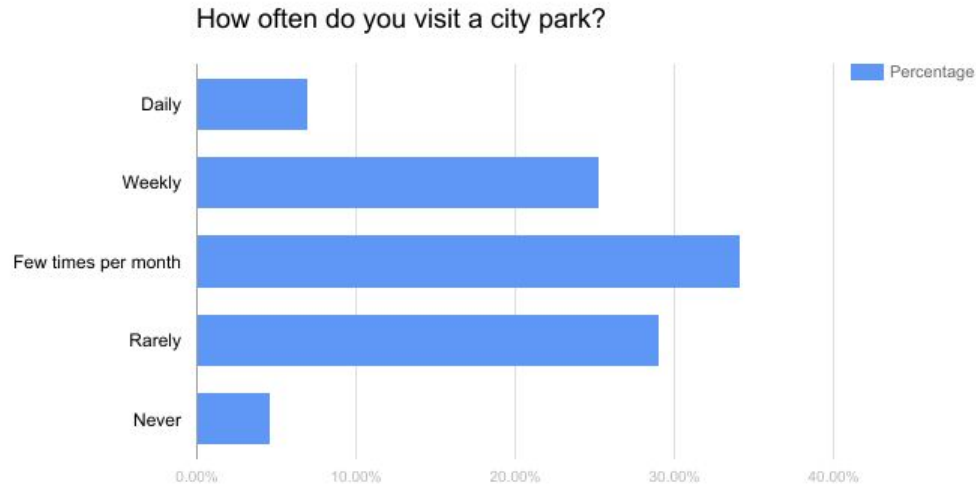
SURVEYS ARE A GREAT WAY TO LISTEN!

How satisfied are you with our current insurance provider?





SURVEYS ARE A GREAT WAY TO LISTEN!





PUBLIC MEETINGS

**SOCIALS/PARTIES
(CULTURE)**

NEXTDOOR

**OTHER
WAYS
TO LISTEN**

FACEBOOK

EMAIL

BODY LANGUAGE

CITIZEN REQUESTS

EVENTS

SILENCE





Whatever you tell the

PUBLIC...

be sure to tell your

EMPLOYEES!

***INTERNAL AND EXTERNAL
MESSAGES - MUST ALIGN***



food for thought

COMMUNICATION ***BUILDS RELATIONSHIPS***

Employees... City Council...
Groups... Agencies...

ENGAGED PEOPLE ARE HAPPY PEOPLE....

EMPLOYEES

- ★ Better Morale
- ★ Feel “Included”
- ★ They want to know about projects

CITY COUNCIL

- ★ “Spokes” (wheel)
- ★ Keep them Informed – It’s their duty and yours!

IDEAS

- ★ Dept Updates
- ★ Friday Email
- ★ Brief emails
- ★ Recognition
- ★ Face to Face



EXAMPLES

I kind of get what you are saying,
but can you show me?



SEABROOK



EXAMPLE - CITY UPDATES (WEEKLY, MONTHLY, QTRLY)



CITY UPDATES ARE GREAT - FOR EVERYONE



HEALTH INSURANCE CHANGE

HR selects new
insurance
provider

Inform
staff...
what is
the
message?

Email,
meetings,
one-on-one
Intranet,
etc.

CONTINUE TO LISTEN AND INTERACT



EXAMPLE PD INCIDENT



CONTINUE TO LISTEN AND INTERACT



***ONGOING
PROCESS***



TRIVIA...

What 1949 communication is this model originally based on?



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