EXECUTIVE DEPARTMENT

The Executive department provides general administrative oversight of the city organization to assure efficient and effective delivery of municipal services consistent with City Council policy and directives. Also, oversees all personnel matters and external communications for the organization.

COMMUNICATIONS:

Publications

The 2009 Annual Report was compiled and published. The April edition of the Pasco Pulse was created, as well as four print ads, four press releases, three utility bill messages and two utility billing supplemental inserts. Two media interviews were coordinated and six media requests were facilitated.

Video Services

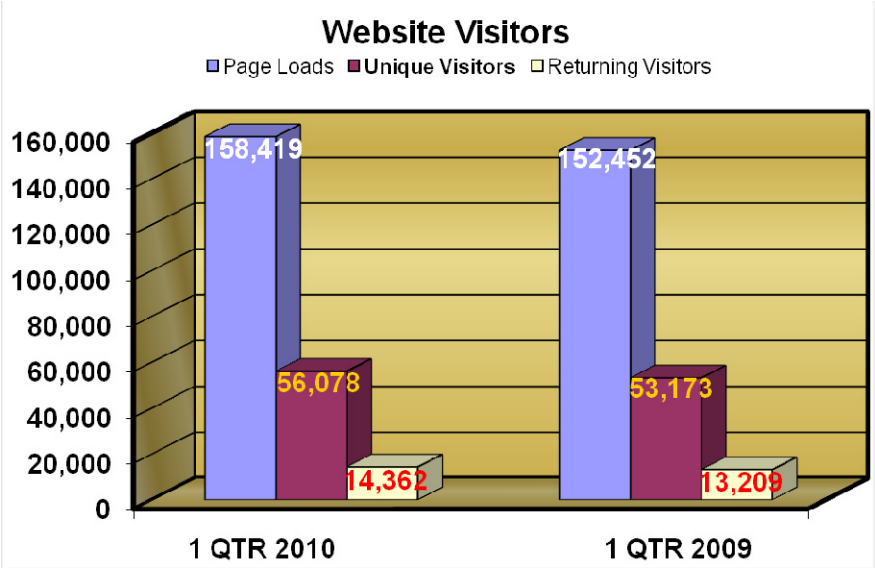
Completed the fifth local production (the new "City Beat" program) featuring the Public Works Department. Video-on-Demand programs received 244 visits during first quarter. 18 video files and 18 audio podcasts files were uploaded to the website during first quarter. 24/7 simulcasting of the station was put in place and is available at our website. PSC-TV added a news bulletin to include: headline news for the day from business, stocks, sports, and local weather. Produced "Defendants Rights Video" to be utilized by Municipal Court. Networked equipment in council chambers control room to allow access from third-floor office and edit suite.

Special Projects

A building permit calculator for estimates on new residential construction has been created and added to the website. Revisions were made to the boards and commissions application to include additional questions and a more user friendly format for staff. Participated in troubleshooting website malicious intrusion hi-jacking that occurred in January. The crime map was removed from the website. Researching information and serving on the website vendor selection committee.

Website

There were 56,078 unique visitors who visited the site, up from this time last year by 2,905 visitors. We average over 4,300 visitors each week to the website. There were 39 email inquiries submitted via the website (excluding emails submitted to elected officials) and 38 citizen requests for service/code enforcement.



EXECUTIVE DEPARTMENT

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COMMUNICATIONS:

Publications

The June edition of the Pasco Pulse was created, assisted/coordinated on two brochures, seven press releases were written, three utility bill messages, one utility bill supplemental insert was created, and twenty media inquiries/requests were facilitated.

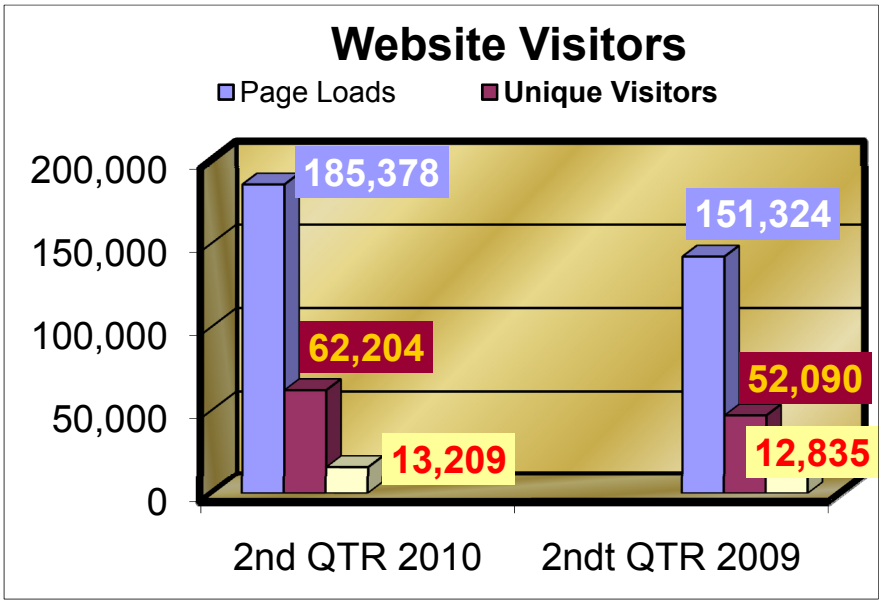
Video Services

Performed equipment troubleshooting and repairs in the council control room to replace failed equipment and installing new equipment. The PSC-TV program schedule guide to the City's website is now dynamic; this allows instant updates of the schedule to be available to the public.

Video-on-Demand programs received 293 visits during first quarter. 19 video files and 19 audio podcasts files were uploaded to the website during second quarter.

Special Projects

Serving on the website committee: creating the visual design and main navigation with the new vendor, prepared 145 photographs to be utilized in the website design phase. Coordinating the document repository migration steps are being put into place to avoid losing any of the over 2,700 electronic archived material available on the current website and making the files available internally.

Website

There were 62,204 unique visitors who visited the site, up from this time last year by 10,114 visitors. We average over 4,910 visitors each week to the website. There were 44 email inquiries submitted via the website (excluding emails submitted to elected officials) and 45 citizen requests for service/code enforcement.