



Monthly Department Report

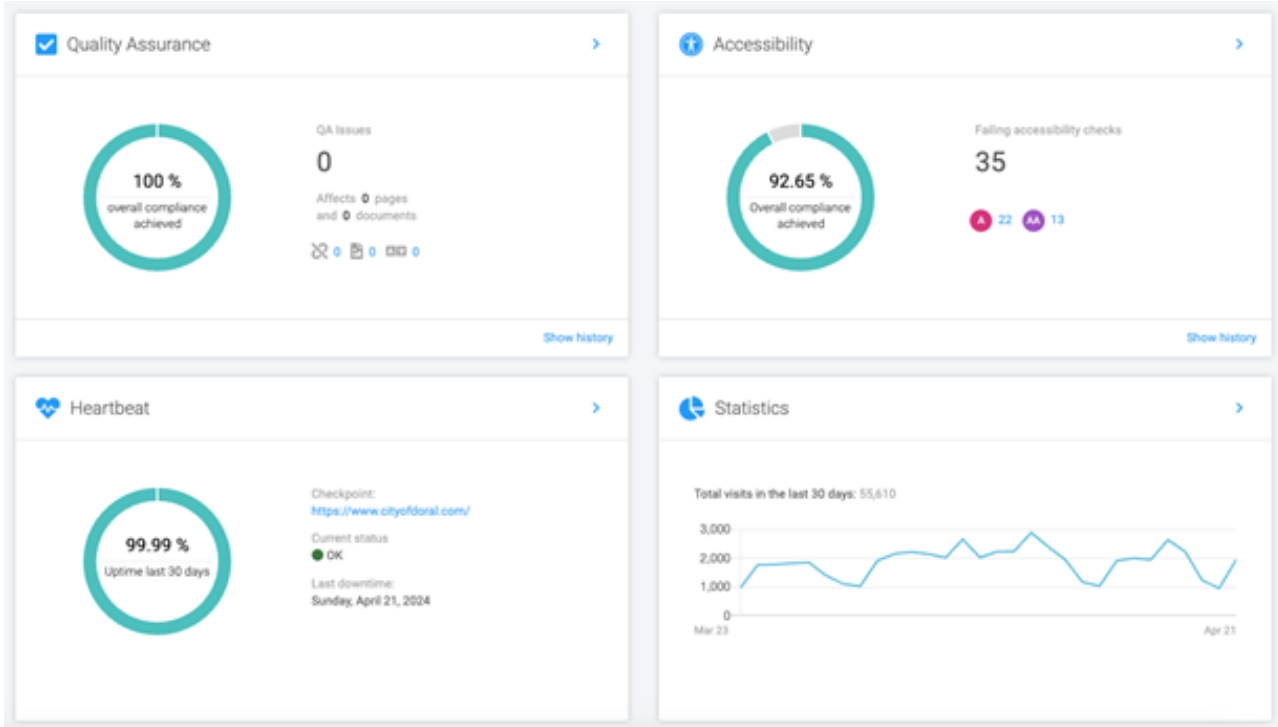
PUBLIC AFFAIRS



April 2024

Department Stats/ Key Performance Indicators

WEBSITE



SOCIAL MEDIA

Platform	Posts	% Change	Followers	% Change	Reach	% Change	Engagement	% Change	Campaigns
Facebook	146	29.20	16,020	0.11	44,500	0.00	604	35.26	Women in Focus, Council Meeting, Earth Day, Arbor Day Presentations at Schools
Instagram	69	19.77	51,208	0.96	72,100	5.87	41,800	4.35	



Monthly Department Report

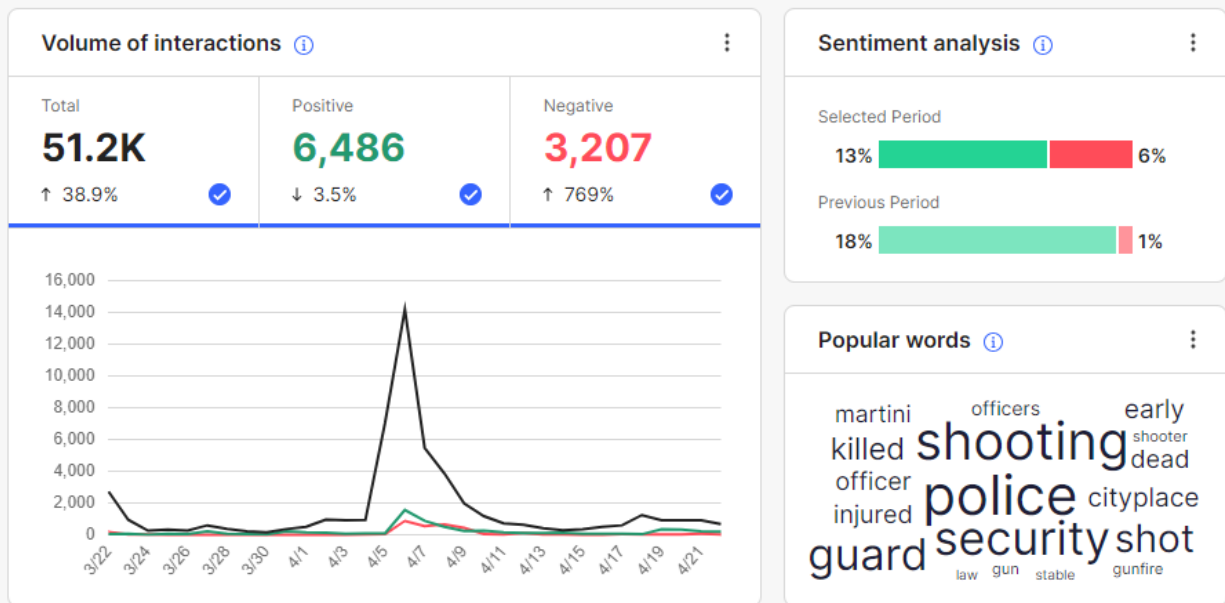
PUBLIC AFFAIRS



- Followers across our social media platforms (Facebook, Twitter, Instagram) have now reached 82,700 this month (Increase of 172 followers!)
- TOP POST FOR THE MONTH: Instagram post with photos update of Doral Central Park– Reach 17.7k, 1.2k reactions, 610 post shares.

ZENCITY – A platform that aggregates social media discourse surrounding the City to provide sentiment and insight into what the community is saying and what they are interested in. This allows governments to understand citizen concerns, preferences, and priorities in a comprehensive and representative way.

Conversation Snapshot





Monthly Department Report

PUBLIC AFFAIRS

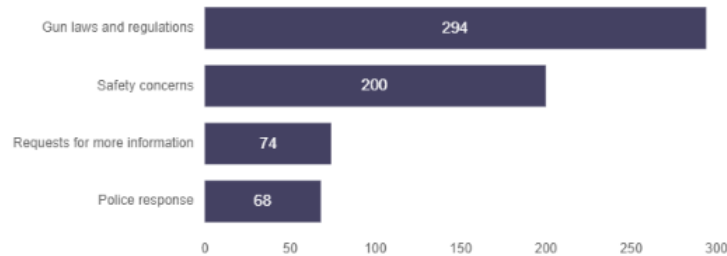


This summary report generated by ZenCity provides further insight into discussion surrounding the top story and public sentiment:

CityPlace shooting: News coverage drives online discourse; commentary centers around gun laws and local safety concerns

Apr 6 - Apr 17, 2024

CityPlace Shooting: Main themes in the comments



In the past two weeks, conversations about the **shooting that took place at a bar in the CityPlace mall** generated [5.8K interactions](#), most of which (88%) took place in the three-day span from April 6-9, with conversation volume declining steeply thereafter. **Nearly all of the discourse (97%) stemmed from news media and other unofficial sources.**

The majority of online responses reflected passive interest, sympathy, or concern: 'likes' and 'shares' comprised 40% of interactions, while 'sad', 'angry', and 'surprised' emojis comprised 32%. Additionally, a substantial proportion of the comments (13%) expressed general [sympathy and condolences](#) for the victims.

Additional analysis reveals the most prominent topics of conversation that surfaced in the online commentary:

- **Gun laws and regulations (294 interactions):** In response to posts about the shooting, much of the conversation centered around gun laws, with many commenters **advocating for stricter gun-carrying laws**. Others **questioned why the shooter was allowed inside the bar** with a firearm, or pointed out that it is illegal to carry a firearm while intoxicated. Conversely, others emphasized the need for residents to carry firearms in order to defend themselves in these situations.
- **Safety concerns (200 interactions):** Many commenters expressed safety concerns, **asserting that shootings have become more common**: one commenter wrote, "The shootings are out of control," while another asserted that this incident "is nothing new at all in City Place Dorai." Notably, one popular comment asked, "Why are bars open until 3:30 am in a residential area? Drunk people with guns is not a good combination."
- **Requests for more information (74 interactions):** Some commenters asked for more information about the shooter, asking why a name or picture had not yet been shared with the public.
- **Police response (68 interactions):** **Only a small minority of commenters discussed the police's response to the incident.** Several commenters expressed criticism of the police, accusing the responding officers of being overly eager to shoot and "empty their magazines." One commenter alleged that it was the officers who inadvertently wounded seven people, adding, "They could have killed 7 people. That's the best we can do?" Conversely, some commenters praised the responding officers and asserted that more local police are needed.

Posts from the mayor and city council members attracted limited attention ([78 total interactions](#)). The [mayor's statements](#) shared on Twitter and Facebook accounted for 70 interactions, eliciting a combination of 'likes', condolences, safety concerns, and police criticism.



Monthly Department Report

PUBLIC AFFAIRS



VIDEO PRODUCTION

- **Published**
 - Published – Spend Local, Save Local – Just Salad
 - Published – Spend Local, Save Local – Intercontinental Doral
 - Published – Mayor’s April Message ENG
 - Published – Mayor’s April Message SPA
 - Published – "Best of the Best" 2024 March Winner (Best Pastelitos Karlas Bakery)
 - Published – April Calendar of Events
 - Published –Understanding Building Dept (#2)
 - Published –Parks & Police 4 Kids (PP4k) Afterschool Program Highlight
 - Published –Inside Doral – Consular & Sister Cities Reception
 - Published – Miami-Dade County League of Cities 70th Annual Gala City Highlight Video

Major Project Updates

- Administered and processed four PTSA Grants, seven CBO Grants, one Façade Grant and 4 Façade Grant application inquiries.
- Processed payment for two sponsorships as approved by Council.
- Review of first iteration of City website redesign.
- Submittal of Proposed Department Budget for FY 24-25
- Conducted evaluations for Communications Plan RFQ. Second round of evaluations will consist of presentations of top four submittals and be conducted in the coming weeks.



Monthly Department Report

PUBLIC AFFAIRS



Events

- Arbor Day Visits: Attended Doral schools to raise awareness about this important environmental holiday and get students actively involved in environmental action and contribute to the city's green spaces.
- Global Gallery: A Consular Reception & Sister Cities Art Showcase: Successfully planned and executed the annual event that included participation from 17 consulates and all six of Doral's Sister Cities.
- Women in Focus Event: Successfully planned and executed this Council-approved Advisory Board. Attendees gained invaluable insights from inspiring female trailblazers and built a strong support network to fuel their success.
- eMerge Americas Conference: Represented the City of Doral at as an exhibitor with a booth, garnering valuable exposure to businesses in the advanced industries interested in Smart City strategies like those deployed by the City of Doral.
- Freebee Senior Program Ribbon Cutting: Successfully planned and executed ribbon cutting event with Freebee, Silver Club and media participation to promote new, free service for senior citizens in Doral.
- Coordinated and assisted with three upcoming ribbon-cutting events.
- Upcoming Events:
 - National Day of Prayer Ceremony – May 2nd, 12pm, Council Chambers
 - Divine Savior Students Tour Government Center, May 3rd, 9am
 - Check Presentation & Photo Opportunity: Grant from Congressman Mario Diaz Balart, May 31st, 11:30am, DPD Headquarters
 - Unveiling of Aden Perry Life Safety Ring – Date/Time TBD



Monthly Department Report

PUBLIC AFFAIRS



Sponsorships/Grants

- Compiling for new Sponsorship Book ongoing with feedback from Parks & Recreation Dept.
- Sponsorship prospect meetings with CityPlace, Freebee, Fogo De Chao.
- Sponsorship Acquired:
 - Floral arrangements for the speakers and floral décor for event from Exquisite Florals (Value=\$3,000)
 - Wine for attendees for the Consulate/Sister Cities Reception from Seacoast Back (Value=\$350)

Administration

- Sponsorship Code of Ordinance and Policy draft finalized and submitted to City Manager's Office
- Conducted meetings with Council to review and gather feedback for Protocol Manual.
- Attended virtual Government Social Media campaign, the premier social media conference in the United States for government agencies.
- Attended Commission on the Status of Women Advisory Board Meeting as staff liaison.

Other

- Sent nine email campaigns to City database that consisted of Weekly Digest and special communication in response to phishing/spam email circulating in the community.
- Produced 34 Certificates as approved.
- Produced four Proclamations as approved.
- Supported 65 companies with business assistance consultations.
- Assisted with 15 InfoDoral information requests.



Monthly Department Report

PUBLIC AFFAIRS



- Administered three Spend Local, Save Local registrations.
- Routine updates to the City website as needed by department.
- Design of City Ad for USA Today (publish date is July 2024)