


Survey Results: City Communications

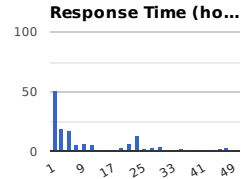
 Survey Info - This survey was sent on behalf of City of Valdez to the FlashVote community for Valdez, AK.

These FlashVote results are shared with local officials

149
Total
Participants

148 of 214 initially invited (69%)
1 other
Margin of error: $\pm 8\%$

Applied Filter:
Locals only
Participants for
filter:
137



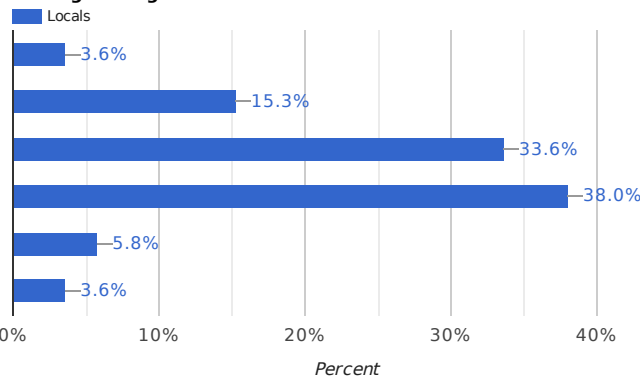
Started:
Oct 18, 2022 12:06pm PDT
Ended:
Oct 20, 2022 12:06pm PDT
Target Participants:
All Valdez

Q1 Please rate the job the City of Valdez does of informing you about city services, programs, and other news:

(137 responses by)

Options	Locals (137)
Terrible (1)	3.6% (5)
Bad (2)	15.3% (21)
OK (3)	33.6% (46)
Good (4)	38.0% (52)
Excellent (5)	5.8% (8)
Not Sure	3.6% (5)

Average rating: 3.28

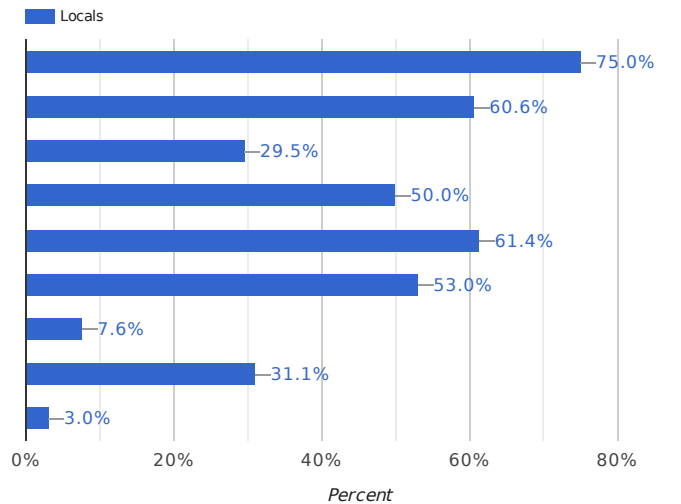


Q2 In the last 12 months, which of the following, if any, have you used to get information about the City of Valdez? (Choose all that apply)

(132 responses by)

Options	Locals (132)
City of Valdez website	75.0% (99)
City of Valdez Facebook page	60.6% (80)
City Notifications through Notify Me (push alerts by SMS message and/or email)	29.5% (39)

Options	Locals (132)
Radio (KVAK, KCHU)	50.0% (66)
Word of mouth	61.4% (81)
Valdez Online Bulletin Facebook page	53.0% (70)
City's digital signage (located at the pool, library, City Hall etc.)	7.6% (10)
Direct mail from the City received in post office boxes	31.1% (41)
Other:	3.0% (4)



Reports to Council/commissions

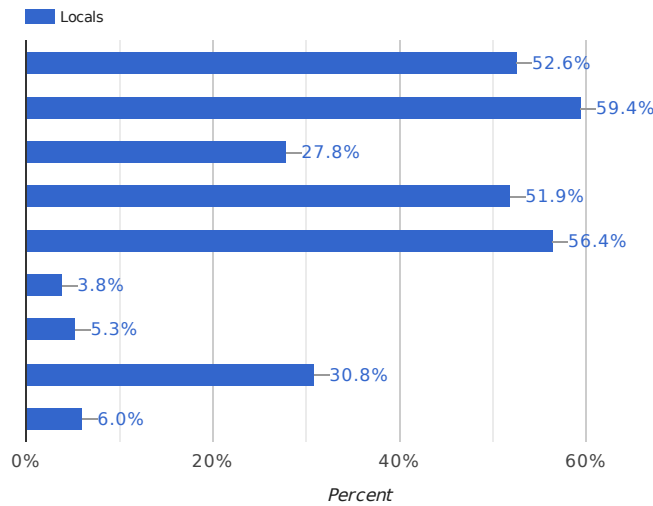
Physical Signage. I am not on social media.

Posters at the post office

KVAK E-Mail Newspaper

Q3 How would you most like to receive information from the City of Valdez? (You can choose up to FOUR, if any)
(133 responses by)

Options	Locals (133)
City of Valdez website	52.6% (70)
City of Valdez electronic newsletter	59.4% (79)
City of Valdez printed and mailed newsletter	27.8% (37)
Email	51.9% (69)
City of Valdez Facebook Page	56.4% (75)
City of Valdez Twitter account	3.8% (5)
City of Valdez Instagram Page	5.3% (7)
Text message	30.8% (41)
Other:	6.0% (8)



Radio

Should be doing a marketing campaign that always leads back to one source on the website.

KVAK

Flyers on bulletin boards

Both radio stations

KVAK E-Mail Newspaper

Radio

A real newspaper, that has a real journalist

Q4 Which of the following topics, if any, are you most interested in receiving information about from the City of Valdez? (You can choose up to FIVE, if any)

(133 responses by)

Options	Locals (133)
Capital projects	52.6% (70)
City events	87.2% (116)
Economic development	48.9% (65)
City Council meetings and decisions	63.9% (85)
City budget	32.3% (43)
Public safety (crime, policing, etc.)	51.9% (69)
Helpful tips on City topics (trash/recycling/water system/emergency preparedness etc.)	48.9% (65)
City service/department highlights and staff spotlights	26.3% (35)
Other:	4.5% (6)

Use Facebook page to let community know about grants and show how money was spent (pictures). Engage with the community, try to get people and businesses involved, if you do a survey tell us the results as well.

Parks and Rec needs to advertise!

It would be great if we had a newspaper again in town but that is not a City issue. I miss those good old days. I reference the City Council agenda packets to stay informed but I do not do that for the different City Commissions agenda packets. That's my fault not the City's. Remember you will never be able to please everyone!

None

Post information early and more often

I think it's important for a government to use every communication tool available, because people of the community are reached in a variety of ways. The messages created should be clear and simple to understand.

It would be helpful to have a regularly scheduled and reliable segment on KVAK that I can tune to at a specified time.

Town hall forums City Manager/key staff video messages Increased and consistent internal messaging and communication

Hoping this format will establishes a good dialog.

Twitter hasn't been updated since 2021.

I get emails from city because I'm a registered business. If I didn't get those I would rarely know what was going on as I infrequently listen to radio or check social media.

I made the decision years ago to be completely social network free, so I am not tied to technology. I would love to have a local newspaper started...I also would like to encourage the Council to help fund KCHU more, so they can broadcast here on FM too. Question- why is the City still paying to broadcast Council meetings on KVAK? I quit tuning into the radio when you starting streaming the meetings. If you educated the listening public about the streaming and stopped paying to have it on the radio, that would save quite a lot of money.

The City website can sometimes feel hard to navigate. Any upgrades would be appreciated.

Since we do not have a newspaper and not everyone is on Facebook, a monthly printed newsletter is important. Front page hot topics back page calendar with council, commission and board meetings. No need for events as they already put out a publication.

Go digital with online communications

I feel like I always find out about things after they have happened. Email and mailings would help close the gap.

As the topic of this Flash Vote has been communication, that should be a red flag for the City of Valdez is that the citizens of the city need more information faster than waiting for the next City Council Meeting to see Minutes from the previous meeting. This Point was brought up during the Corvus discussions re: a city plan - why has it taken so long to take action. The citizens cannot be supportive if they do not know what the plan is and then not know what the discussion included prior to the decision. The Newsletter should contain all of the previous topics and events on a weekly basis. The City has not had to spend money to advertise in a local newspaper for several years for advertising Planning & Zoning and various meetings - what did the City funnel those funds off to. Solution: Too much information is so much better.

Fix the website

Communicate, the city is getting worse at informing the public.

The City has been put in the position of filling a need for information that would historically have been provided by a newspaper. The feeling of distrust in our city government is directly correlated to the mis- or lack of information about budget, capital projects, staffing, and overall process. It's a lot to ask, but we need it.

Make event pages for events on Facebook, better notifications for closings, promote activities earlier

I think more information in general about what's going on with special boards and committees. Like what specifically is happening with the beautification committee? Also, how do these boards get established? Can citizens reach out about community concerns that may need special committee or board attention?

Get information out sooner about programs, events, or general information. Putting out information 3 days prior to an event does no one any good.

No

Everything should be accessible in COV website. Everything should drive back to website. Website should be easy to navigate, intuitive, comprehensive.

I dislike using the city website. It's too disorganized. Facebook is easier.

Consistency amongst all departments

Mailer for the residents that don't utilize electronic devices, such as the elderly.

Website could be better

Use more than just facebook

I Miss the newspaper. Be good to put things in copper river record as they are willing to carry our info. Some of last years parks and rec surveys got very confusing, overlapped and not done well to understand questions. Thanks.

Standardize how information is passed to the public.

Would like to see a process to recycle glass and plastic. something along the lines of a self serve place to crush glass at the users expense.

Not everyone goes to Facebook/internet all the time. But we all check our mail. I'd love a printed monthly newsletter!

The website is hard to navigate. I went looking for the Surplus sale and it took me over 10 minutes to find it.
