

# COMMUNICATIONS AND OUTREACH DEPARTMENT MONTHLY REPORT

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SEPTEMBER 2019



**VILLAGE OF SCHAUMBURG**

PROGRESS THROUGH THOUGHTFUL PLANNING

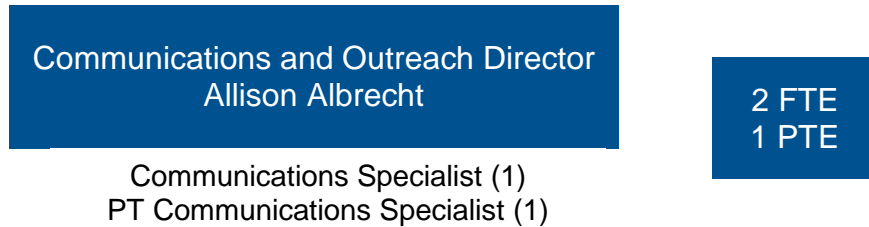


## TABLE OF CONTENTS

Organization Chart.....	<u>1</u>
Department Overview.....	<u>1</u>
Key Activities.....	<u>2</u>
Monthly Performance .....	<u>4</u>
Key Performance Indicators (KPIs) .....	<u>10</u>
KPI 1- Social Media Subscribership .....	<u>10</u>



## ORGANIZATION CHART



## DEPARTMENT OVERVIEW

The Communications and Outreach Department is responsible for enhancing, developing and promoting the Schaumburg brand across multiple platforms; accomplished through web programming, multimedia development, public relations, media outreach, social media management, graphic design, and print production.

The purpose of the department is to effectively share information about Schaumburg's programs, projects, services and events with residents, businesses, visitors, community organizations and other stakeholders in order to promote an understanding of the village's goals and operations. In addition, the Communications and Outreach Department provides expertise and production resources to assist all village departments, including the Mayor's Office and Village Trustees, in achieving their communication goals.

The department serves as a main point of contact for media inquiries. In an emergency, the Communications and Outreach Department works closely with public safety information officers to disseminate and coordinate vital information to ensure public safety.

Additionally, the department assists with the coordination and implementation of marketing and outreach initiatives aimed at fostering civic pride, promoting positive experiences in the village, and increasing community engagement.

## KEY ACTIVITIES

### Marketing & Branding

Using the brand action plan developed as part of the village's Marketing & Branding Study, the Communications and Outreach Department has been implementing a number of strategies including internal and external pieces that highlight the village's new positive brand image. Deliverables completed in September include:

- Police recruitment flyer – redesigned
- New employee orientation presentation – redesigned
- Water billing postcard – redesigned
- Regular and holiday trolley brochures – redesigned
- Farmers market banner – redesigned
- CAFR cover - designed

### Outreach

#### Woodfield Mall Incident (Sept. 20)

On Friday, Sept. 20 an incident occurred at Woodfield Mall when a vehicle crashed into the Sears entrance and drove through the mall. Staff assisted the Schaumburg Police Department with disseminating information to the public related to the village's response efforts, safety and evacuation messages, as well as post-incident updates. On the day of the incident, staff worked with Public Safety personnel and the Police Public Information Officer to assist with their evening press conference to address the various media outlets covering the story. In addition, staff provided responses to individual questions and inquiries regarding the incident that came in from the public in the days after the event.

<b>Website</b>	<ul style="list-style-type: none"> <li>- An emergency alert was posted to the website encouraging the public to visit the village's social media channels for the latest information.</li> <li>- Press releases were posted to police webpage.</li> </ul>
<b>Twitter</b>	9 posts
<b>Facebook</b>	5 posts
<b>Nextdoor</b>	4 posts
<b>Media Calls</b>	Day of Incident: Staff responded to approximately 35 calls/inquires. Post-Incident: Staff responded to approximate 10 calls/inquires.



### **Hops & Props Event (Sept. 28)**

Staff assisted the Transportation Department with promoting the Schaumburg Regional Airport's inaugural Hops & Props event. In addition to utilizing the village's standard communications and marketing platforms, staff developed a targeted Facebook Advertising campaign to better reach residents of Schaumburg and other nearby communities. Approximately 440 patrons attended the event.

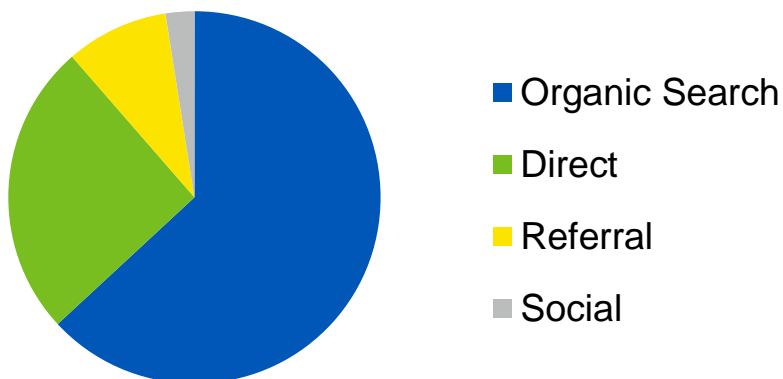
## MONTHLY PERFORMANCE

### Website

The village's website [www.schaumburg.com](http://www.schaumburg.com) is an important tool used by the public to seek news and information about available programs and services, as well as information about news and events happening in the Schaumburg.

- Total unique visitors: 56,105
- Total page views: 154,564
- Most popular pages visited/searches:
  - Septemberfest
  - Home Page
  - Overnight Parking Request
  - Police
  - Water Billing
  - Septemberfest Parade
  - Businesses Coming Soon
  - Human Resources
  - Farmers Market
  - Al Larson Prairie Center for the Arts

### How Visitors Get to Schaumburg.com



**Organic Search** = visitors coming from a search engine such as Google

**Direct** = people entering [www.schaumburg.com](http://www.schaumburg.com) into their browser

**Referral** = visitors who click on a link from another website and then land on our site

**Social** = visits generated from social media pages such as Facebook, Instagram, and Twitter



As part of the upcoming web redesign process, staff attended a website migration workshop with the IT Department to identify the design, features and functionality of the new site. In addition, staff is working to identify current content that can be removed, streamlined for efficiency, or reorganized so that content moved to the new site will provide a better, more user-friendly experience for patrons.

### Press Releases

- “Hops & Props Coming to the Schaumburg Regional Airport Sept. 28” – *ABC 7 Only*
- “Public Invited to Schaumburg’s Public Safety Open House on Oct. 5”
- “Schaumburg Annual Fall Recycling Event Returns Oct. 5”
- “Sister Cities Exchange Program Seeks Schaumburg Hosts”

### Media Relations

- Staff was contacted by various media outlets related to the Woodfield Mall incident
- Staff was contacted by ABC 7 to feature Hops & Props on their Wednesday segment, Lookout Weekend
- Staff assisted the Daily Herald with food and beverage tax information for a story.
- Staff assisted the Daily Herald with crash data information for a story.
- Information was provided to ABC 7 regarding the status of the discussion on recreational cannabis.

### Weekly Progress Report E-Newsletter

- Total E-Newsletters in September: 4
- Total Subscribers: 5,496
- Gained Subscribers: 36
- Average Open Rate: 45.3% (national average for government is 19.8%\*)



### Social Media

In an effort to further connect and engage with the public, the village maintains several social media platforms in which staff interacts with users, answers questions and concerns, and shares information about positive news and events.

Staff is responsible for maintaining the following platforms which are used frequently to convey information:

- Facebook
- Twitter
- Instagram
- Nextdoor

In total, across all of the village's social media pages, the village **posted 158 times** on social media during the month of September to **interact with 25,400 followers**.

**Post Engagements** = when someone performs actions on your page such as liking, commenting, clicking on links within posts or reposting content to their pages

**Post Impressions** = the number of times a post/content is displayed, no matter if it was clicked or not

**Twitter Mentions** = this is a form of commenting on Twitter posts and is when someone tags a username in a reply

**Reach** = the total number of people who see a post/content






## Facebook


- Posts: 29
- Gained Followers: 280
- Page Visits: 7,214
- Post Engagements: 25,639
- Post Reach: 187,284

Top post for the month of September:



**Village of Schaumburg, Illinois Government**  
Published by Allison Albrecht (?) · September 29 at 8:17 AM · 🌐

A press release from the Schaumburg Police Department regarding charges filed for the driver involved in the Sept. 20 Woodfield Mall incident.



**SCHAUMBURG POLICE DEPARTMENT**  
Bill Wolf, Chief of Police

**PRESS RELEASE**

**For Immediate Release**      Issued By: Sgt. Karen McCartney, PIO  
 Issued: September 29, 2019      For Media Use: Desk: 847-348-7220  
 Press Release # 2019-25      E-mail: [KMcCartney@Schaumburg.com](mailto:KMcCartney@Schaumburg.com)

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**Vehicle Driving Into Woodfield Mall**  
Update #2

On September 27, 2019, Javier Garcia, 22, the driver of the vehicle that was driven into Sears/Woodfield Mall last Friday, September 20, 2019, was released from AMITA Health Behavioral Medicine Institute and transferred to the custody of Schaumburg Police.

Upon completion of the investigation, detectives contacted the Cook County State's Attorney's Office, who authorized charges in the case. Garcia was subsequently charged as follows:


**Charges:**

- Terrorism - Class X Felony. This is a state charge, based on the following elements:  
Any act that causes substantial damage to any building containing (5) or more businesses of any type. Substantial damage means monetary damage greater than \$100,000.
- Criminal Damage to Property - Class 2 Felony – Damages in excess of \$100,000.

The police investigation revealed Garcia was acting alone. A motive has not been determined. Police have no reason to believe Garcia was targeting any specific person and/or store within Sears or Woodfield Mall.


Garcia will be transported to Bond Court, 26<sup>th</sup> and California, Chicago, on Sunday, September 29, 2019.

**Subject:**  
Javier Garcia, 22 yoa  
DOB: 10-13-1996  
Resides in the 1300 block of N. Geneva, Palatine, IL, 60074



*Garcia*

Members of the public are reminded that this arrest and complaint contains only charges and is not proof of the defendant's guilt. A defendant is presumed innocent and is entitled to a fair trial in which it is the government's burden to prove his or her guilt beyond a reasonable doubt.



Village of Schaumburg Police Department  
Facebook Page: [Village of Schaumburg](#) / Twitter: [@SchaumburgIL](#)  
Our Mission is to Serve, Protect, and Enhance the Quality of Life through Community Partnerships

### Performance for Your Post

**33,458** People Reached

**889** Reactions, Comments & Shares *i*

<b>259</b> Like	<b>88</b> On Post	<b>171</b> On Shares
<b>2</b> Love	<b>1</b> On Post	<b>1</b> On Shares
<b>5</b> Haha	<b>0</b> On Post	<b>5</b> On Shares
<b>72</b> Wow	<b>21</b> On Post	<b>51</b> On Shares
<b>17</b> Sad	<b>6</b> On Post	<b>11</b> On Shares
<b>9</b> Angry	<b>0</b> On Post	<b>9</b> On Shares
<b>333</b> Comments	<b>100</b> On Post	<b>233</b> On Shares
<b>192</b> Shares	<b>190</b> On Post	<b>2</b> On Shares

**9,458** Post Clicks

<b>4,946</b> Photo Views	<b>6</b> Link Clicks <i>i</i>	<b>4,506</b> Other Clicks <i>i</i>
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**NEGATIVE FEEDBACK**

**10** Hide Post      **3** Hide All Posts

**0** Report as Spam      **0** Unlike Page

Reported stats may be delayed from what appears on posts

🟢 **Get More Likes, Comments and Shares**  
Boost this post for \$25 to reach up to 3,200 people.

<b>33,458</b> People Reached	<b>10,347</b> Engagements	<b>Boost Post</b>
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👍👎🗨️ Becky Kozlowski, Deborah Ann and 105 others    51 Comments    190 Shares

## Twitter

- Tweets: 113
- Gained Followers: 248
- Page Visits: 10,700
- Mentions: 678
- Impressions: 1.05M

### Top posts for the month of September:

Sep 2019 • 30 days

#### TWEET HIGHLIGHTS

#### Top Tweet earned 606K impressions

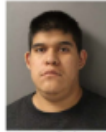
A message from the Schaumburg Police Department regarding charges for the driver involved in the Sept. 20 Woodfield Mall incident. [pic.twitter.com/ctfejpZqXb](https://pic.twitter.com/ctfejpZqXb)

Substantial damage means monetary damage greater than \$100,000.  
 • Criminal Damage to Property - Class 2 Felony - Damages in excess of \$100,000.

The police investigation revealed Garcia was acting alone. A motive has not been determined. Police have no reason to believe Garcia was targeting any specific person and/or store within Sears or Woodfield Mall.

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**Subject:**  
 Javier Garcia, 22 yrs  
 DOB: 10-12-1996  
 Resides in the 1300 block of N. Geneva, Palatine, IL, 60074



Members of the public are reminded that this arrest and complaint contain only charges used to our proof of the defendant's guilt. It is subject to prosecutive review and is subject to a plea deal or verdict in the government's hands to prove its or his guilt beyond a reasonable doubt.

143 Retweets 327 Replies 562 Likes

View Tweet activity

View all Tweet activity

#### Top mention earned 8,706 engagements

@SchaumburgIL Police have reported that one vehicle has driven into one of the entrances at @WoodfieldMall. The subject is in custody. At this time, there is no evidence of an active shooter situation. Please avoid the area if possible. [pic.twitter.com/bVLvV783Ra](https://pic.twitter.com/bVLvV783Ra)

Schaumburg Police have reported that one vehicle has driven into one of the entrances at Woodfield Mall. The subject is in custody. At this time, there is no evidence of an active shooter situation. Police are on scene and the mall is in the process of being evacuated. Please avoid the area if possible. The investigation is ongoing. At this time, no injuries have been reported.



20 Retweets 130 Replies 187 Likes

## Instagram

- Posts: 8
- Impressions: 13,000
- Gained Followers: 90
- Interactions: 506

### Top post for the month of September:



**thevillageofschaumburg**  
 The Chicago Athenaeum - International Sculpt...

**thevillageofschaumburg** A new sculpture donated by the Tamil-American cultural organization, the Chicago Tamil Sangam, was installed this week in the Village's Sculpture Park located in the south area of the Municipal Center grounds at 101 Schaumburg Court. The sculpture is of Thiruvalluvar, a celebrated Tamil poet and philosopher, and is approximately 4.5 feet tall and weighs 2.5 tons. Check out the time-lapse of its installation! #artoftheday #sculpturepark #nature #artinnature #landscape

2w  
 erikolsen222 Nice!  
 1w 1 like Reply



Liked by samandharrys and 71 others

SEPTEMBER 20  
 Add a comment... Post

## Nextdoor

- Posts: 13
- New Residents: 444
- Verified Residents: 7,788 in 49 neighborhoods
- Impressions: 21,771\*\*
- Reach: 18% of households

Top post for the month of September:

 Communications Manager Allison Albrecht, Village of Schaumburg AG... 

### Woodfield Mall Incident Information

Village leaders appreciate all the individuals and organizations that worked together to safely bring the driver into custody who was involved in the Sept. 20 incident that occurred at Woodfield Mall. Village leaders are also grateful no lives were lost and no major injuries were reported.

With that being said, this incident is certainly a serious matter and village officials and staff are regarding it as an opportunity to review safety measures and emergency response efforts at Woodfield Mall. Public safety personnel regularly train for emergency situations at Woodfield Mall, and that prior training contributed to the quick and efficient response that helped secure the scene to keep employees and patrons safe. The village has always worked closely with mall security and representatives—sharing a common goal to ensure public safety—and the village will continue this collaboration to learn from this incident and determine how to best move forward.

When any type of large-scale emergency response is initiated and concludes, the village routinely conducts an “after-action” analysis of the situation. During the analysis, response efforts are reviewed to determine what can be improved and potential recommendations can be considered that will continue to enhance safety in the village. The village will be working closely with both Woodfield Mall management and Simon Property representatives to obtain their comments and feedback as part of the analysis. Public safety personnel met with mall security representatives this morning (Sept. 23) to debrief on the incident, and additional meetings are being planned for the future. The village will also consider the comments of citizens and other interested parties as part of the process.

The village will continue to share information on this matter in its communication channels including its weekly e-newsletter, The Progress Report, and on social media. Please consider signing up and following these channels so that you can stay informed about initiatives happening in our village.

23 Sep · Subscribers of Village of Schaumburg

 Thank

 Reply 

 19  2 · 2316 Impressions

\*\*Total of unique post views, unique opens of post email notifications, and link clicks from emails.



### KEY PERFORMANCE INDICATORS

#### KPI 1: Enhance community engagement through social media.

The Village of Schaumburg has placed a high priority on communicating news, events and information about its programs and services to the public, and it uses a number of tools to successfully achieve that goal. Because technology is constantly changing, it is important that the village remain informed so it can utilize the appropriate communication channel that will best reach the intended audience. Social media tools, such as Facebook, Twitter, Instagram and Nextdoor, enable the village to better inform and engage the public. In this KPI, staff continues to track the number of subscribers to each of its social media sources monthly as well as how many of those subscribers are new that month.

