

Communications & Community Engagement

Jenna Vinson
Director



Organizational Chart



Strategic Planning, Communications
Plans, Public Education Campaigns,
Advertising, Liaison to City Council,
CMO, and ELT, Messaging, Brand
Management

Public Information Officer, Media
Requests, Press Releases, Oversees
Website and Social Media
Administration, Digital Presence
Management

Digital Strategies – Website, Social
Media, Newsletters, Digital Presence
Creative Marketing – Graphic Design
Special Events – Events and
Community Engagement

Director

Communications
Manager

Digital
Strategies
Coordinator

Digital
Strategies
Coordinator

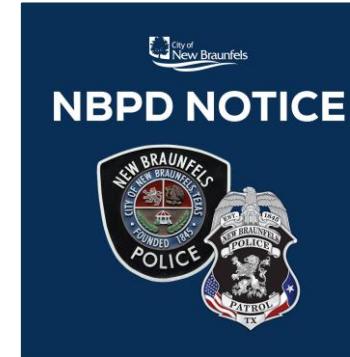
Creative
Marketing
Coordinator

Special Events
Coordinator

Departmental Overview



- ▲ Brand Management
- ▲ Media Relations/PIO
- ▲ Crisis Communications
- ▲ Website
- ▲ Social Media
- ▲ Graphic Design
- ▲ Special Events
- ▲ Paid Advertising
- ▲ Public Education Campaigns
- ▲ Photography/Videography
- ▲ Digital Presence
- ▲ Messaging
- ▲ Presentations



A screenshot of the City of New Braunfels website. The header includes the city logo and navigation links for "All Departments", "Submit a Request", "Join Our Team", and "Search...". Below the header are sections for "LIVING & VISITING", "BUSINESS & DEVELOPMENT", and "CITY HALL". The main content area features several news and promotional images, including one about a "RESIDENT RIVER PARKING PASS IS GOING DIGITAL" and another for "NOW HIRING". The website is organized into several categories: PLACES, SERVICES, MAPS & GIS, and POPULAR LINKS, each with a list of links. At the bottom, there is a section for "CITY MEETINGS, EVENTS, AND PROGRAMS" with details about upcoming events like the "District 5 Citizen Forum" and "Central Texas Technology Center Advisory Board Regular Meeting".

A dense forest of tall, green coniferous trees, likely pines or firs, arranged in a grid-like pattern. The perspective is from a low angle, looking up at the tops of the trees. The lighting suggests a bright day with sunlight filtering through the canopy.

Don't miss the
Forest
for the
Trees

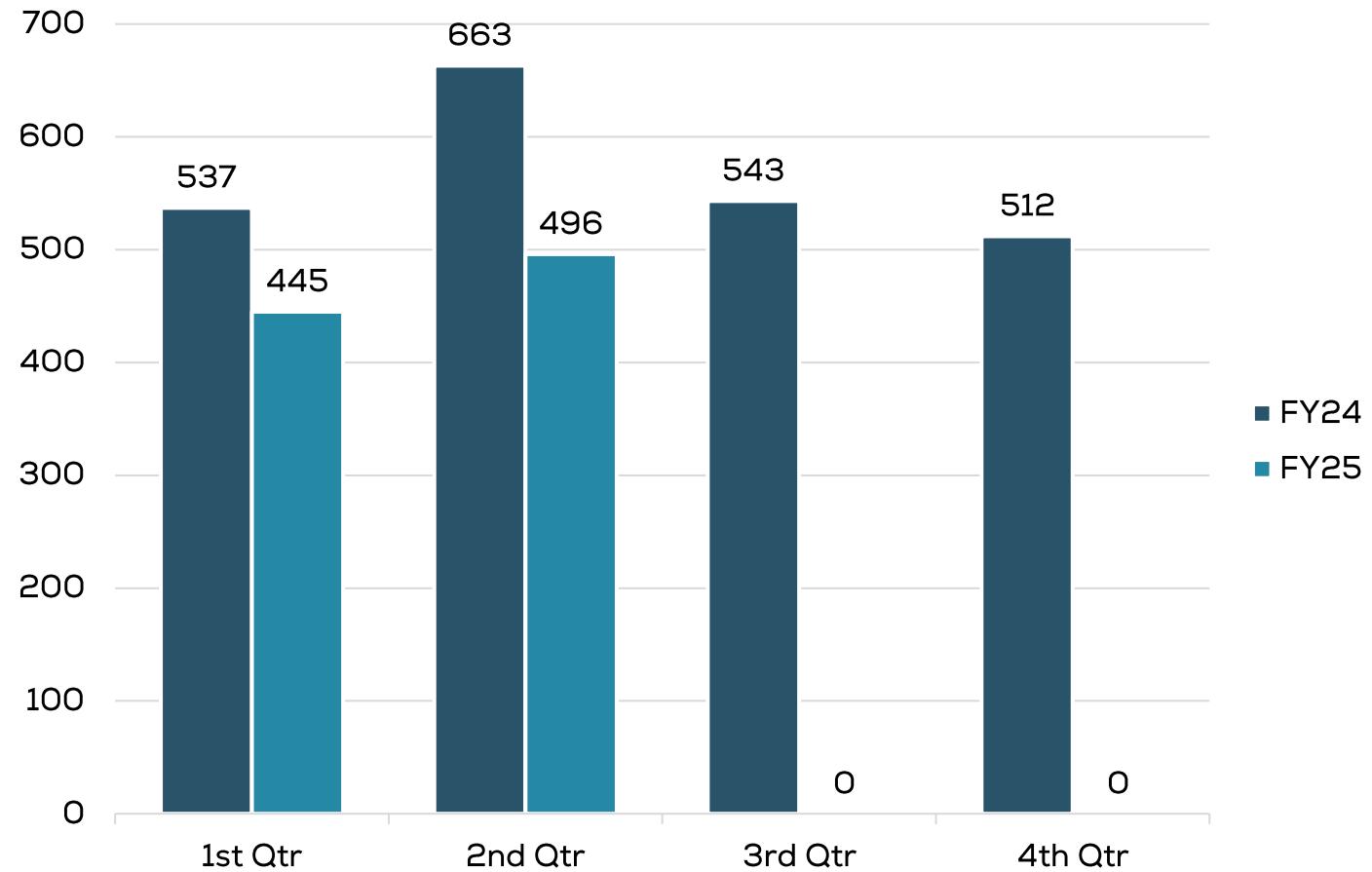
FY2025 Report



Communications Requests



- ▲ 1st Quarter – 445
- ▲ Total FY24 – 2,255
- ▲ Total FY25 to date – 941

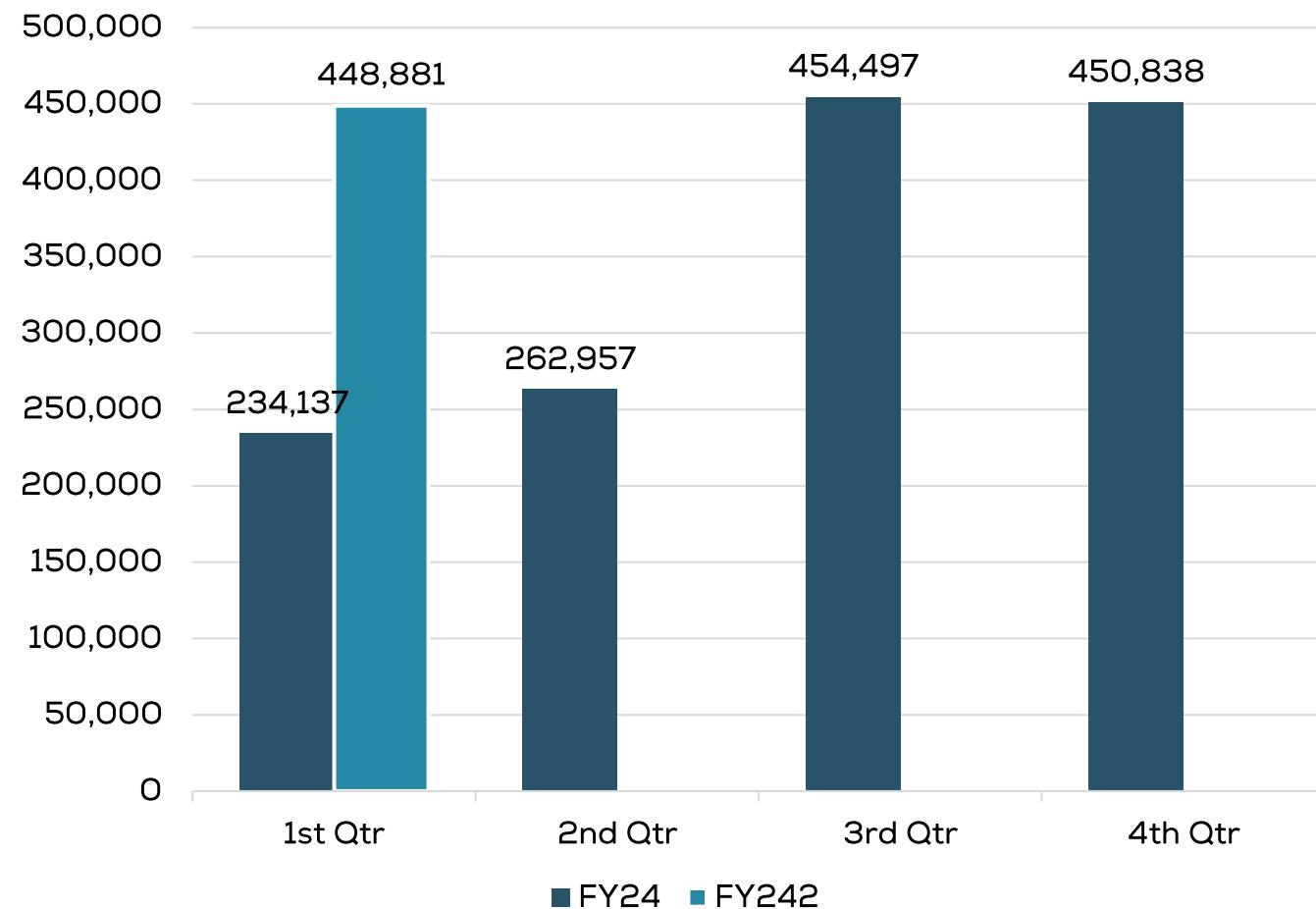


Website Analytics



▲ NewBraunfels.gov

- Total FY24 - 1,387,657
- Q1 Top 10 Pages
 - 1. Homepage: 117, 690
 - 2. Calendar: 58,004
 - 3. Search: 23,082
 - 4. Das Rec: 19,803
 - 5. CivicAlerts: 19,151
 - 6. Library: 17,319
 - 7. Solid Waste and Recycling: 17,319
 - 8. Join Our Team: 12,296
 - 9. Landa Park: 10,017
 - 10. Residential Recycling: 5,826



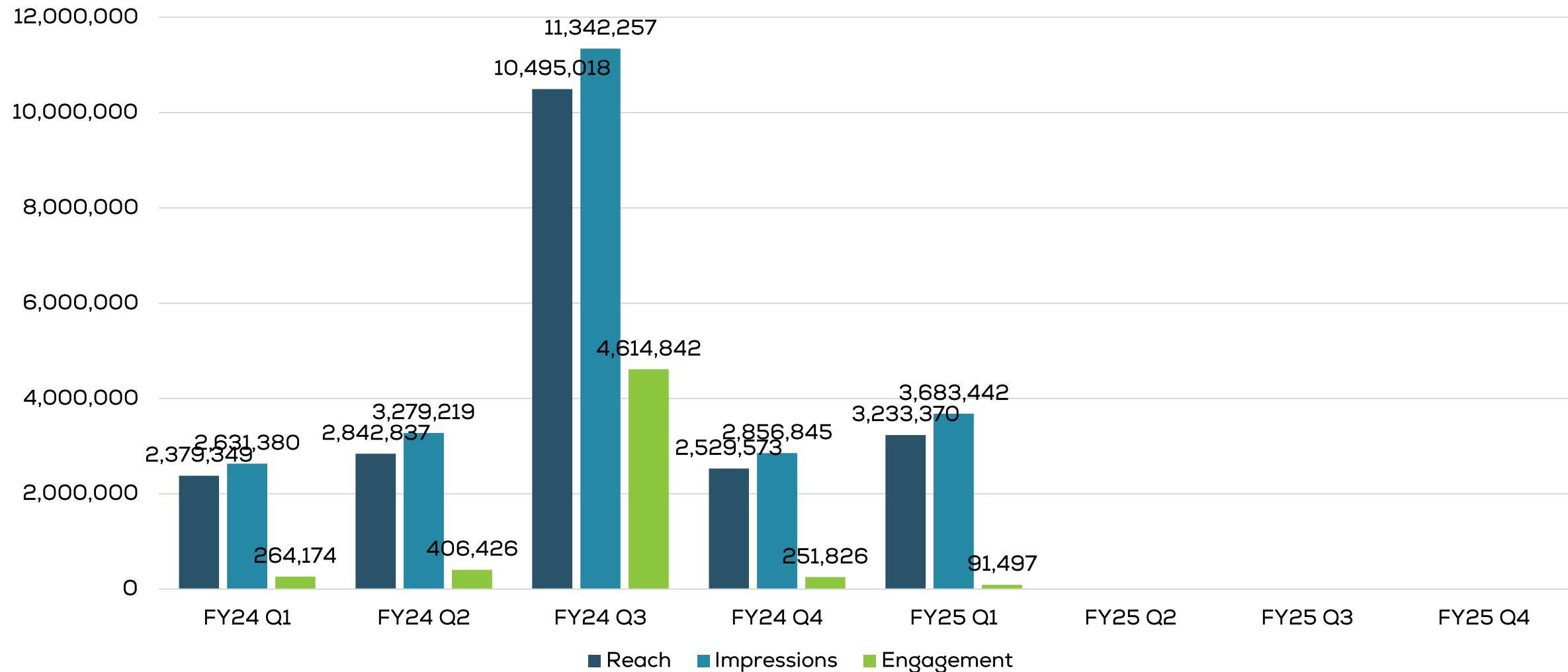
**A session is a period of time during which a user interacts with your website or app. By default, a session ends or times out after 30 minutes of user inactivity. There is no limit to how long a session can last.*

Social Media Analytics



- ▲ Total Reach All Pages FY2024 – 18,246,777
- ▲ Total Impressions All Pages FY2024 – 20,109,701
- ▲ Total Engagement All Pages FY2024 – 5,537,268
- ▲ Pages – Facebook and Instagram
 - City of New Braunfels – plus NextDoor
 - Parks and Recreation
 - NBPD
 - Fire
 - Das Rec
 - Library

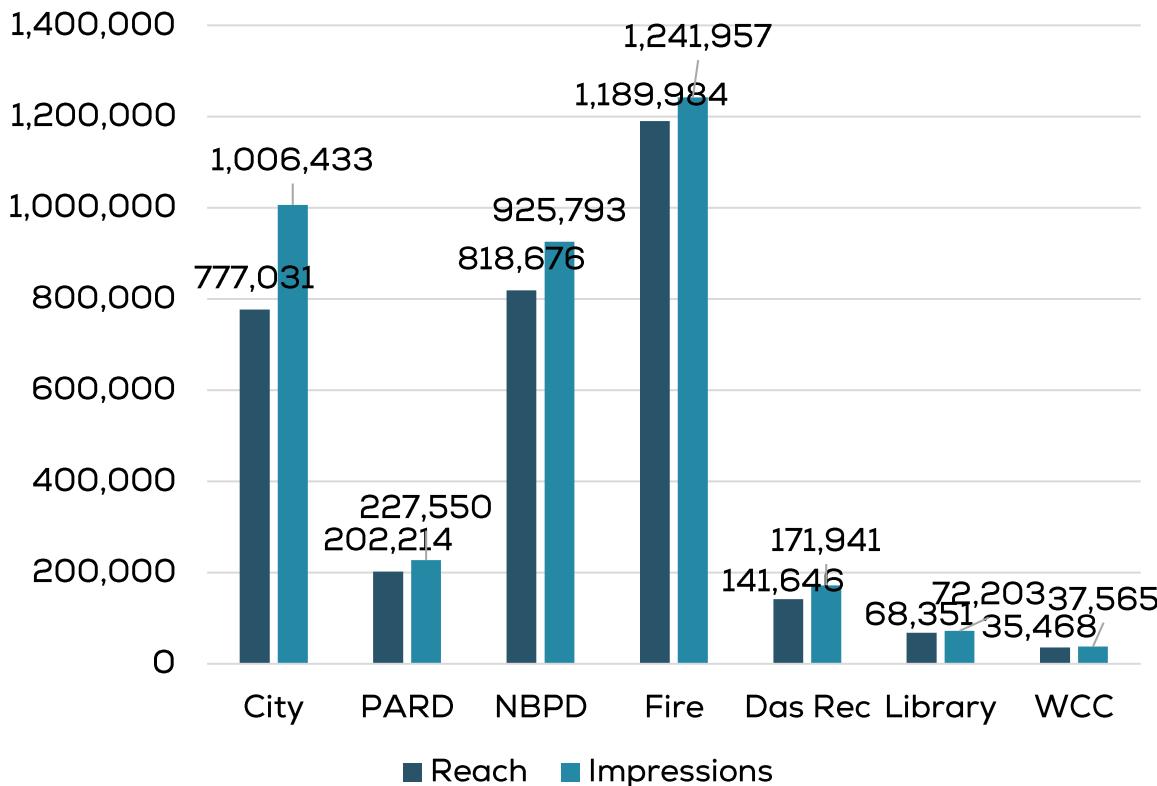
Social Media Analytics



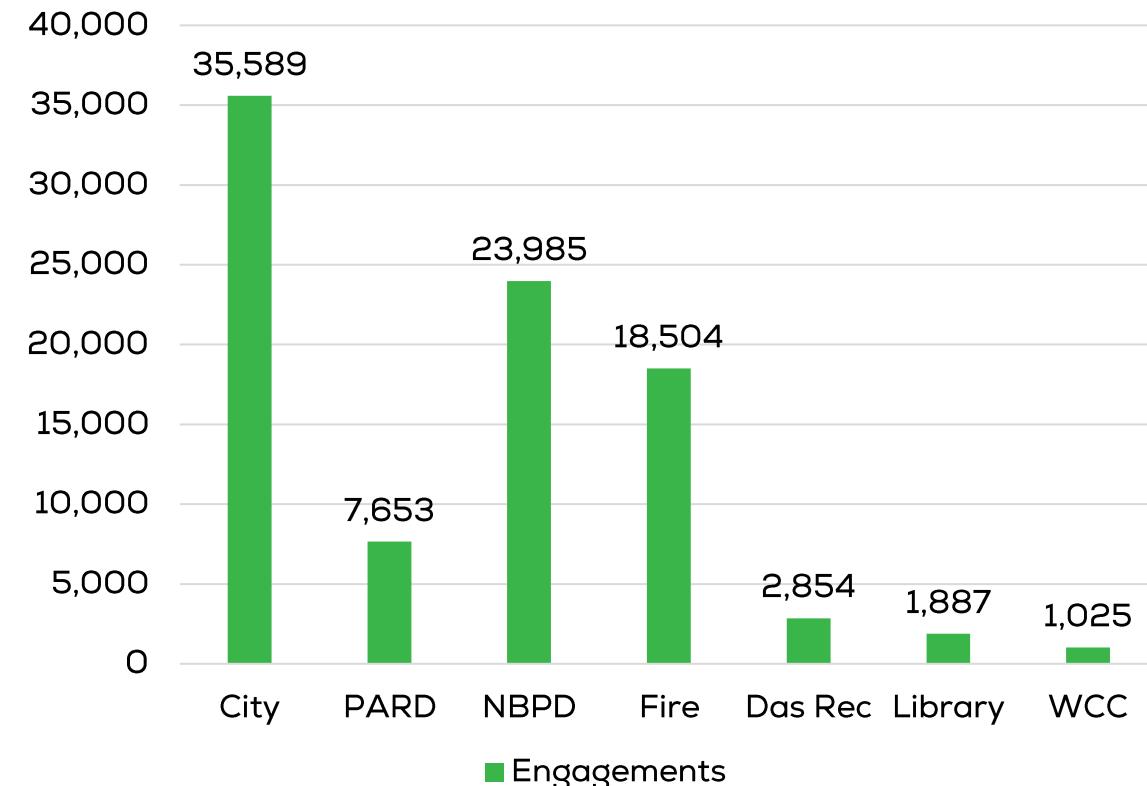
Social Media Analytics



Q1 Reach & Impressions



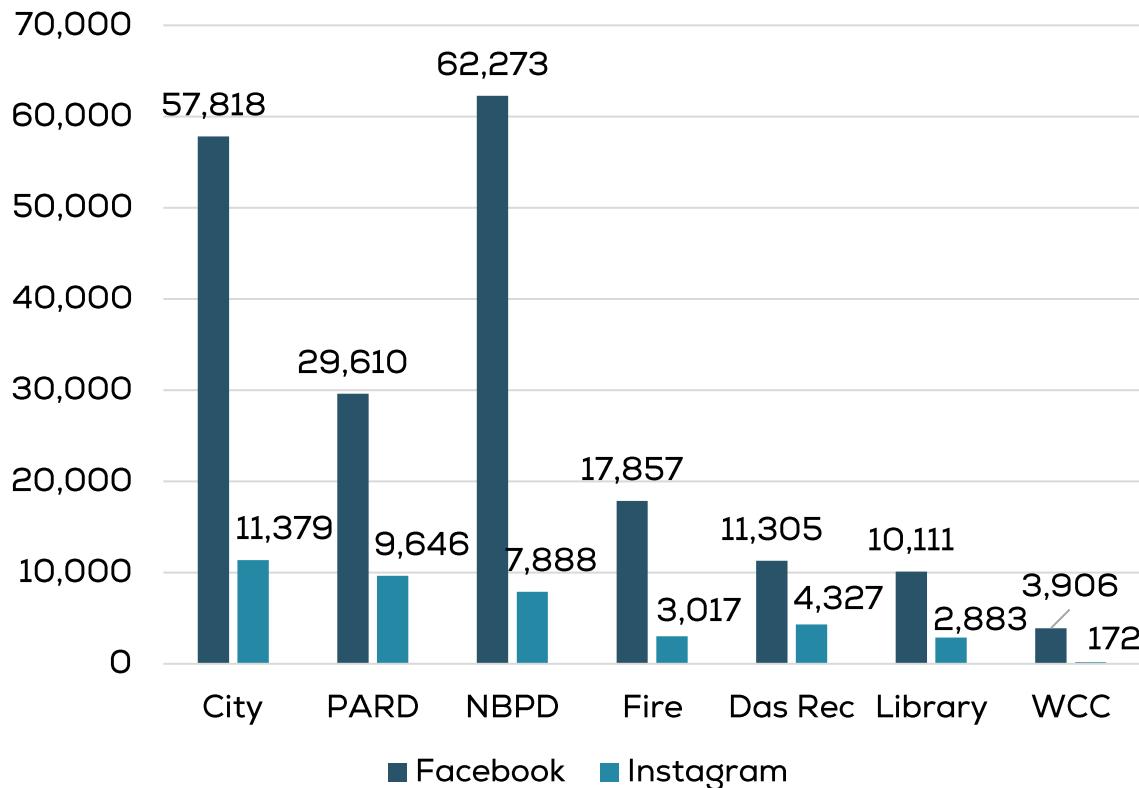
Q1 Engagements



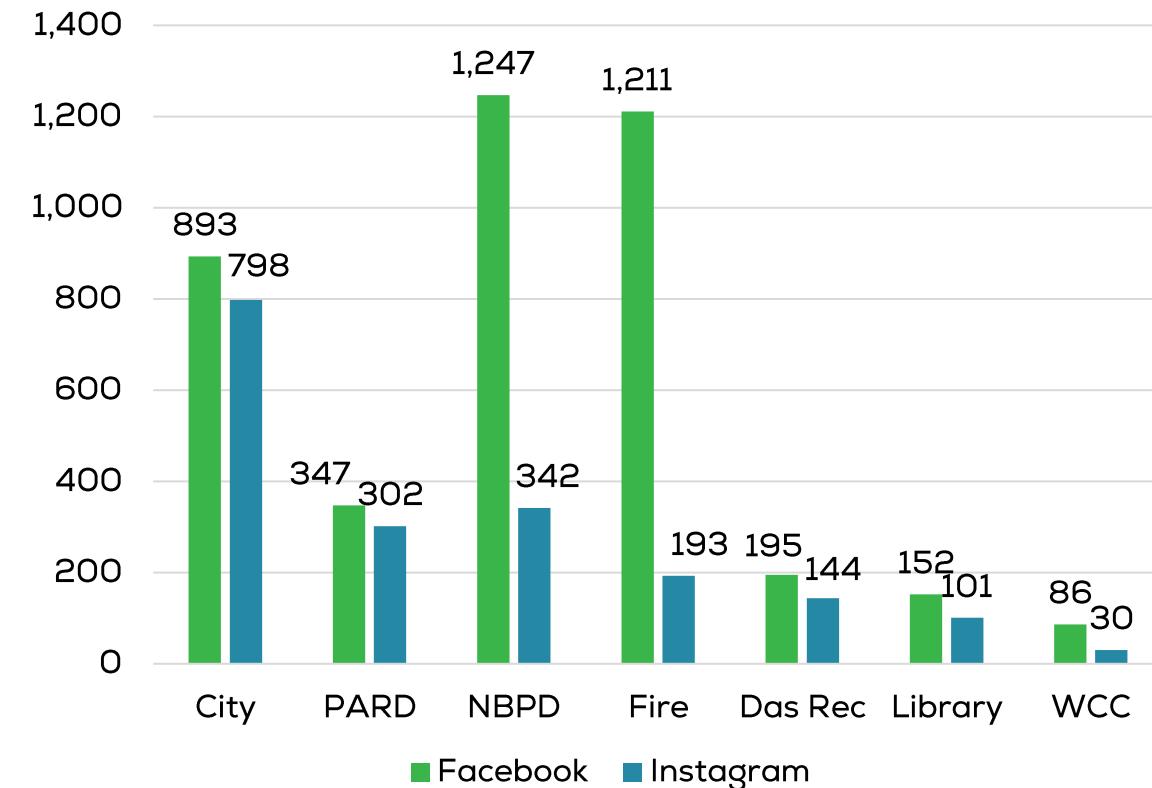
Social Media Analytics



Total Followers = 232,192



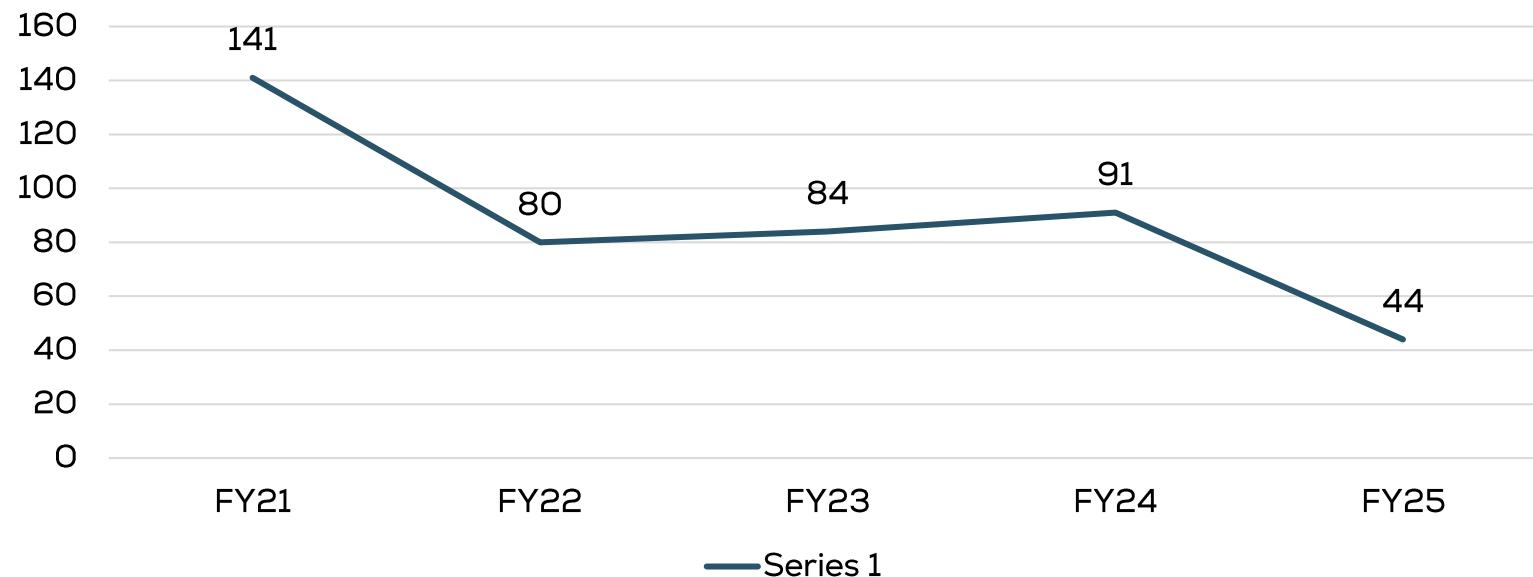
Q1 New Followers = 6,401



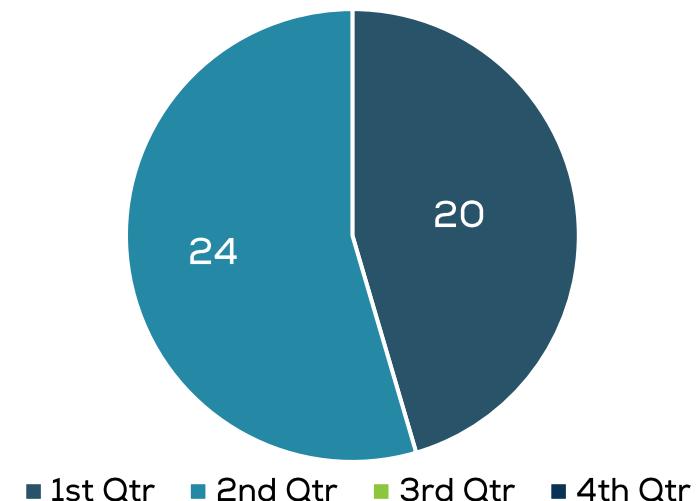
Media Releases



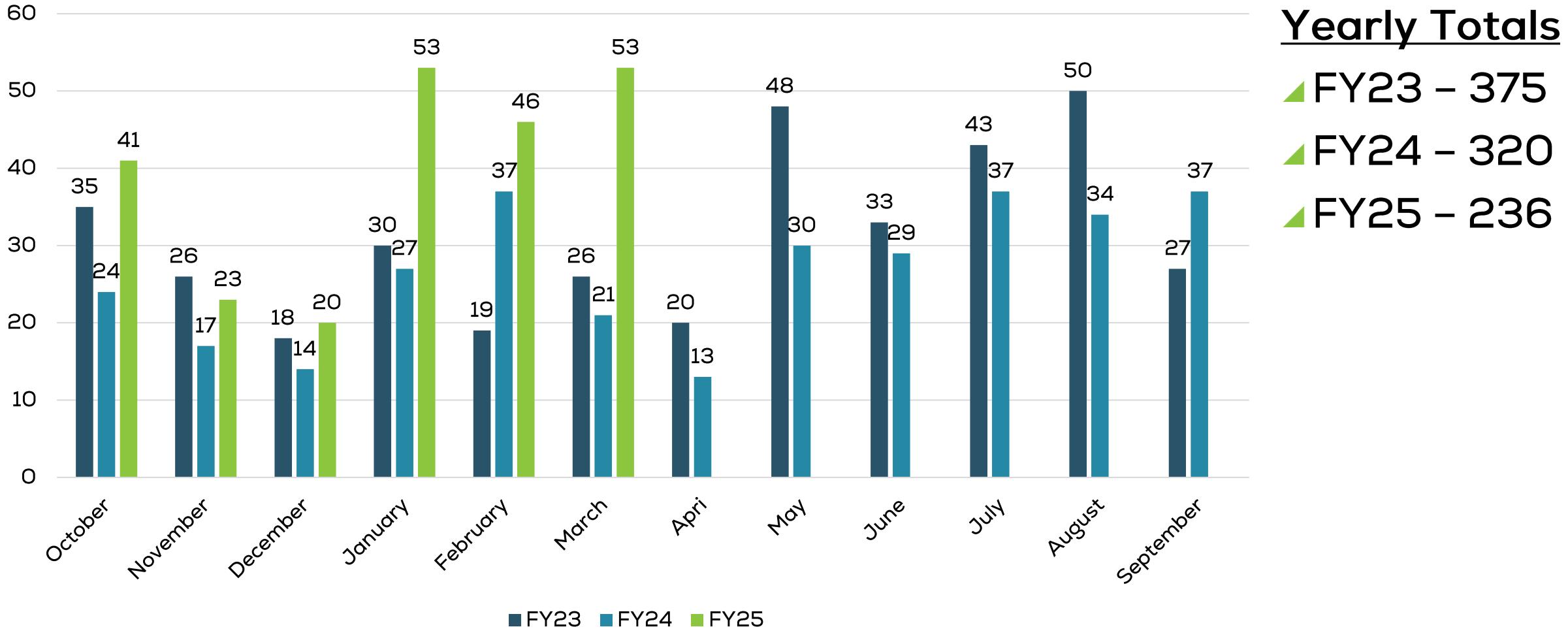
Media Releases Over Time



FY25 Media Releases



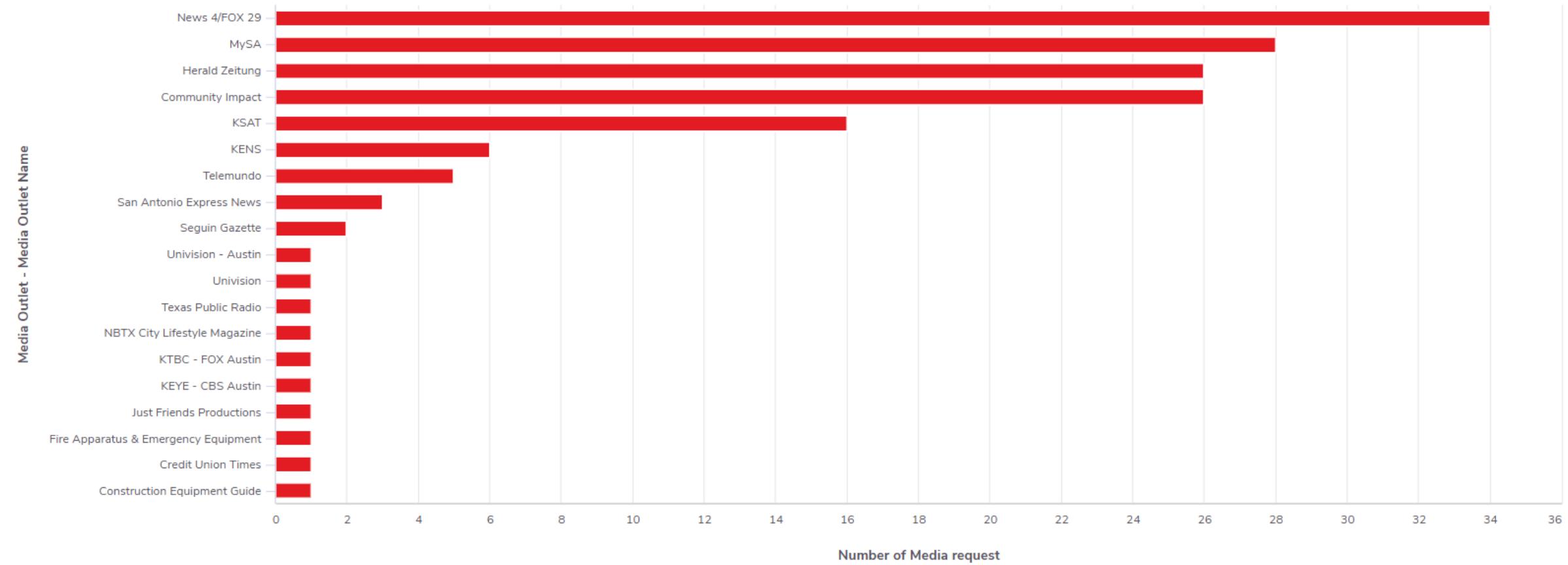
Media Requests



Media Requests



Top Requestors by Outlet - Last 90 Days



Better NB



City of New Braunfels

Better NB Case Studies of Making New Braunfels a Better Community

Equipment Investments Pave the Way for More Sustainable Roads

Asphalt Paver



Equipment: Asphalt Paver
Cost: \$247,286
Primary Purpose: Distributes and levels asphalt, while compacting layers to create smooth surfaces for roadways and parking lots.

Motor Grader



Equipment: Motor Grader
Cost: \$315,043
Primary Purpose: A versatile piece of equipment that can smooth almost any surface for road and drainage lots.

Milling Machine



Equipment: Milling Machine
Cost: \$461,628
Primary Purpose: Remove part of existing asphalt for spot rehabilitation.

Investments Align with City Priorities

This investment in equipment to increase efficiency aligns to the City's strategic priorities, with City Council and City Administration working together to find ways to stretch tax dollars into better drainage, and better overall quality of life for residents.

It's just before 8am and the cones start going out on Magazine Avenue as City of New Braunfels crews get ready to begin their day. The foreman, Greg Schwerdtfeger, a 9-year employee of the road construction experience, gives the all-clear to his crew to get started on the work. Engine starts, the next two weeks a variety of vehicles do the heavy-lifting of digging, scraping, milling, and paving. Once the work is said and done, the cones are picked up and that section of Magazine Avenue has a brand new surface for residents to enjoy.

Types of Street Work

Street Rehabilitation: Reconstructing the entire roadway section, replacing sections of concrete curb and fixing the drainage issues

Mill and Overlay: Remove and replace the old existing asphalt with new asphalt

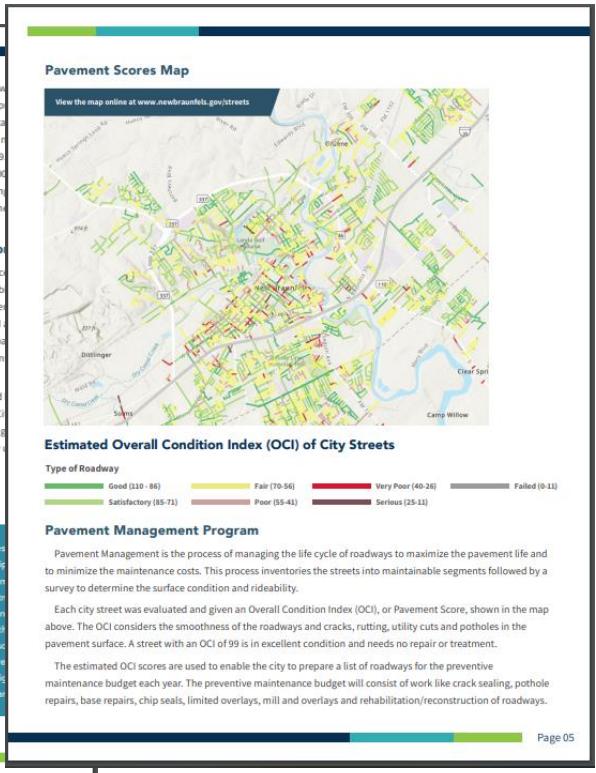
Micro-Surfacing: Preventive maintenance using a thin layer of liquid asphalt to extend the useful life

Blade Level Up: Placement of a thin layer of asphalt pavement to fill-in areas that hold water due to the shifting subgrade

Spotlight on Micro-Surfacing

Micro-surfacing is a new technique the City is implementing to extend the life of our roadways. Micro-surfacing is a protective seal coat of about 1/4 inch of asphalt applied to the top of existing pavement that is in good condition. It is a cost effective preventative method to renew the road surface, adding 10+ years to the existing pavement and saving thousands of dollars over time.

Over the next several budget cycles, we will invest to provide our dedicated street equipment and technology necessary for efficiency. - City Manager Rob Camarano



Community Engagement & Special Events



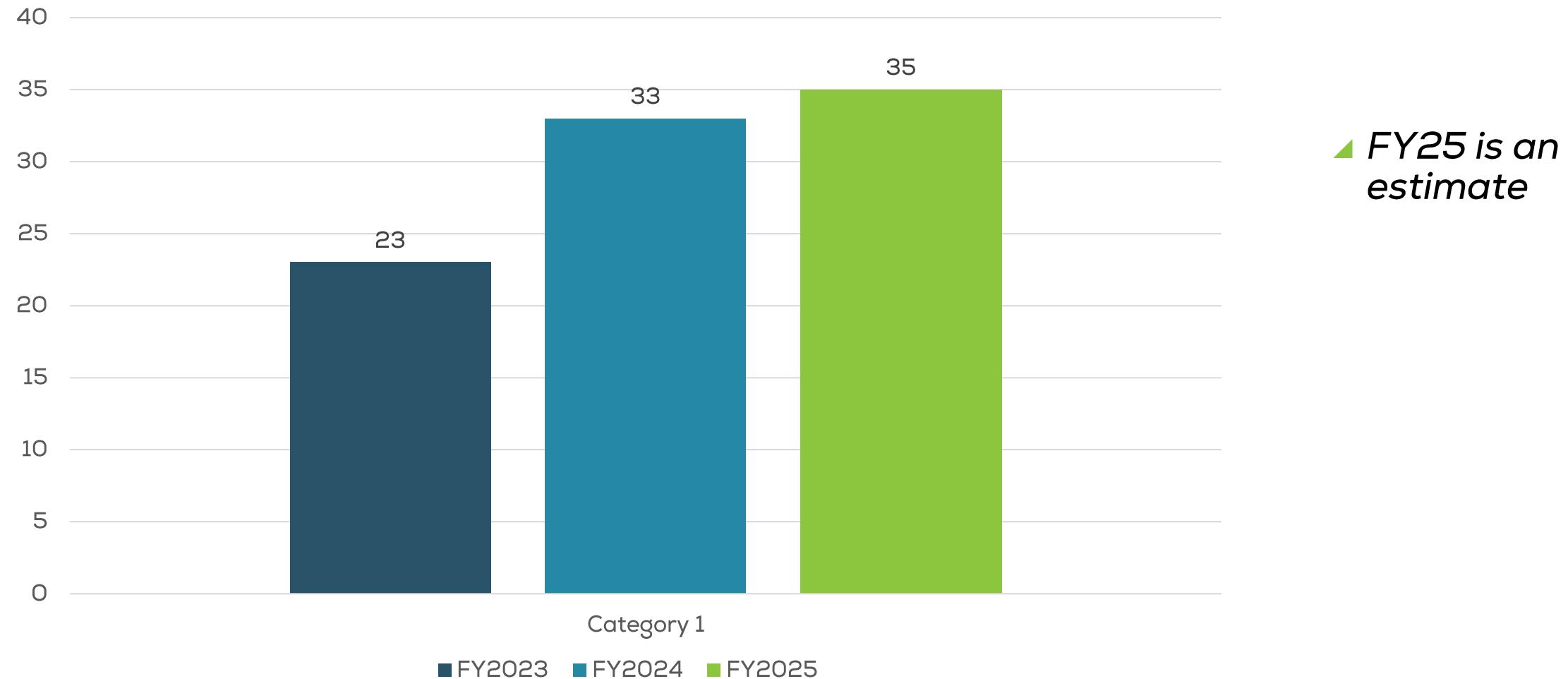
The Importance of Events



- ▲ Strategic Plan – In an ideal world, what does the City of New Braunfels look like in five years?
 - Small town feel –fairs, festivals, street events remain a core part of the community vibe
- ▲ Events are more than just entertainment:
 - Create a connection to the community and to fellow residents
 - Create shared memories among residents and encourage being involved and engaged with the community
 - Support businesses and non-profits
 - Promotes cultural and artistic activities
 - Encourages collaboration and helps develop the relationship with the City
 - Provides opportunities for residents to give feedback
 - Create additional opportunities to enjoy the community



Event Numbers



Events



- ▲ Arbor Day
- ▲ Meet & Greets
- ▲ City U Program
- ▲ Council Connects/District Forums
- ▲ Downtown Lighting
- ▲ Earth Day
- ▲ Fire Station Open House
- ▲ Food Truck Party
- ▲ Groundbreakings, Ribbon Cuttings, Topping Out ceremonies
- ▲ Live @ Landa concert series
- ▲ Meet the Trucks
- ▲ Memorial Day Ceremony
- ▲ Monarch Festival
- ▲ Special receptions
- ▲ Saengerfest
- ▲ Spooktacular
- ▲ Veteran's Day Parade
- ▲ Wassailfest

Campaigns



Campaigns



- ▲ Seasonal Hiring
- ▲ Disposable Container Ordinance
- ▲ Wildlife Feeding Ordinance
- ▲ Resident River Parking Pass
- ▲ Solid Waste & Recycling – app and contamination
- ▲ Downtown Parking



Questions?

