

CITY OF LAKEWAY COMMUNICATIONS HISTORY

2012

1. Created Communications Coordinator position to handle media relations, issue press releases, photograph city events, and manage website content such as News Flashes
2. Began livestreaming and archiving videos of City Council meetings on city website
3. Mayor and Police Chief became column writers for Lake Travis View
4. Conducted single-stream recycling survey

2013

5. Created Facebook and Twitter social media accounts. Went from one Facebook page for Police Department in 2013 to 14 total pages for city in 2017.
6. Upgraded audio-visual capabilities in City Hall Auditorium for improved presentations and recordings
7. Hosted Firewise Town Hall meeting on June 26, 2013
8. Hosted North Star Destination Strategies logo and branding educational presentation on Dec. 9, 2013

2014

9. Developed public app for iOS and Android devices that launched Jan. 2015
10. Launched new city logo and branding

2015

11. City developed pop-up booth for public events, such as SpringFest and Public Safety Day
12. Hosted, livestreamed, and archived CAMPO Mobile Meeting on Feb. 19, 2015 at Activity Center
13. Gathered input on Arts District Concept with focus groups, survey, and open house at Activity Center
14. Hosted, livestreamed, and archived Deer Management Meeting on Nov. 18, 2015 at City Hall

2016

15. Created city Nextdoor account
16. Shot Brown Bag luncheon videos for Periscope and Facebook

2017

17. Redesigned city website– launched Aug. 2017 – added responsive design, graphic buttons, and microsites for Police and Parks departments.
18. Relaunched public app on Google Play and Apple Store
19. Hosted four town halls on new police facility, livestreaming and archiving the first one
20. Published new Living with Deer brochure
21. Hosted, livestreamed, and archived development discussion on Nov. 20, 2017

ONGOING

22. Publish City Council, commission, and board agendas, minutes, and packets on city website
23. Present development updates to civic groups, including, but not limited to, the Lake Travis Chamber of Commerce Economic Forecast Luncheon and Leadership Lake Travis, Rotary Club, Men's Breakfast Club, and Austin Homebuilders Association
24. Livestream and archive LCC Candidate Forums on city website
25. Insert one-page information sheets in Solid Waste bills. (Dallas has done this for 10 years.)
26. Roadway banners
27. Kiosks at city buildings, parks, and trailheads