

Executive Summary

The City of Norfolk’s Office of Marketing & Communications creates content that supports Norfolk’s brand as an authentic, urban, waterfront community. The #LiveNorfolk strategic vision is two-fold: grow our population and improve resident satisfaction with government (services & policies) and therefore with where they live by better informing our residents. #LiveNorfolk uses five overarching key messages:

- Norfolk is family-friendly
- Norfolk has jobs!
- Norfolk is safe
- Norfolk is the arts, culture and entertainment hub of the region
- Norfolk supports small business
- Norfolk has good public schools.

Your Norfolk Your Life is a video PSA series to highlight programs and services the City of Norfolk provides to its residents, in the vein of NBC’s “The More You Know” series. *Your Norfolk Your Life* sought to capitalize on #LiveNorfolk and connect the city to its residents.

Research: Primary – Formal

The City of Norfolk hired SIR in 2016 to conduct a resident survey of Norfolk’s communication materials. SIR called 500 residents (roughly 4% of Norfolk’s population). The results found that half (53%) of those surveyed felt well-informed about the programs and services provided in Norfolk. When asked about the quality of life and higher rating of satisfaction with living in Norfolk, the survey found residents who were more informed, were significantly more satisfied with their life in Norfolk (71%) vs those less informed (50%).

Research: Secondary – Informal

The Development Department collected and categorized free services available to residents. More than 90 programs and services were identified across a wide variety of interests. Marketing Communications used this information as a foundation for the *Your Norfolk Your Life*

Research: Primary – Informal

The Office of Marketing Communications manages the City’s social media platforms. Staff observed an increase in engagement and positive comments on posts that focused on programs that had a “free” or reduced cost component – tree giveaway, food, pet adoptions, library programs, etc.

Planning: Target Audience: Current Norfolk residents

Goal: Increase the number of residents satisfied with living in Norfolk

Objective: To increase the number of informed residents surveyed who are satisfied with living in Norfolk to 60% (a 10% increase) by March 2019 when the next community survey is scheduled.

Strategies:

Use city-owned platforms to communicate free programs and services

Position Norfolk as a city that provides great value for the taxes paid

Enlist community partners to help promote Norfolk’s free programs and services

Your Norfolk Your Life - PRSA Pinnacle Award Tactic – PSA

Tactics:

Create *Your Norfolk Your Life* video PSA up to 30 seconds featuring a variety of city employees.

Each video will include a creative outline of the service and how residents can access it.

Video will reinforce overarching marketing messages for the city. For example: family-friendly, safe, supports small business.

Your Norfolk Your Life videos will air as “commercials” on Inside Scoop; as “commercials” on TV48; on department websites; on Norfolk.gov; on Facebook.

Create YouTube Playlist for all *Your Norfolk Your Life* videos

Tag partner agencies in *Your Norfolk Your Life* social media posts

Include *Your Norfolk Your Life* in new resident newsletter

Create #YourNorfolkYourLife hashtag

Implementation:

Marketing & Communications staff scheduled employee interviews and used city equipment to video on location and edit each piece in-house. The first *Your Norfolk Your Life* aired March 2018. See attached highlight for first 20 free features services. Staff produces and publishes two *Your Norfolk Your Life* videos monthly.

Budget: *Your Norfolk Your Life* is created entirely using city staff and city equipment. No additional cost is involved.

Challenges: Marketing & Communications staff overcame the challenge by increasing the amount of notice for each video shoot so the employee has time to plan. Recreation, Parks and Open Space video involved several locations. Some of the residents at the location were uncomfortable being nearby the video production. Marketing & Communications staff overcame the challenge by shooting future videos at one location and during a time with less people around.

Evaluation:

The top three *Your Norfolk Your Life* social media posts have reached 56,700 people with 22,600 video views. The eight PSAs on the You Tube play list have been viewed 2,532 times.

Your Norfolk Your Life is ongoing. Marketing & Communications staff will not know if the tactic measured up to the objective until the community survey is done in March 2019.

Lessons Learned:

If we did it all over again, we would ask city employees to track the success of *Your Norfolk Your Life* from the beginning. We would create an easy questionnaire for the employee to use to find out if a resident heard about the program or service from *Your Norfolk Your Life* and probe their level of satisfaction with the it. We have asked city employees to collect the information now so we can get a sense of satisfaction ahead of the spring survey.

Implementation Highlight:

Your Norfolk Your Life

The first 20 Your Norfolk Your Life PSA videos featured the following free program or service:

1. Free Smoke Detectors: Fire Department (Norfolk is safe)
2. Business Cafes: Economic Development (Norfolk embraces small business)
3. Beach sweeper/beach prep: RPOS/Fleet (Norfolk is family friendly)
4. Call Center: Neighborhoods (Norfolk responds to residents)
5. Pothole repair: Public Works (Norfolk responds to residents)
6. Block by Block Grant: Neighborhoods (Norfolk responds to residents, cares about neighborhoods)
7. Reading programs at NPL: Libraries (Norfolk is family friendly)
8. Bike Lanes/Bike Share: Public Works (Norfolk is connected, multi-modal, safe for cyclists)
9. Retain Your Rain: Resilience Office (Norfolk is resilient)
10. Recycling Perks: Public Works, Resilience (Norfolk is resilient, with perks for being resilient)
11. Teens with a Purpose: (Arts?) (Norfolk is family friendly. Norfolk has good schools.)
12. Public Art (Norfolk invests in Quality of Life)
13. EOC Senior Services: Emergency Operations - Pulse Point, Fire Drills, Stop the Bleed, Hands Only CPR (Norfolk is Safe, resilient)
14. Open Data: Information Technology (Norfolk is transparent, Norfolk responds to residents)
15. RPOS – Hidden gems or new parks (Norfolk is Family friendly)
16. CAKE - Cops and Kids Eating: NPD (Norfolk is safe, family friendly)
17. Code enforcement – Trash, Tall Weeds and Grass: Neighborhoods (Norfolk is safe, cares about neighborhoods)
18. Bank On – Financial literacy: Resilience office, Poverty (Norfolk is resilient)
19. Norfolk Animal Cares Center: General Services (Norfolk loves furry cuddly animals, vet services, care for abandoned/neglected animals)
20. Rent Ready Norfolk: Planning (Norfolk has affordable housing)

Your Norfolk, Your Life Video Series Link

https://www.youtube.com/playlist?list=PLW6nnehIYJS0P6xlkS--ATbB_jV6z075k