



CITY OF PORT ST. LUCIE
HEART OF THE TREASURE COAST

TOP WAYS WE ARE PUTTING THE STRATEGIC PLAN INTO ACTION

COMMUNICATIONS DEPARTMENT

OVERVIEW

The City of Port St. Lucie's Communication Department is dedicated to aligning with the City's Strategic Plan, establishing a brand, increasing awareness of the City's message, programs and events through a variety of mediums including media, social media and the website, as well as engaging with the community. The department has three collaborative teams: Engagement and Marketing, Strategic Communications and Video and Digital Media.

FY 2026/27

ENGAGED & CONNECTED CITY

The Communications Department will continue to foster an engaged and connected city through the following:

Youth Council & Government Week: Continue expanding opportunities for teens to engage with their City by growing and strengthening the Youth Council, supported by a new grant from the National Youth Leadership Council's Youth as Solutions program. This national initiative empowers young people to lead, elevate their voices and create meaningful community change.

- Through the grant, Youth Council members will launch a service-learning project focused on environmental stewardship. In the coming months, they will partner with mentors from the National Youth Leadership Council and the Naturally PSL team to design and carry out a community-based initiative.

Love Your Block: Following the success in Whispering Pines, expand the program to two new neighborhoods and sustaining the program.

City U & PSL Ambassadors: Continue to grow the number of City U graduates and launch a new platform for them to continue to engage with the city as official ambassadors.

Annual Engagement campaigns: Citizen Summit, City Hall Field Trip Days, PSLinLights, Spooky PSL, International Fest Arts & Ideas Experience, Stay Informed, Free Little Libraries expanded new resident outreach.

Engagement Management: Quarterly meetings with engagement staff from all departments, citywide engagement calendar for citywide engagement data and metrics.

Digital Engagement Hub: Launch Go Vocal to allow digital engagement for targeted programs. Begin with a digital hub for the Whispering Pines neighborhood and other Love Your Block neighborhoods in the future.

BMX facility at Tradition Regional Park: Create social media accounts, marketing plan and standalone website for the upcoming BMX/All-Wheel facility.

HIGH-PERFORMING GOVERNMENT ORGANIZATION

- **Citywide Voice:** With the new brand taking root, it is time to start developing a collective voice for the city. Use research from the branding to develop language guides, common phrases to use, tone, personality.
- **Half-Cent Sales Tax:** Educate on potential renewal referendum.
- **Solid Waste:** Educate on referendum regarding once a week collection or twice a week collection.
- Property tax reform education.
- Public meeting live coverage.
- Management of PSLTV-20.
- Citywide Media Relations.

HIGH-QUALITY INFRASTRUCTURE & FACILITIES

- **PSLinProgress:** Continue to implement to inform about our capital improvement plan, especially road projects. Includes: Landing page with easy-to-understand Story Map explaining the projects; signage with QR codes; advertising to promote the landing page. Focus on project signs with QR codes and educating about the map at events.
- Continue to work with the CRA on branding projects for Walton & One and The Port District.

STRATEGIC GROWTH FOR A RESILIENT FUTURE

Naturally PSL: Collaborate with the Office of Strategic Initiatives & Innovation and the High Performing Public Places Team to promote and implement the Naturally PSL brand and campaign including the annual Naturally PSL Environmental Stewardship Awards and implementing the Communications Plan for the Naturally PSL Community Trust. Plan specific media events for land acquisitions.

PERFORMANCE MEASURES AND SCORECARD

COMMUNICATIONS DEPARTMENT

Workload Measures						
Goal	Key Performance Indicator	2022/23 Results	2023/24 Results	2024/25 Results	2025/26 Target	2026/27 Target
3	News Releases	170	241	131	250	250
3	YouTube Views Overall	1,966,344	2,141,000	2,735,654	3,200,00	3,200,000

Effectiveness Measures						
Goal	Key Performance Indicator	2022/23 Results	2023/24 Results	2024/25 Results	2025/26 Target	2026/27 Target
3	Website Visits	3,794,267	3,435,882	3,028,253	3,100,000	3,100,000
3	Email Subscribers	120,191	119,322	121,198	122,000	150,000
3	**The National Community Survey™ (The NCS™): Percent of residents who rate the overall usefulness of the City's website as excellent or good	59%	63%	65%	64%***	65%
3	**NCS™: Percent of residents who rate the availability of information about City programs and services as excellent or good	49%	58%	60%	60%***	60%
3	**The National Employee Survey™ (NES™): Percent of employees who rate the quality of communication services as excellent or good	N/A	82%	83%	84%	85%

*Social media engagement is a measure of how people interact with our social media content and accounts. It can include actions like likes and favorites; comments, direct messages and replies; shares, reposts; saves; clicks; and mentions.

**NCS and NES: Percent of respondents rating serve as excellent or good from the annual National Community Survey™ and annual National Employee Survey for Port St. Lucie.

*** These questions were not included in the 2026 NCS, so there are no results for them and none will be available.