

Citizens Communication CTTF



City of Newport Beach

Changing Communication

- ▶ MSM v. Social Media – > half of Americans rely on people around them for news
- ▶ Different modes carry different messages
- ▶ Different modes appeal to different audiences

Pew Research Center 2010



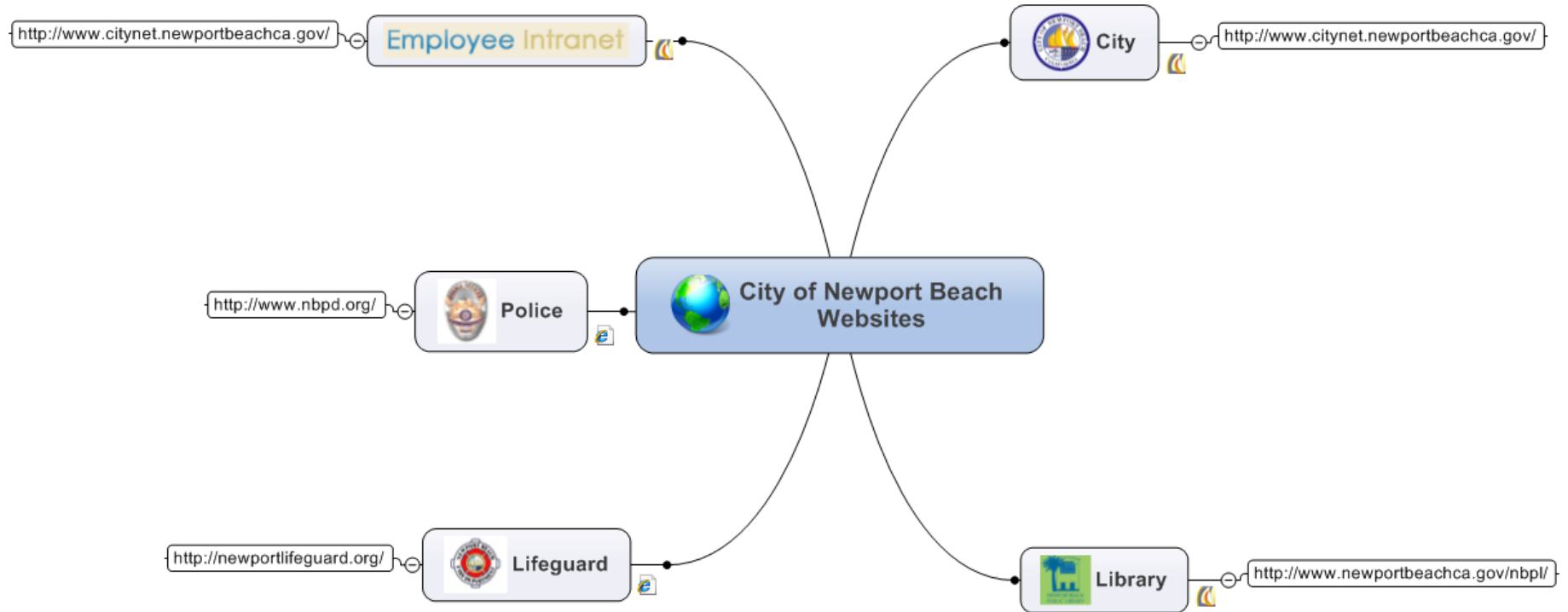
City Demographics

Total population – 88,400

0 to 14 years	15,224	17%
15 to 24 years	10,934	12%
25 to 34 years	8,000	9%
35 to 44 years	13,709	16%
45 to 54 years	15,037	17%
55 to 64 years	10,960	12%
65 to over	14,536	16%

2008 Community Survey

Websites



Generations & Communication

- ▶ Millennial
 - ▶ TV (65%) & Internet (59%)
- ▶ Gen X
 - ▶ TV (61%) & Internet (53%)
- ▶ Boomer
 - ▶ TV (76 %) & Newspapers (34%)
- ▶ Silent
 - ▶ Television (82%) & Newspapers (50%)

Generation

Main News Sources
(1 & 2)

Pew Research Center 2010

City of Newport Beach

Main Website

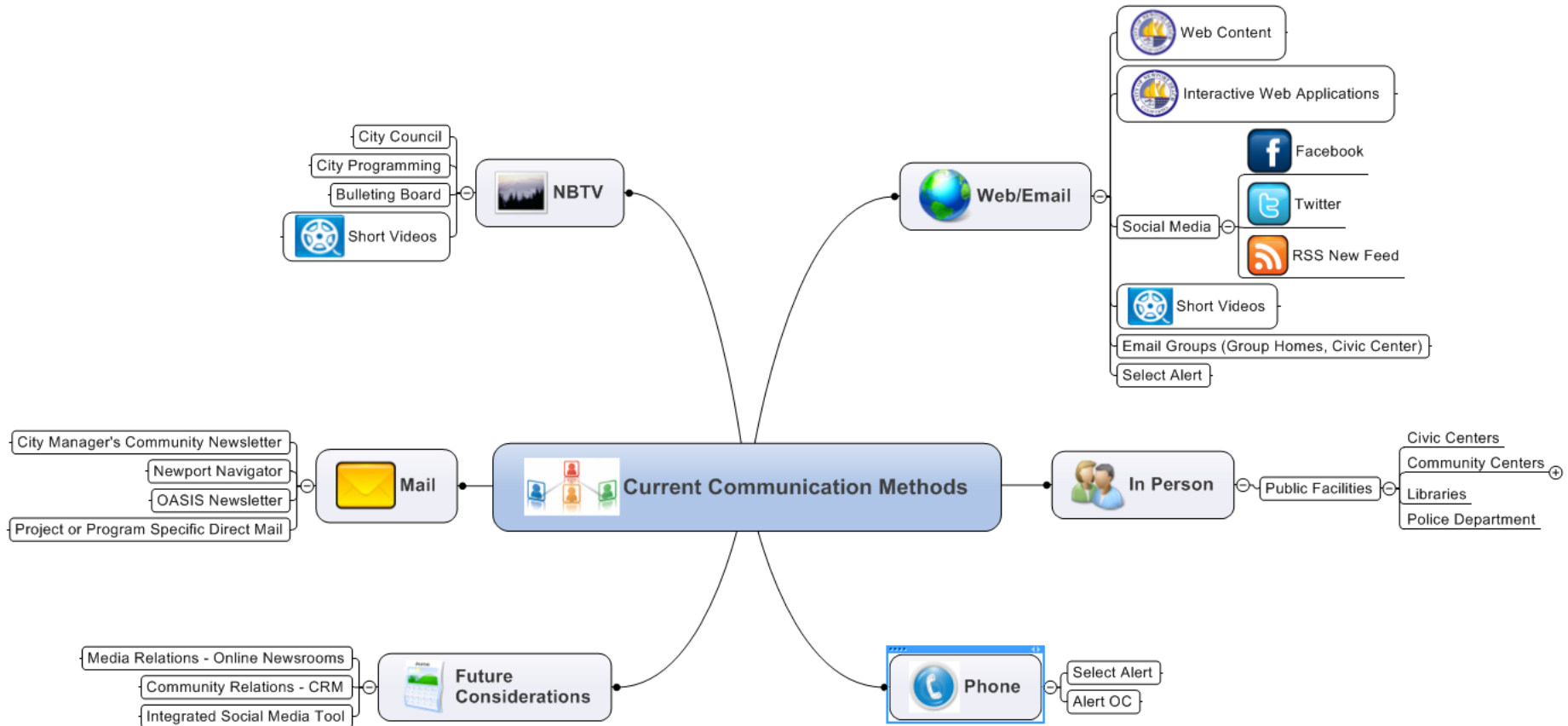
Site features:

- ▶ Organized to enable site visitors to access information through multiple paths, including type of site visitor (resident, business, visitor) or City department / service area.
- ▶ Includes a news section, meetings & events calendar, agendas & minutes, streaming & archived video, online services (pay bills, request service, etc.), staff & service directories, photo gallery, GIS maps, and more.
- ▶ Provides information about each City department (except Library and PD) and its services, programs and projects.
- ▶ Utilizes a content management system (designed by Vision Internet) which enables each department to add, update and remove information.

Statistics – Top Content

	Page Title <input type="button" value="None"/>	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	City of Newport Beach : Home	55,511	45,702	00:01:00	39.07%	37.34%	\$0.00
2.	City of Newport Beach : Job Opportunities	10,220	7,479	00:00:21	10.18%	16.50%	\$0.00
3.	City of Newport Beach : Search	8,499	7,087	00:01:08	45.83%	22.92%	\$0.00
4.	City of Newport Beach : Apply Online	7,850	6,790	00:00:57	83.33%	50.14%	\$0.00
5.	City of Newport Beach : Photo Gallery	5,032	3,245	00:00:25	51.22%	10.53%	\$0.00
6.	City of Newport Beach : Parks & Facilities	4,078	2,374	00:00:44	43.99%	17.39%	\$0.00
7.	City of Newport Beach : City Parks & Facilities	3,647	2,169	00:00:45	68.12%	15.11%	\$0.00
8.	City of Newport Beach : Bills & Payments	3,584	2,897	00:02:41	63.26%	63.95%	\$0.00
9.	City of Newport Beach : About Online Services	2,743	2,209	00:01:33	45.31%	47.69%	\$0.00
10.	City of Newport Beach : Beach Web Cams	2,514	1,960	00:02:07	76.65%	48.45%	\$0.00

Communication Methods



Interactive Web Applications – eGov

