



LAKE COUNTY  
Investing in People  
and Our Communities

# Communications Division Overview

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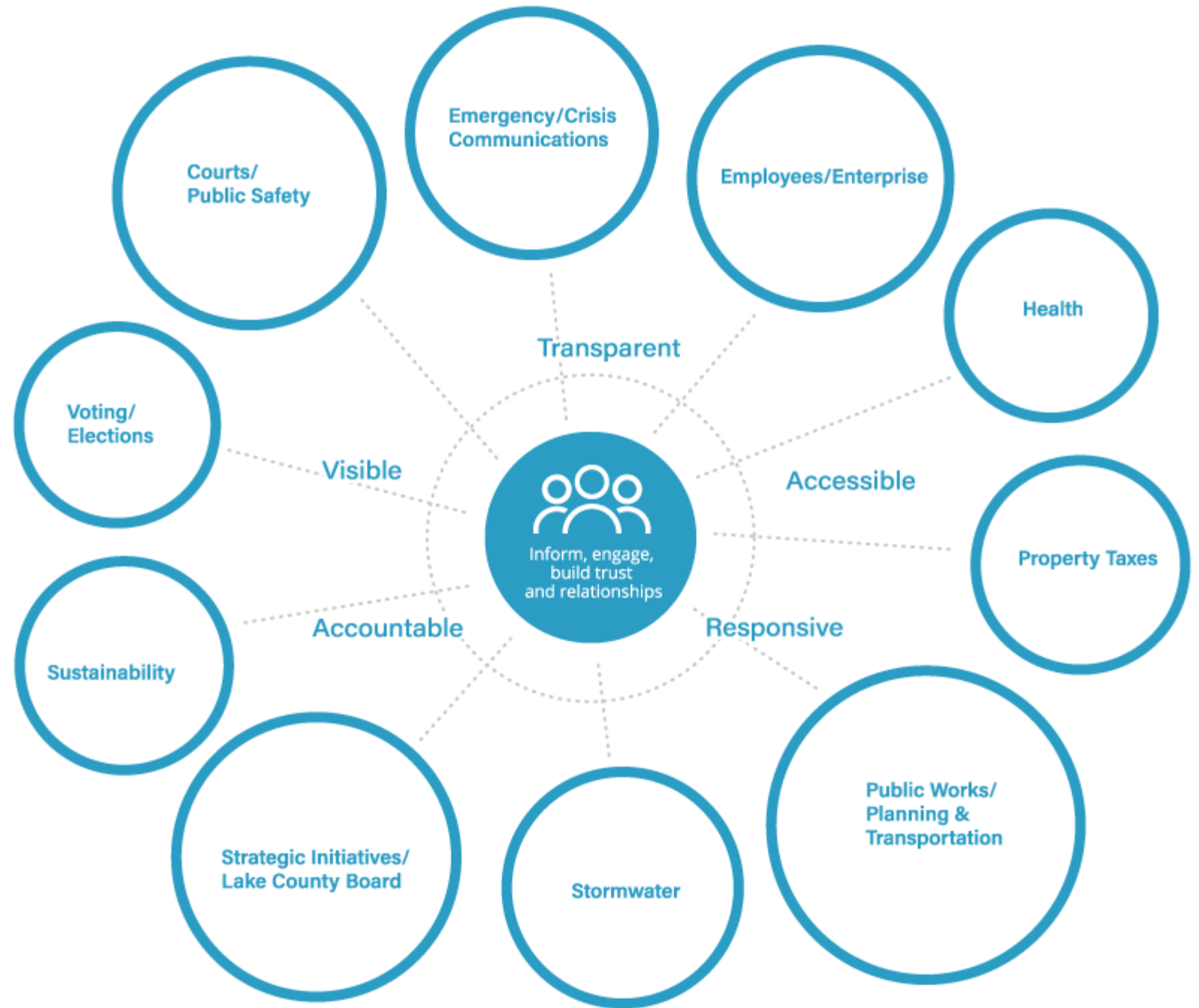
Jan. 31, 2019

# Lake County Communications Ecosystem

## Staff

Info Desk/ Switchboard 4PT  
Central 3 FT, 2PT  
Enterprise 1FT  
Land 2FT

Circuit Clerk 1FT  
Health Department 2FT  
State's Attorney's Office 1FT  
Sheriff's Office 1 FT  
SWALCO 1PT  
19th Judicial Circuit 1FT



# Lake County Communications

## PURPOSE



- ✓ **Inform** and **engage** various audiences (public, stakeholders, employees) by sharing information about Lake County **services and programs**
- ✓ **Increase public transparency** and **awareness** about policy, services and resources
- ✓ **Influence** and change behavior, or **call to action**
- ✓ **Foster relationships** and **build public trust**
- ✓ **Explain and present** complex information in a **simple** and **easy to understand** way

The Communications team supports and coordinates with all departments providing varying levels of support. We leverage many tools and strategies to reach target audiences.



# 2017 Citizen Survey Key Findings

## Where residents receive their information...

- Most (60%) respondents receive information about Lake County government from local newspapers, followed by family, friends, and neighbors (50%) and the County website (42%).

## Most important issue currently facing Lake County...

- High taxes/high property taxes 40%
- Traffic congestion/road improvements 19%
- Public Safety/Crime 10%
- Education improvements 8%

The majority (69.1%) of respondents are very satisfied or somewhat satisfied with the job Lake County government does in providing information to residents.

## Most preferred source for getting information about Lake County government...

- Local newspapers 25%
- County website 21%
- Electronic newsletter from the County 15%
- Emails from the County 10%

Lake County conducted its first citizen survey in 2017. A total of 823 households completed the survey (on-line, by telephone or mail) out of 4,000 randomly selected households. The results are statistically valid. View final survey report at [lakecountyl.gov/strategicplan](http://lakecountyl.gov/strategicplan).

# Communications Performance Statistics

## 2018 Highlights

### Video Views

FY2018 Views: 148,753

FY2017 Views: 134,054



### Email

### Subscribers

FY2018: 31,419

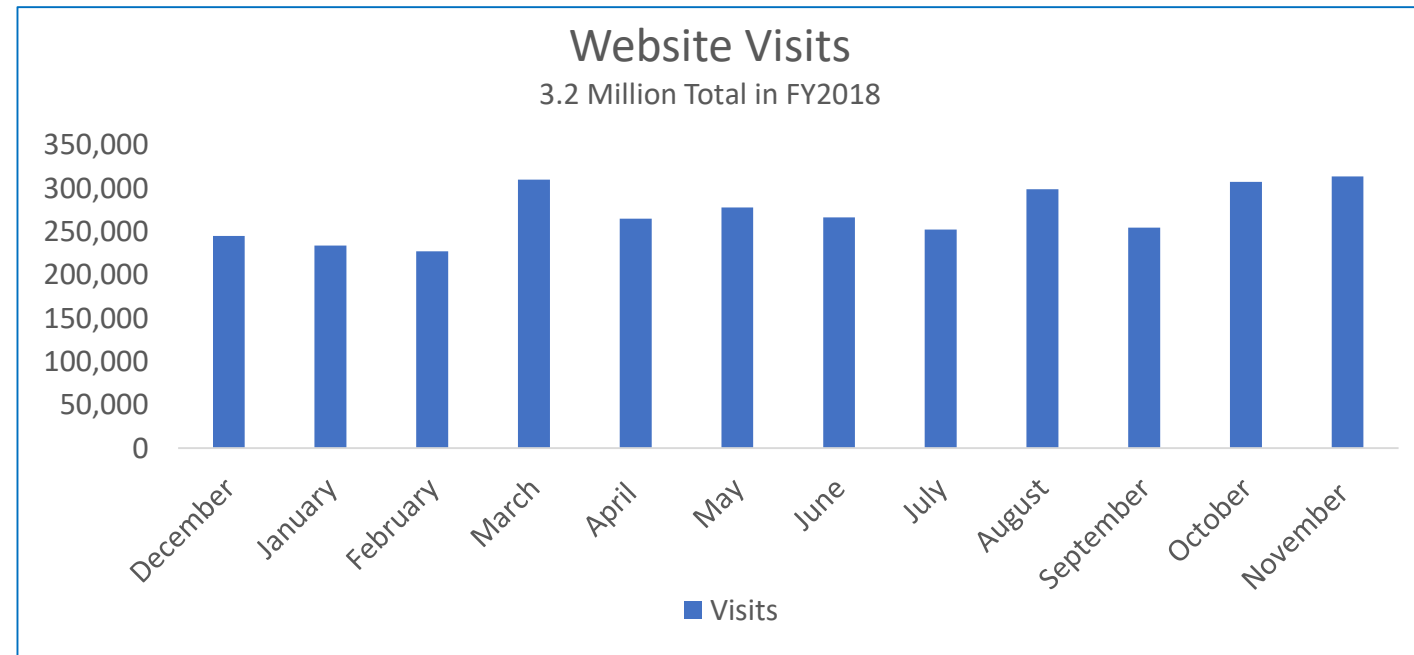
FY2017: 27,517

## Top Website Searches

- Property Taxes 2,929
- Jobs/Employment 2,554
- Locate an Inmate 1,718
- Birth Certificate 1,223
- Sample Ballot 753
- Sample Ballot 753
- Divorce Records 636
- Election Results 555
- Early Voting 540
- Warrants 515
- Public Records 485

## Priority Messages

- Property Taxes
- Budget
- Elections
- Flu/Flu Vaccines
- Transportation
- Mental Health & Crisis Care Services
- New Court Tower
- Telephone Town Hall meetings



# Property Taxes:

## Communication Outcomes

- Worked with IT to create Property Tax Distribution Web App; launched in 2018
  - 10,890 visits in 2018
- Included insert in tax bill mailing (2018)
  - Mailed to 260,000 households
- “Property taxes” is most searched term on website; To help users, Communications enhanced Property Tax Information web page with centralized information and added prominent anchor to homepage
  - 227,000 page views (2018)
- LCTV has produced multiple videos related to property assessments/tax bill FAQ's

### How is My Tax Bill Determined?

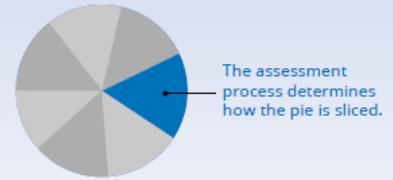
It may help to think of it like a pie. Taxing bodies, including schools, villages, the county and many others determine how much they need to collect in taxes (or levy), and that determines the size of the pie. The property assessment process determines how the pie is divided to ensure property taxes are fairly distributed.

Based on levies set by each local taxing district and property values established by township assessors and the Chief County Assessment Office, the County Clerk's Office calculates property tax rates and applies state statutory limits.

State law allows taxing districts to adjust their tax rates so their revenues remain stable. Unless taxing bodies reduce spending, property tax bills generally will not decrease. If you look at your tax bill, every taxing body/governmental entity on that bill is required to hold public hearings on their proposed budgets.

### Property Taxes

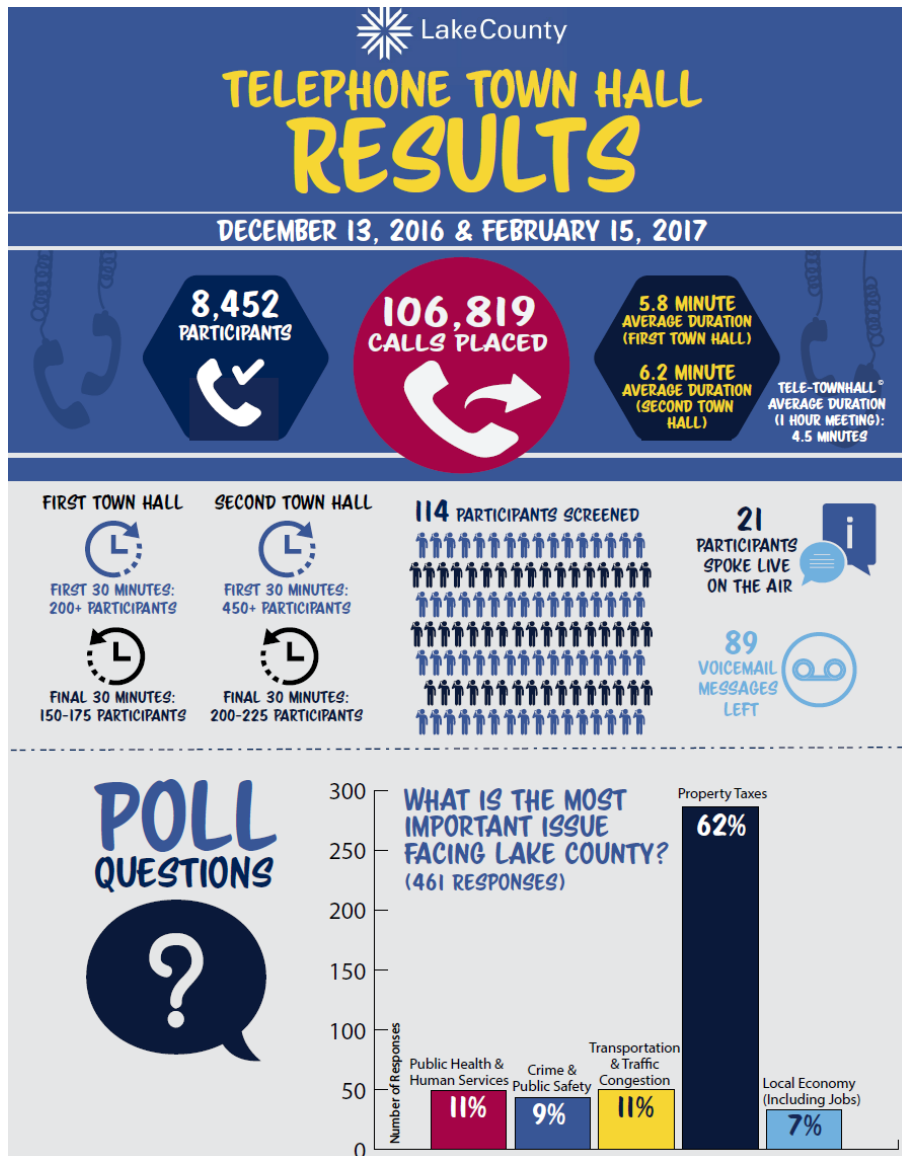
The amount of taxes or “size of the pie” is determined by taxing districts. The more they collect, the bigger the pie.



### The Property Tax Process



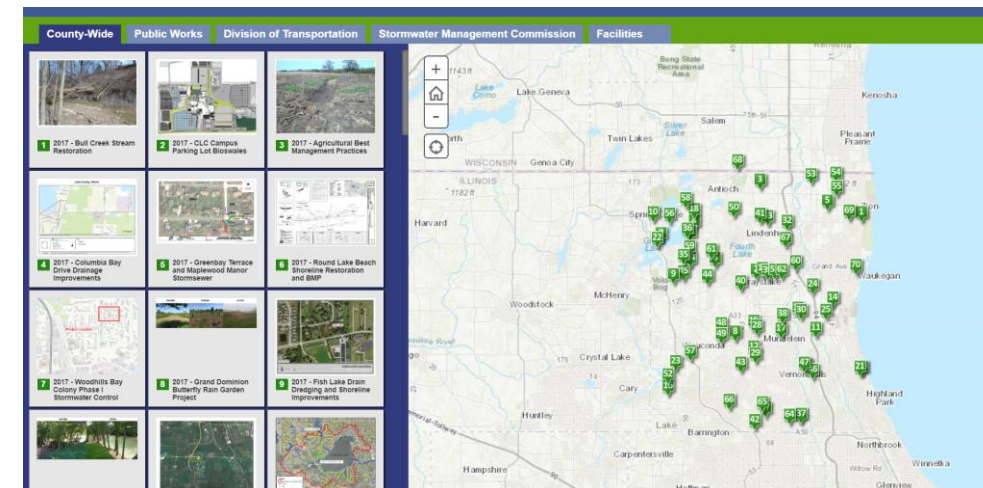
# Transparency: Communication Outcomes



**Open Data & Records Hub:** Centralized, accessible data portal that allows users to search and discover a wide range of data, including maps and GIS applications, as well as financial data, property tax information, and other public records.

**Calendar/Meeting Notifications:** People can sign up to receive automated notifications of any meeting

**Capital Improvement Projects Interactive Map:** Centralized content of all County capital improvement projects

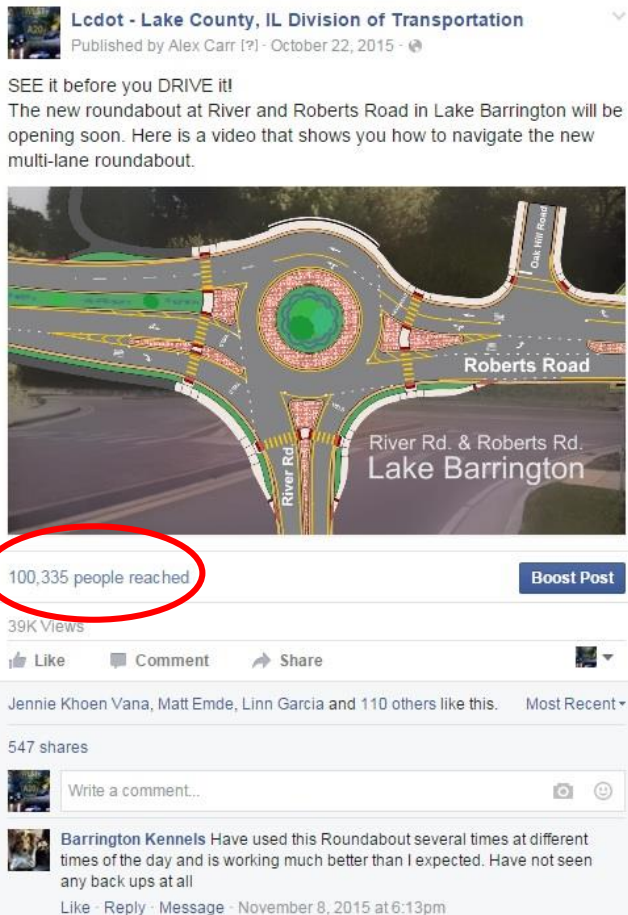




# Transportation: Communication Outcomes

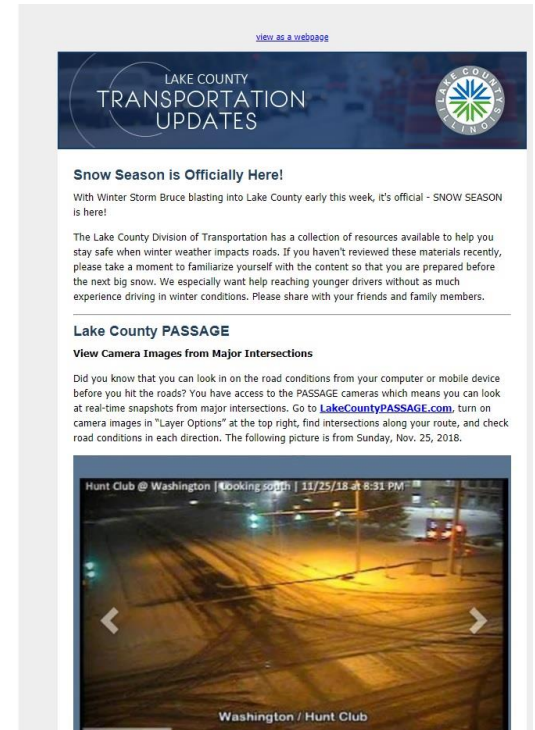
- Roundabout Awareness

- Video
- Social Media
- Brochure



- Road Closures: construction, emergency and general info (County/IDOT/RR)
- Weather/Snow Information
  - Social media (all hours)
  - Video: Don't Crowd the Plow & Ask a Snow Plow driver
- Other
  - Transportation Update Emails (5,084 subscribers)
  - Successful reach & engagement on Facebook & Twitter
  - Content for newsletters, postcards, speaking notes, and more

*"I want to compliment you on the postcard you sent to our home which updated us on the road projects near our home. I went to the website and was able to look at the maps and understand the impact to my community. I appreciate the communication and more importantly, the digital transformation that allows me to have ready access. Keep pushing us into the 21st century and utilizing technology to help foster Communications while saving cost." D. Cortes*





# Health: Communication Outcomes

## Tick Awareness

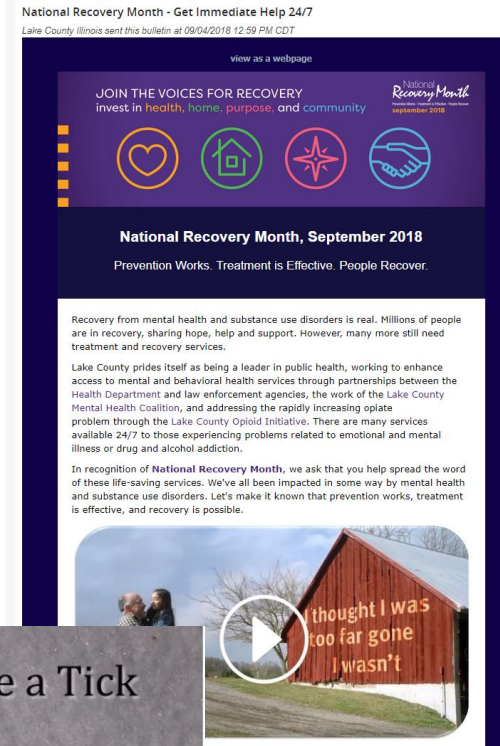
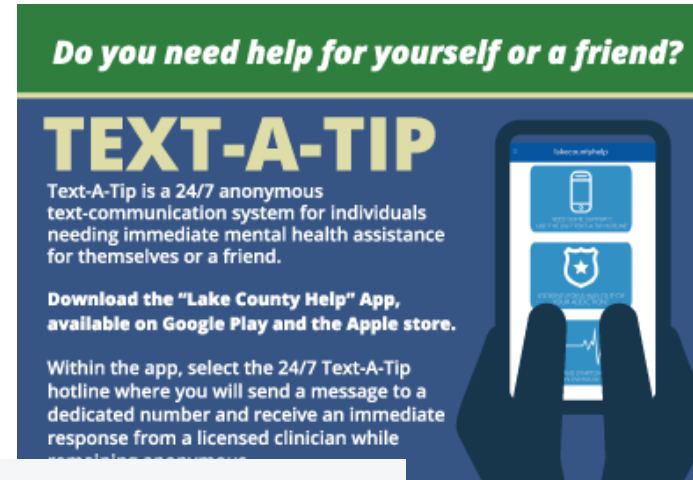
- Video: How to remove a tick (1.3 million views)

## West Nile & Zika info

- Videos, frequent updates

## Mental Health, Crisis Care, Opioids

- Frequently share content across platforms
- Story Map (website) – 1200 views
- 2 mass distribution awareness emails
- Text-A-Tip Card - 3,000 cards distributed
- Video: “A Way Out” – 6,000 views
- Video: SAO Update on Opioid Epidemic

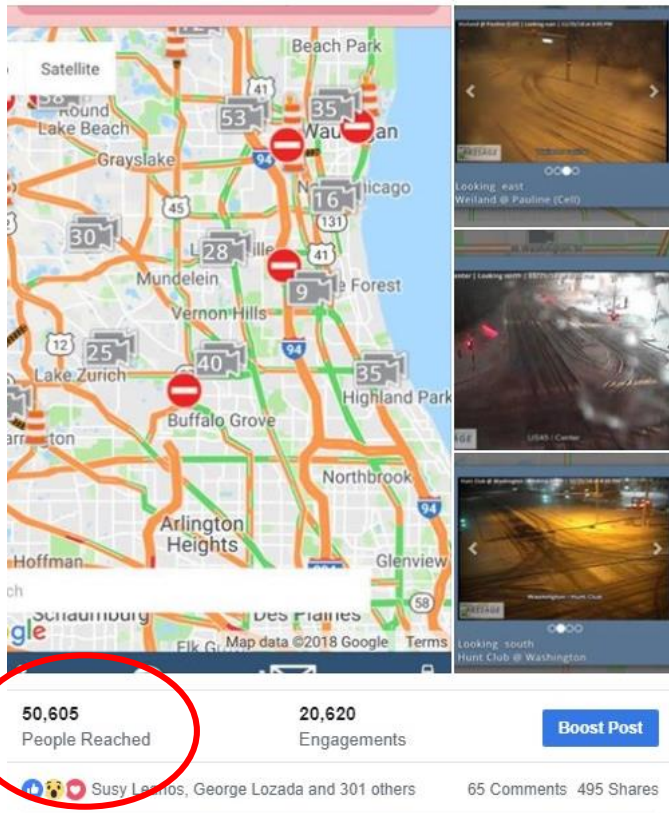


# Emergency/Crisis Communications: Outcomes

**Primary tools:** Press releases, EMA Partners updates, board member e-newsletters, social media, website, videos

## 2018 Thanksgiving Blizzard

Did you know you have access to the Lake County PASSAGE cameras and can look in on road conditions from your phone or computer? Please use this resource before you leave in the morning and plan ahead! Give yourself plenty of time and take it slow. We'll be out all night 🌨️🌨️  
<https://www.lakecountypassage.com/>



## 2017 Flood

162,508  
Lake County Passage Hits  
in an 8-day period during  
the height of the flooding

3,500  
Flood Damage Assessment  
Form Entries Received



Tips for Getting Emergency Alerts



December 14, 2018

### Lake County Closes Some Waukegan Offices in Abundance of Caution

Out of an abundance of caution, Lake County government is closing certain Waukegan offices Friday following the discovery of a disturbance of floor tiles that contain asbestos material in the Administrative Building located at 18 N. County St.

According to the County's licensed asbestos abatement contractor, a disturbance of floor tiles (which is non-friable material) has very low health risk to building occupants. Non-friable material means it cannot be crumbled, pulverized, or reduced to powder by hand pressure. Thus, it is less likely to release measurable levels of asbestos into the airborne environment when disturbed, posing a lower risk to health. Asbestos is naturally found in our environment and health risks associated with asbestos exposure develop after many years of regular exposure to high levels.

The disturbance was discovered Friday morning after a large piece of printing equipment was moved. The potential exposure is confined to the basement, Treasurer's Office and County Clerk's Office and approximately 100 employees in these areas are leaving for the day. These offices will reopen when air testing results confirm safe conditions.

Other areas in the building are not affected as they're not connected to the same air handler.

Environmental experts have been called to clean the affected area and test the air.

Communications team coordinates with  
EMA partners to send out emergency  
information no matter the time or day!



# Other Examples

## Vote Like a Couch Potato (Vote by Mail)

Produced creative video with no spoken words & English/Spanish text



Screenshot from "Vote Like a Couch Potato" Video

### Outcomes:

- 10,000+ video views & most mail in ballots ever

## Corrections Officer Recruitment

- Key messages for target audience
- Flyer distributed at local colleges & job fairs
- New SO orientation presentation
- New web page and video



## Discolored Water in Prairie Pointe/Brooks Farm Water System

- Key messages, FAQ's, emails, 5 mailing to customers
- Website (updates, water reports)
- Video
- Media Spokesperson





**Social Media  
FY18:**  
- 2.6 Million  
reach  
- 162,000  
Interactions/  
Engagement



Lake County IL Gov @LakeCountyIL · Oct 14

**#FunFactFriday:** Recycling common household items is one way you can reduce waste. Here's some items you can recycle: [ow.ly/pHVM305bB3I](http://ow.ly/pHVM305bB3I)

SWALCO



1 1



**Lake County, IL Government** with Lake County Health Department / Community Health Center.  
Published by Alex Carr [?] · June 16 · Paid ·

Protect your dog – and family – from ticks! Dogs love to roll around in the grass, jump in brush and walk in wooded areas – ALL places ticks may live. Find out the proper way to check and remove ticks from your dog from Heidi Johnson, who works in Animal Care and Control for the Lake County Health Department.



Communications Specialist Alex Carr, Lake County AGENCY

## Lake County Engineering Internship and Job Fair

College students are invited to interview with Lake County's top engineering, automation, biopharma, precision manufacturing and holiday break! Join the 3rd annual Lake County Engineering Internship and Job Fair at the College of Lake County in Grayslake between 1 and 3:30 p.m. on January 4.

Find out more and reserve a spot: <http://lakecountycareers.com/engineering/>



18 Dec · Subscribers of Lake County

Thank Reply

10 11

A Allison F., Countryside East · 18 Dec  
Such a great event. Can't wait to be a part of it!

2 Thanks

N Nichole A., Hawthorn Woods · 18 Dec  
Would this be appropriate for high school seniors going into engineering programs next fall? Or do they have to already be a college student?

1 Thank

A Allison F., Countryside East · 18 Dec  
Nichole - this is more geared towards college students looking for jobs and internships but it could still be a good learning experience for a high school student who is interested and wants to see what's out there for an internship in the future or to get advice from some of the top engineering firms.



Lake County  
2,442 followers  
2w

The Lake County Coalition for the Homeless is seeking volunteers for the annual Point-in-Time (PIT) Homeless Count. Beginning at 9:30 p.m. Wednesday, Jan. 30, 2019 through 2:30 a.m., volunteers will search Lake County to interview ...see more



16 Likes

Like Comment Share

- Engage/respond
- Build relationships
- Connect with resources
- Address rumors/misinformation
- Reach people w/ breaking news fast
- “Go to” place for people during emergencies



# Employee Engagement & Communications: Outcomes

## A Focus on Internal Communication



Complete Rebrand  
Newsletter and Employee Website

“I think the  
employee  
newsletters  
have been terrific!”



Leveraging Technology  
Webinars, New Employee Directory



Talking Points  
Supervisors Sharing Messages

“We have always  
had regular staff  
meetings, so we  
will pass this  
along.  
Great idea!”



Continuous Analysis  
Focus Groups, Employee Committee



December 18, 2018

### Featured Story



Pictured (l to r): Lake County Board Chair Sandy Hart, Lake County Sheriff John Idleburg, Lake County Clerk Robin O'Connor and Lake County Treasurer Holly Kim

### Lake County Welcomes New County Board Chair, Board Members and Elected Officials

On Monday, Dec. 3, Lake County welcomed three new elected officials, a new County Board chair, and seven new County Board members.

At a ceremony in the new Court Tower, John Idleburg was sworn in as the new Lake County Sheriff, Holly Kim was sworn in as the new Lake County Treasurer, and Robin O'Connor was sworn in as the new Lake County Clerk.

Later that morning, newly elected Lake County board members took the oath of office at the first board meeting following the election, and the board elected Sandy Hart (District 13) as the new Lake County Board Chair, and Mary Ross Cunningham (District 9) as Vice-Chair.

After her election, Chair Hart sent a message to all employees to let them know that the entire board appreciates the work employees do every day to improve the lives of Lake County residents, and that she looks forward to hearing employee input and working together to achieve positive results for Lake County residents.

The seven newly elected board members are Dick Barr (District 3), Jennifer Clark (District 15), Adam R. Didech (District 20), Angelo D. Kyle (District 14), Julie Simpson (District 18), Jessica Vealitzek (District 10) and John Wasik (District 6).

# Communications Division

Key Messages  
Contact Lists  
Talking Points Meetings  
Website Graphic Design Media  
Flyers E-newsletters Relations  
Crisis Communication FOIA  
Employee Communications  
Facility Signage Social Media  
Reports Presentations Mailings  
News Clips Special Events Video  
Photos Press Releases ESP  
Lobby Display