



Board Workshop / Discussion Agenda

15 West Kellogg Blvd.
Saint Paul, MN 55102
651-266-9200

October 19, 2021 - 10:30 a.m.

Virtual meeting

WORKSHOP

1. **Communications/Advertising and Marketing Update**

[2021-597](#)

Sponsors: Communications & Public Relations



Board Workshop / Discussion

Request for Board Action

15 West Kellogg Blvd.
Saint Paul, MN 55102
651-266-9200

Item Number: 2021-597

Meeting Date: 10/19/2021

Sponsor: Communications & Public Relations

Title

Communications/Advertising and Marketing Update

Attachment

1. Presentation



RAMSEY COUNTY

Board Workshop: Communications / Advertising & Marketing Update

October 19, 2021

Agenda

1. Introduction. John Siqveland
2. Communications Overview. Allison Winters
3. Open Data Portal Update. Kristine Grill
4. 2020-2021 Advertising and Marketing Review. Kerstin Boudreau, Justin Garvey of Metre Agency
5. Questions and discussion.

Purpose of this workshop

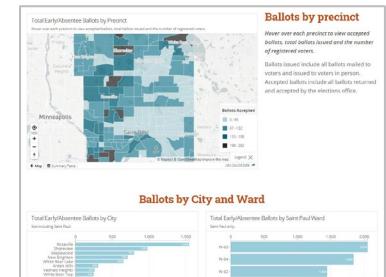
- Informational only – no recommendations or requests for commissioners.
- Update on work of Communications division.
- Follow up to questions raised during budget meeting.
- Meet Metre.
- Questions and discussion.

Select Milestones: Communications

- Communications division created Jan. 2017.
 - Consolidated staff; incremental additions – now 16 staff.
 - Follows Service Team structure.
 - Org chart at ramseynet.us/Communications.
 - Fulfilled Strategic Priority: *Enhance Countywide Communications Strategies and Resources.*
- Open Data Portal launched Sept. 2017.
 - Fulfilled Strategic Priority: *Open and Accessible Data.*
- Advertising / Marketing master contract effective Jan. 2020.
- Performance Measures: ramseycounty.us/CPRMetrics

Integrated external and internal communications

A blue and white postcard-style mailer for Ramsey County elections. It features a red, white, and blue striped border at the top. The main text 'Vote by mail' is in large, bold, blue letters. Below it, 'STATE PRIMARY ★ GENERAL ELECTION' is in smaller blue letters. A red star separates the two election types. The text 'All eligible voters in Ramsey County can vote by mail in both the Aug. 11 State Primary and the Nov. 3 General Election.' is in black. Below this, 'Voting by mail is...' is followed by three red checkmarks next to the words 'Safe.', 'Easy.', and 'Convenient.'. To the right is a graphic of a blue mailbox with a white envelope slot containing a white envelope. The word 'MAIL' is written in white on the side of the mailbox. At the bottom, the text 'Register to vote and request a ballot' is in white, followed by the ballot request instructions in black. The bottom right corner has the website 'ramseycounty.us/VoteByMail' in white. The bottom of the postcard has a decorative border of red, white, and blue stars.



Example: Elections 2020 communications campaign

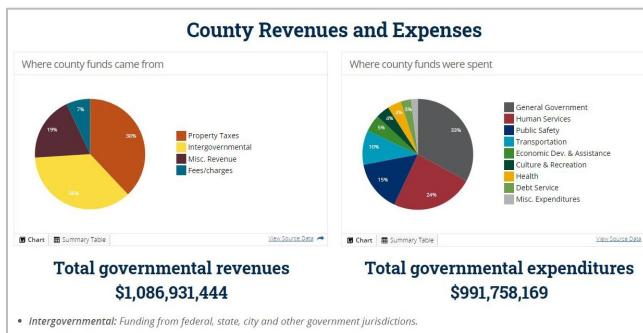
Digital-first approach

Tue, Dec 8, 12:00 PM

Visit ramseycounty.us/RiceStreetStudy to view a recording of the Nov. 18 Rice Street open house and share your feedback on the road concepts presented.

Fri, Jan 15, 5:06 PM

Ramsey County XC ski trail conditions
All trails: Fair.
Tracks set at all locations except Battle Creek W & E.
Check ramseycounty.us/Ski for latest info.



Español | Hmoob | Soomaali

September 2021 Newsletter

RAMSEY COUNTY

IN THIS ISSUE

- Coronavirus/COVID-19 updates.
- 2022-23 budget hearings.
- Request your absentee ballot.
- National Preparedness Month
- Upcoming events.
- Proclamations.
- In the news.

COVID-19 updates

Get your free COVID-19 vaccine - plus up to \$100 in gift cards

Now through Sept. 16, Saint Paul - Ramsey County Public Health is currently providing Visa gift cards to everyone that gets vaccinated at a county-operated clinic.

- Up to \$100 in gift cards for the two-dose Pfizer or Moderna vaccine (\$50 per dose, doses given 3-4 weeks apart).
- \$100 gift card for the one-shot Johnson & Johnson vaccine.
- Get your gift card immediately after vaccination - no forms or paperwork required.
- Gift cards only available for vaccinations received Aug. 13 - Sept. 16 at Saint Paul - Ramsey County Public Health-operated clinics, while supplies last.

Websites (ramseycounty.us, RamseyNet, open data portal), social media, eblasts and enewsletters, text messaging (one-way)

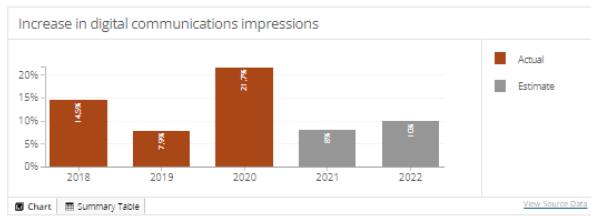
Additional services and tools

- Print: Brochures, signage, mailers, fliers, catalogs.
- Media relations: Proactive and reactive.
- Event support and promotion.
- Employee communications.
- Video and photography.
- Consultation.
- Advertising and marketing.



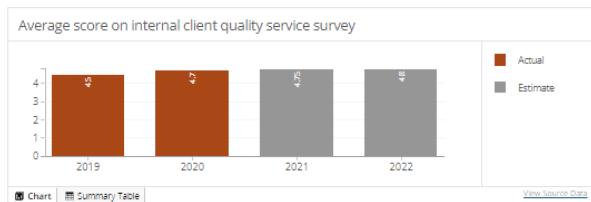
Partnering with us

Increase in digital communications impressions
21.7%



Percent increase in digital impressions is calculated using a monthly average of website, social media and email blast impressions. Communications & Public Relations began tracking additional sites in 2018, leading to a significant increase in impressions and a higher than usual year-to-year percentage change.

Average score on internal client quality service survey
4.7

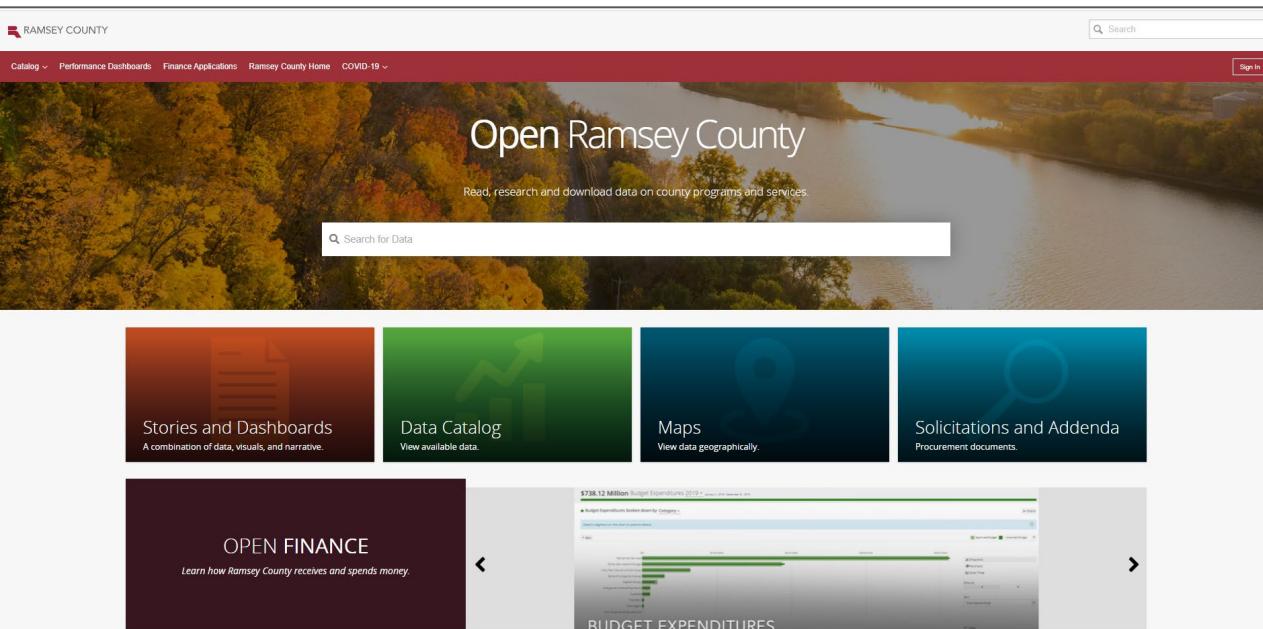


Communications & Public Relations has been highly focused on providing excellent customer service to our client departments. Because we are accountable for delivering on and successfully reconciling priorities, managing expectations is key – the satisfaction of our partners through a feedback survey on customer service is a foundational way for us to keep dialogue open, demonstrate transparency and stay aware of how we're performing, and to course-correct where necessary. We are proud to have met and exceeded our goals for customer service scores in 2019 and 2020.

- Department / Service Team contact.
- Communications Help Desk.
- Strategy.
- Post-project one-minute survey.

Open Data Portal

- opendata.ramseycounty.us
- What's new?
- Let's take a quick tour...



RAMSEY COUNTY

Catalog ▾ Performance Dashboards Finance Applications Ramsey County Home COVID-19 ▾

Open Ramsey County

Read, research and download data on county programs and services.

Search for Data

Sign In

Stories and Dashboards
A combination of data, visuals, and narrative.

Data Catalog
View available data.

Maps
View data geographically.

Solicitations and Addenda
Procurement documents.

OPEN FINANCE

Learn how Ramsey County receives and spends money.

\$738.12 Million Budget Expenditures 2018-19

BUDGET EXPENDITURES

Advertising / Marketing Master Contract

- Evolved and expanded from Environmental Health resource to countywide resource.
- Advertising/marketing creative, buying, strategy, metrics.
- Leverages all county business for best value; single point of contact for advertising.
- Close coordination with Communications division, partners for strategic alignment, brand fidelity.



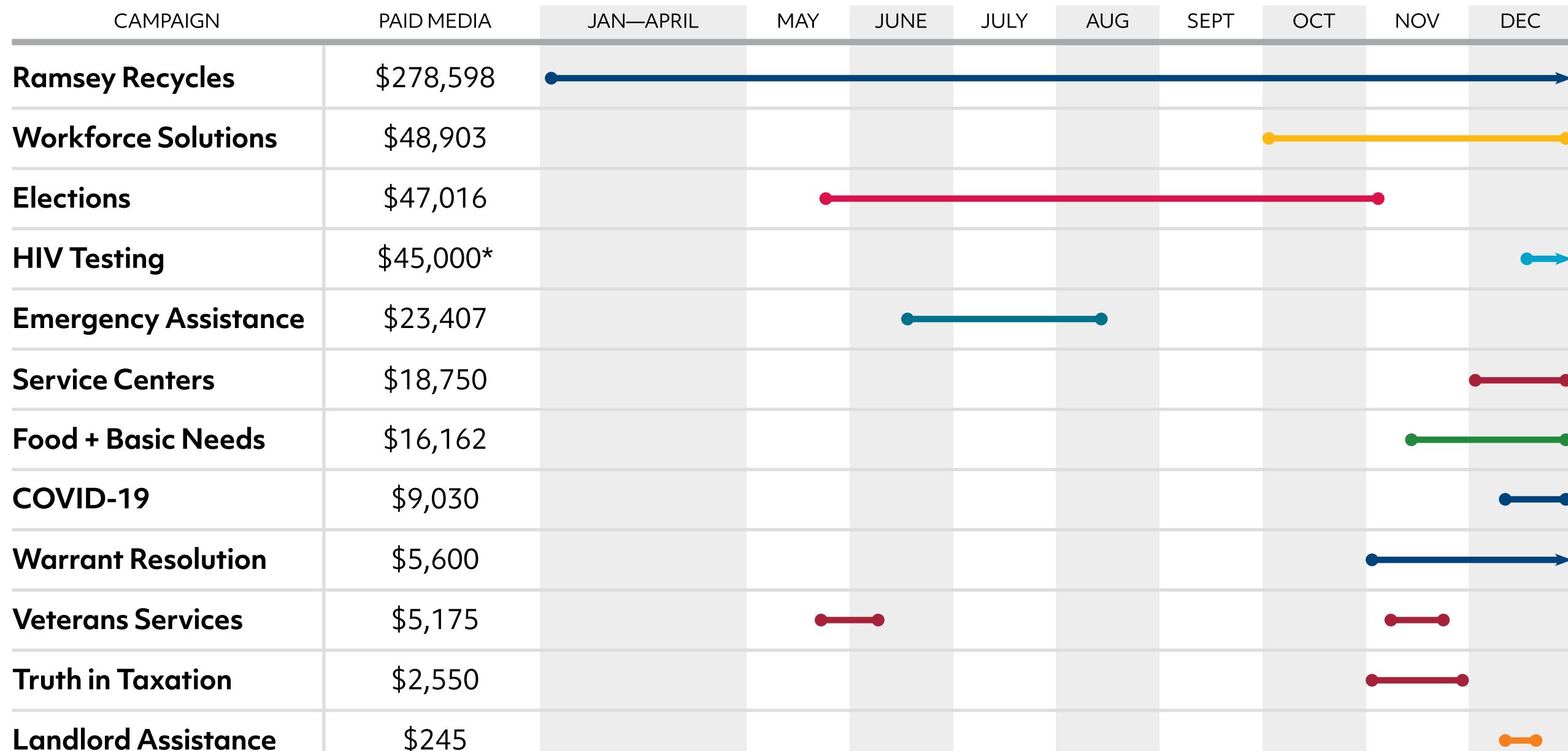
RAMSEY COUNTY

2020-2021

Advertising and Marketing
IN REVIEW

 metre

Campaign Timelines



*Campaign planning in 2020, implemented in 2021

Year in Numbers

12

Total Campaigns

\$470,459

Total Media Spend

3-5% CTR

Industry Average
1-2%

976,221,752

Total Impressions

\$513,985

Total Added Value

3+ Months

Extra Exposure

Media Partners

Out-of-Home

Clear Channel
OutFront
Intersection (transit)
Valassis (direct mail)
Hmong Village
HmongTown Marketplace

Television/Cable

Xfinity – Effectv
PBS/TPT

Newspaper/Magazine

Pioneer Press
The Villager
Press Pubs
Park Bugle
The Monitor
The Community Reporter
St. Paul Voice
La Voz
Vida y Sabor/La Prensa
Minnesota Spokesman-Recorder
Hmong Times
Insight News
New Publica
Lavender Magazine

Radio

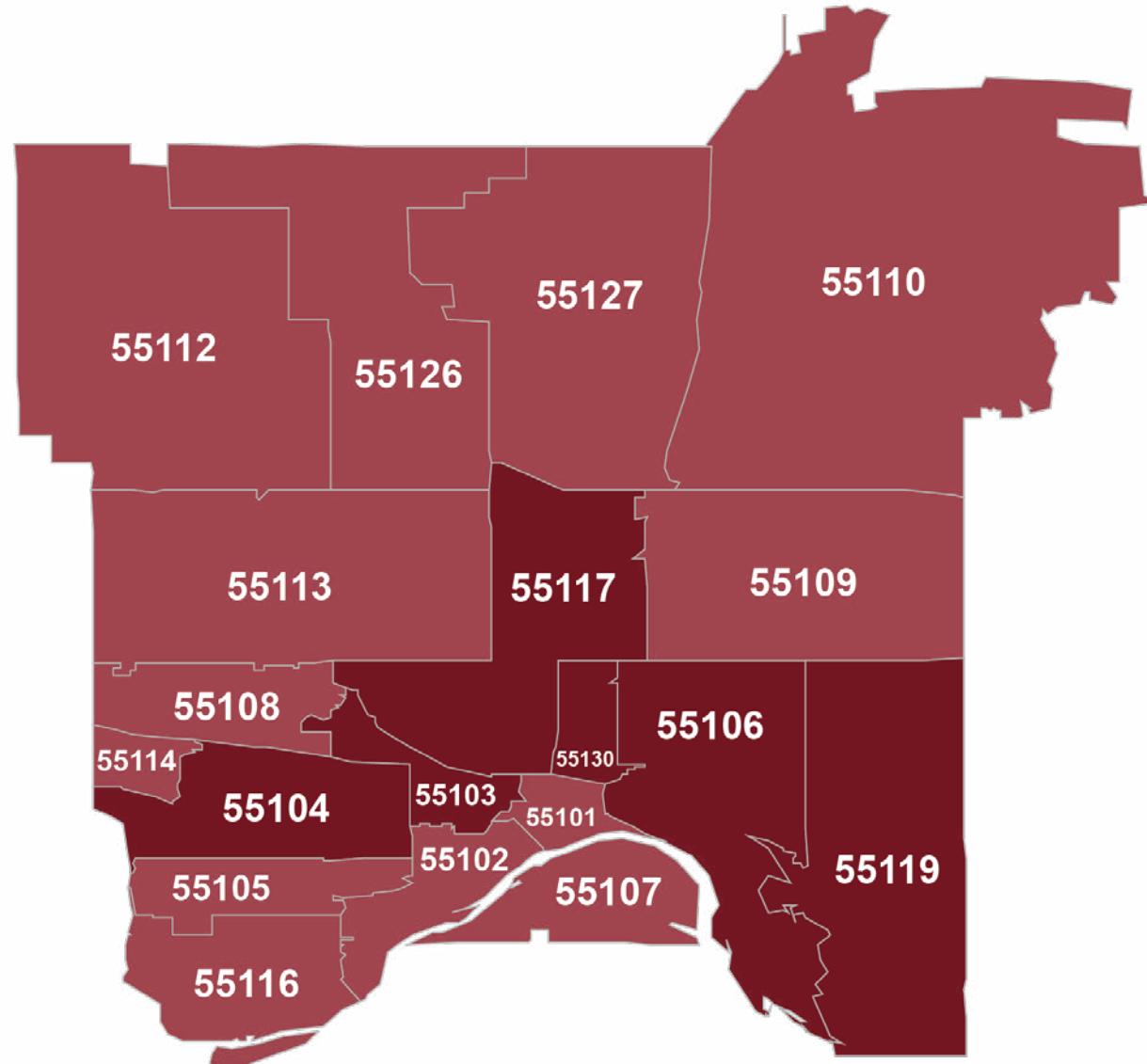
KS95
KFAI
WREY
La Raza
KMOJ
KALY

Digital

Google Display Network
Facebook
Instagram
YouTube
iHeartradio
Podsearch
Spotify
Pandora
Twincities.com
StarTribune.com
MinnPost.com
MPR.com
Sahanjournal.com
Insightnews.com
Spokesman-recorder.com
Mshale.com
Hmongtimes.com
Vidaysabor.com
hbctv.net /3HmongTV

Digital (Continued)

Reaching Racially and Ethnically Diverse Communities



● Primary Focus Area

51% Racially and Ethnically
Diverse Population

● Secondary Focus Area

21% Racially and Ethnically
Diverse Population

540,649

Total Population

502,803

Media Reach (93%)

36% Racially and Ethnically Diverse
Community Paid Media

Racially and Ethnically Diverse Community Media

La Voz	WREY	Spokesman-recorder.com
Vida y Sabor/La Prensa	La Raza	Mshale.com
MN Spokesman-Recorder	KMOJ	Hmongtimes.com
Hmong Times	KALY	Vidaysabor.com
Insight News	Sahanjournal.com	hbctv.net /3HmongTV
KFAI	Insightnews.com	

Ramsey Recycles Campaign

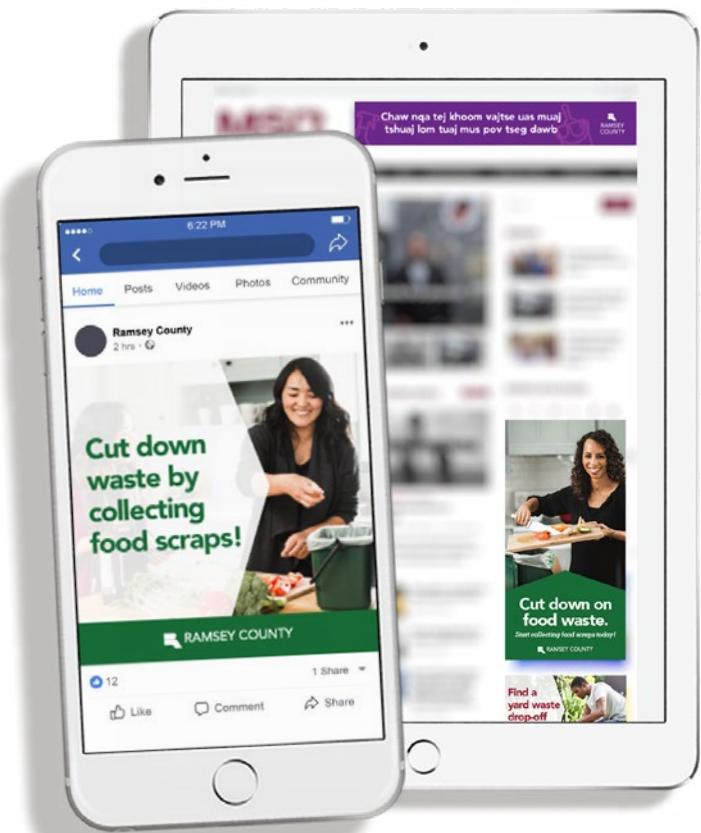
1500+
Images Captured
for Content Library

388+
Pieces of
Unique Creative

\$297,158
Media Spend

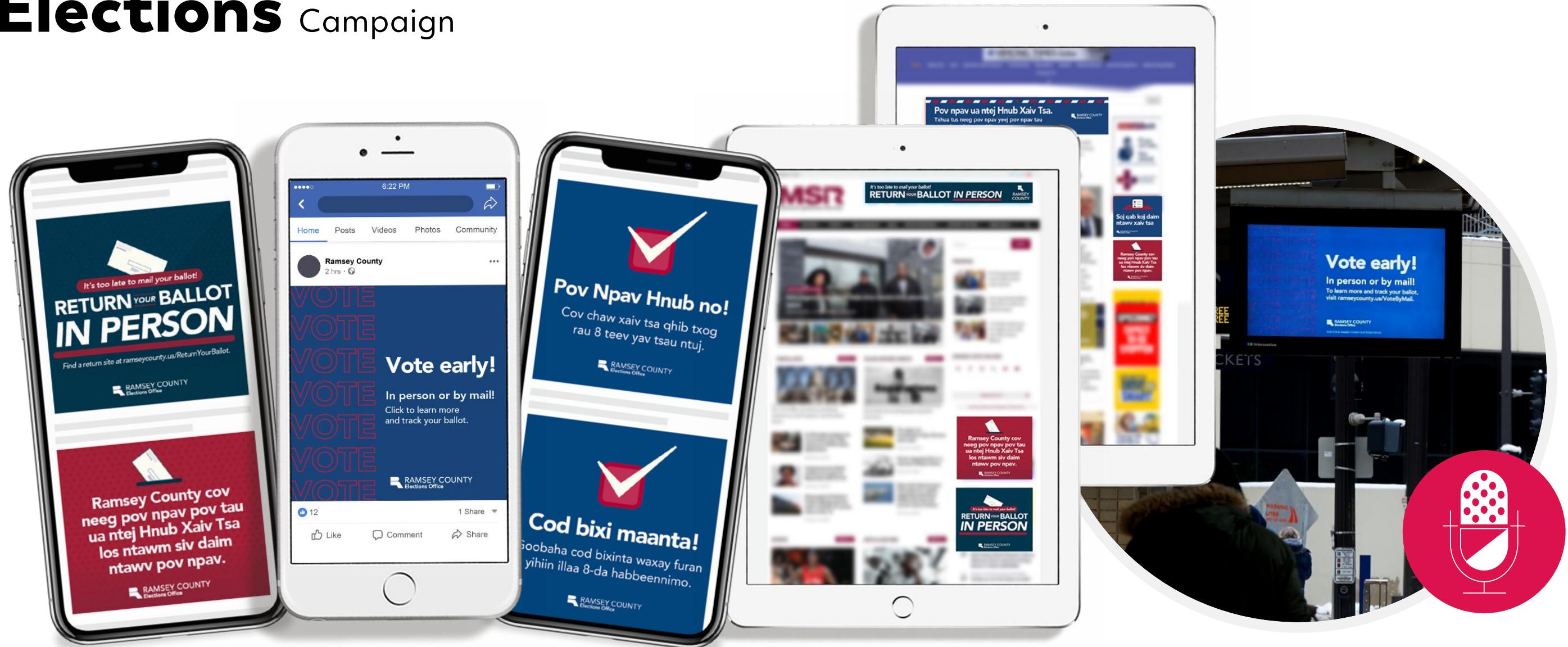


Ramsey Recycles Campaign



Minnesota Association of Government Communicators
Silver Award Recipient

Elections Campaign



Minnesota Association of Government Communicators
Silver Award Recipient

Messages in English, Hmong, Somali and Spanish

Elections Results

- **92,580,120 ad impressions and 16,772 ad clicks**
- **Social ad content shared 733 times** (*at a rate far above average*)
- **MinnPost ad campaign engagement higher than any other previous MinnPost campaign**

- **Highest general election voter turnout in county history at 297,466**
- **Increased registration for all age groups and 23% increase for ages 18-24**
- **Low turnout communities increased voting an average of 39%** (*Saint Paul Ward 1, Precinct 9 and 4, and Ward 6, Precinct 8*)
- **Approximately 700,000 website visits to election content in 2020**
- **118,000 website visits from the marketing URL**

The advertising campaign was one part of a successful communications and community outreach plan for the 2020 primary and general elections.

Workforce Solutions Campaign

Workforce Solutions Campaign

The campaign features messages in English, Hmong, and Spanish, targeting individuals looking for work due to COVID-19. The materials include:

- Mobile Websites:** Two smartphones displaying the mobile version of the campaign website. The English version is in English, and the Hmong version is in Hmong. Both versions feature a yellow microphone icon and a "Community Career Labs" section.
- Tablet Content:** A large tablet displaying a news article from the **Star Tribune** and several social media posts. The news article is titled "Star Tribune: Undermining confidence of the future". The social media posts are from the **CareerForce** account, featuring the message "OUT OF WORK DUE TO COVID-19? FIND WHAT'S NEXT." with three bullet points: "Virtual hiring events.", "Personalized guidance.", and "Employment action plans.".
- Print Flier:** A physical flier for "Community Career Labs". It includes a photo of two people working at a computer, a list of free services (job search tools, information and referral, career planning, virtual job fairs, phone or virtual job search assistance, computers with internet access, copying and printing), and a "Community Career Labs" section with a "LEARN MORE" button. The flier is in English and includes the Hmong translation "PUSA YOK KUU TAAB TOM NIPHANH HAUU LUVN VIM COVID-19 LOS TOT TAAB KUU PAAB KUU LUVN DAWB".
- Smartphone Mockup:** A smartphone displaying a social media post from the **CareerForce** account. The post is titled "OUT OF WORK DUE TO COVID-19? FIND WHAT'S NEXT." and includes a photo of a smiling man and a list of services: "Coaching de empleo.", "Asistencia para el currículo vitae.", and "Referencias y ofertas de empleo.". It also includes a "LEARN MORE" button and the **CareerForce** logo.
- Tablet Mockup:** A large tablet displaying a news article from the **Star Tribune** and several social media posts. The news article is titled "Star Tribune: Undermining confidence of the future". The social media posts are from the **CareerForce** account, featuring the message "OUT OF WORK DUE TO COVID-19? FIND WHAT'S NEXT." with three bullet points: "Virtual hiring events.", "Personalized guidance.", and "Employment action plans.".

Messages in English, Hmong and Spanish

Emergency Assistance Campaign



Messages in English, Hmong and Spanish

Service Centers Campaign



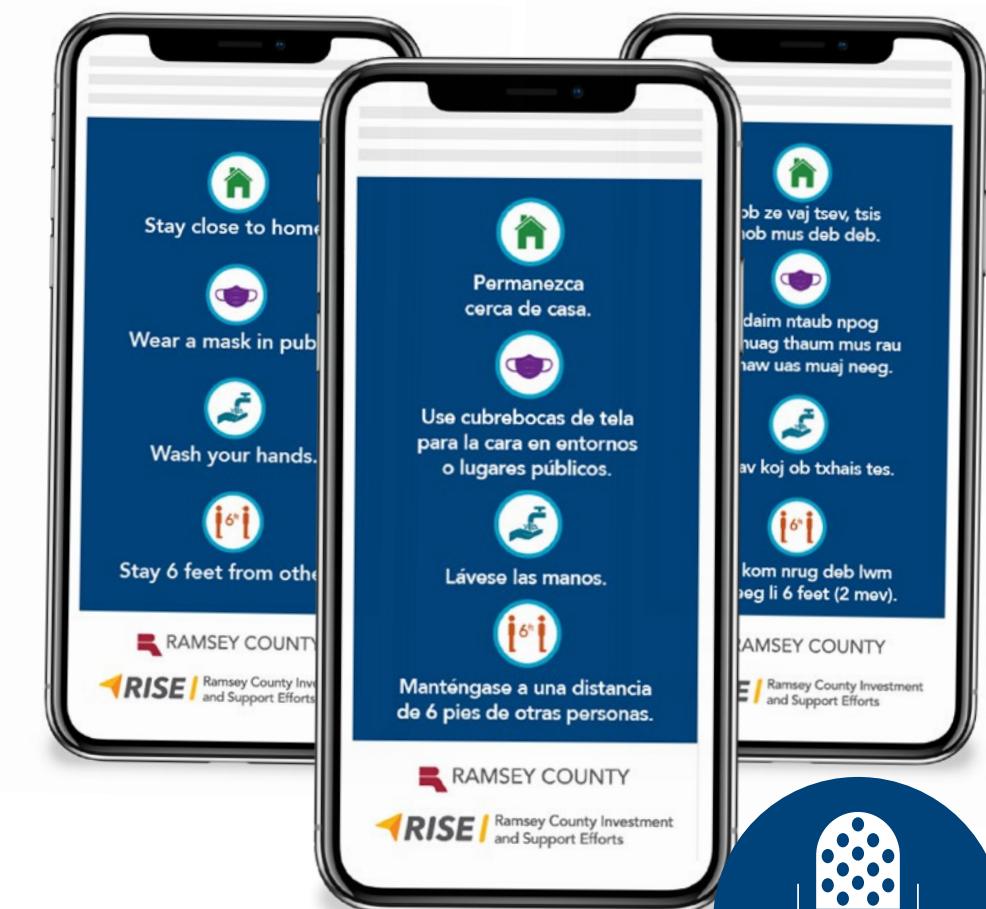
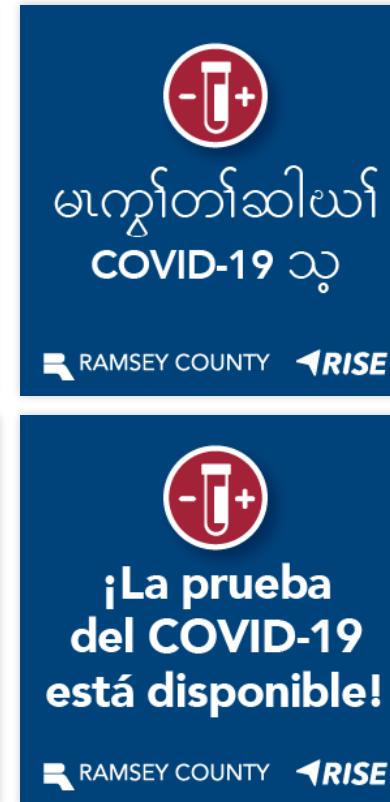
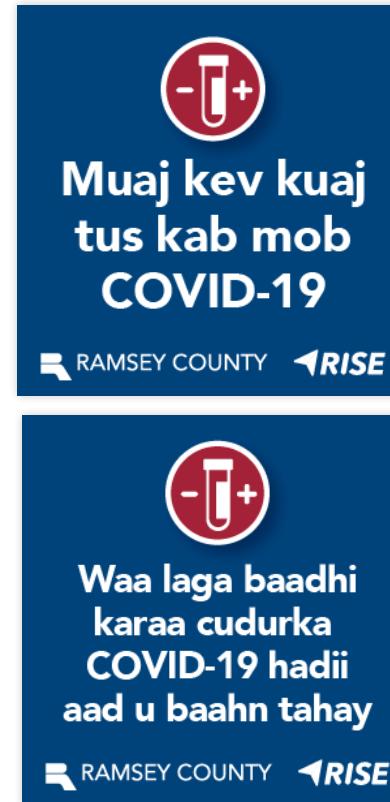
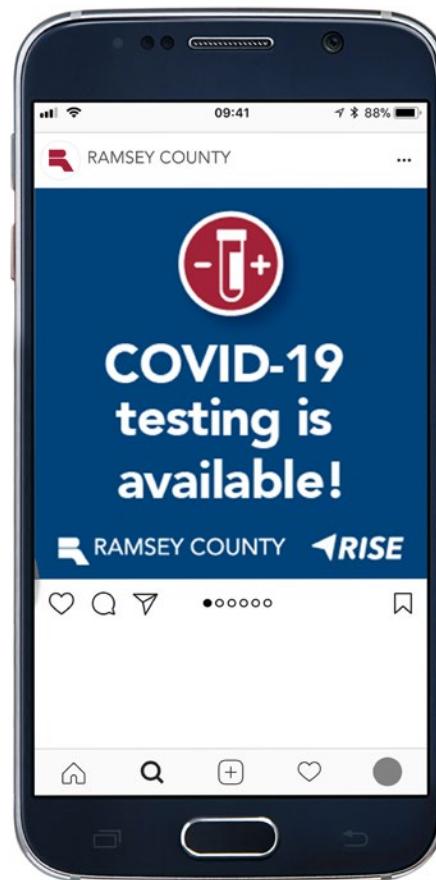
Food + Basic Needs Campaign



Messages in English, Somali and Spanish

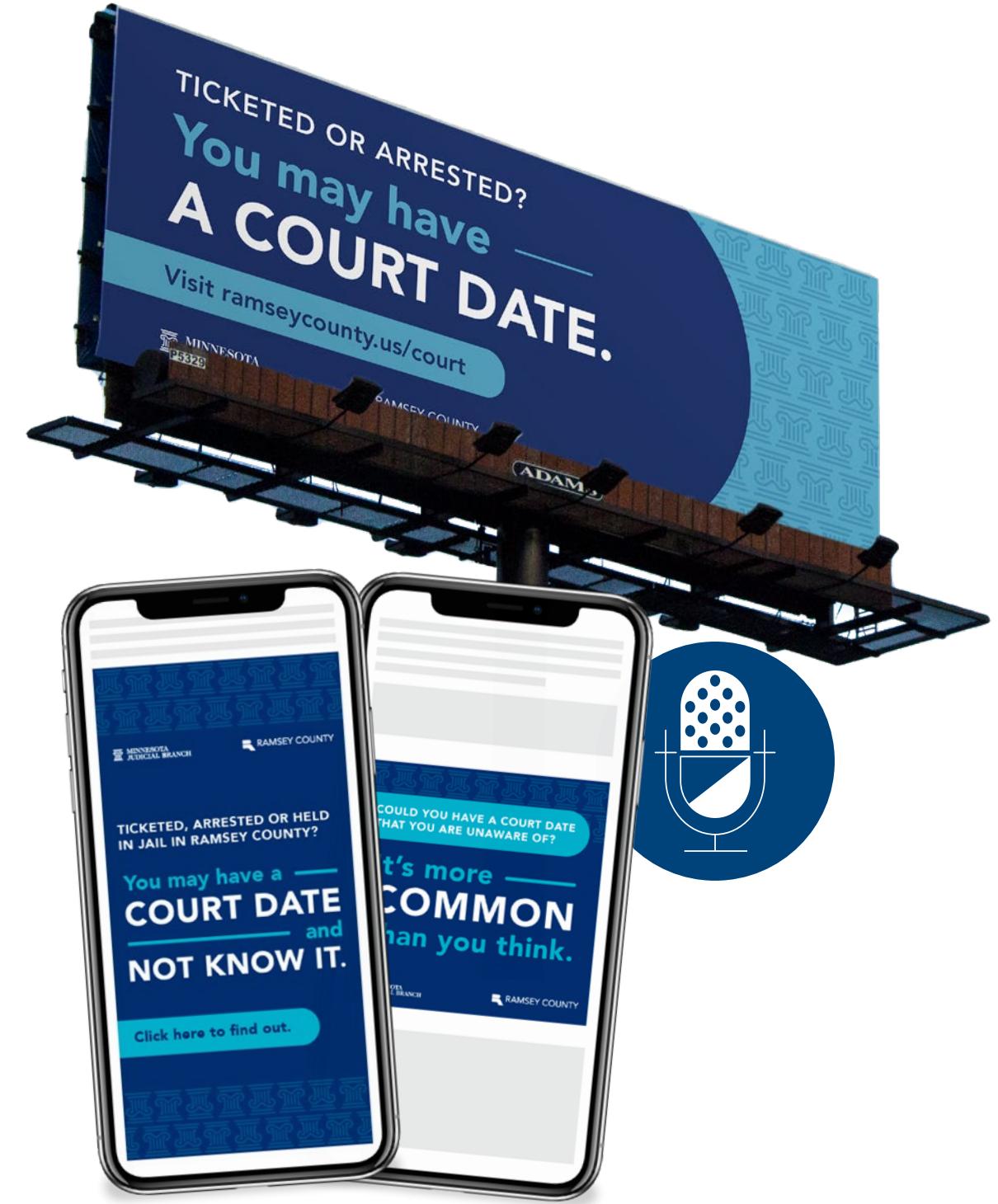
COVID Messaging

Multi-lingual Campaign



Messages in English, Hmong, Karen, Somali, Oromo and Spanish

Warrant Resolution Campaign



Messages in English and Spanish

Veterans Services Campaigns



WE CONNECT VETERANS TO BENEFITS

Call us today!

651-266-2545

ramseycounty.us/veterans

Our Veterans Services Officers (VSOs) can help:

- COVID-19 benefits
- VA medical eligibility
- Financial hardship grants and assistance
- Military documents
- VA burial benefits

RAMSEY COUNTY
Veterans Services

Veterans
Linkage Line®
your link to experts
minnesotaveterans.org 1-888-LinkVet (546-5838)

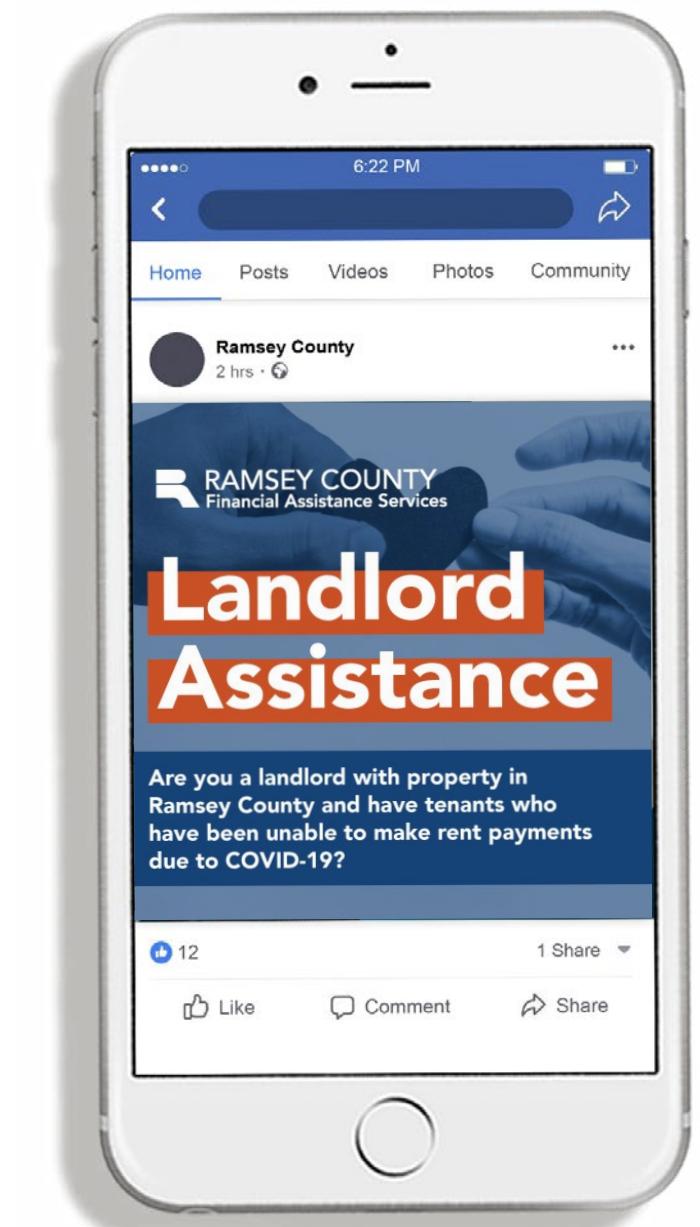


Truth in Taxation Campaign

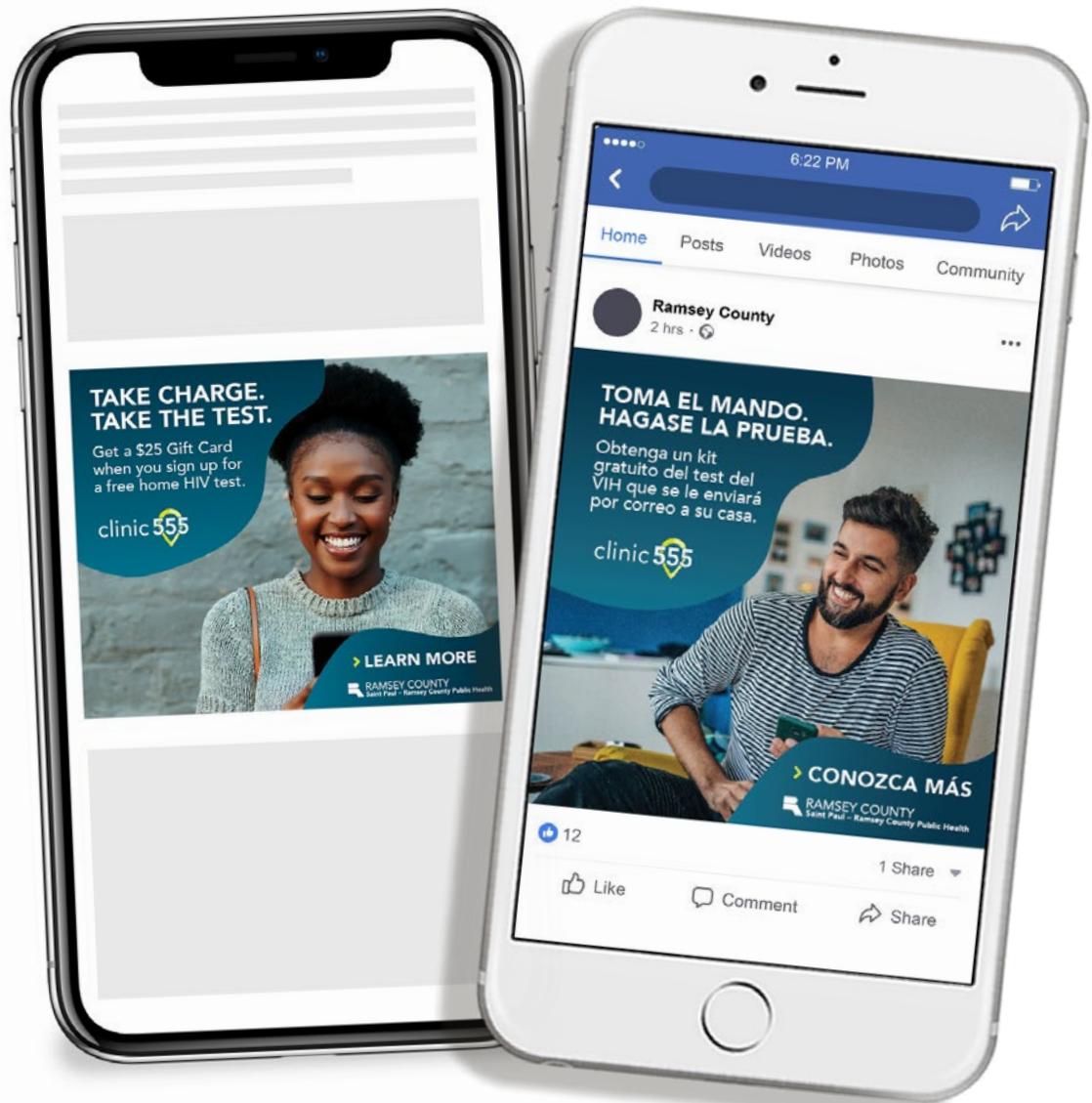


Minnesota Association of Government Communicators
Northern Lights Award Recipient

Landlord Assistance Campaign

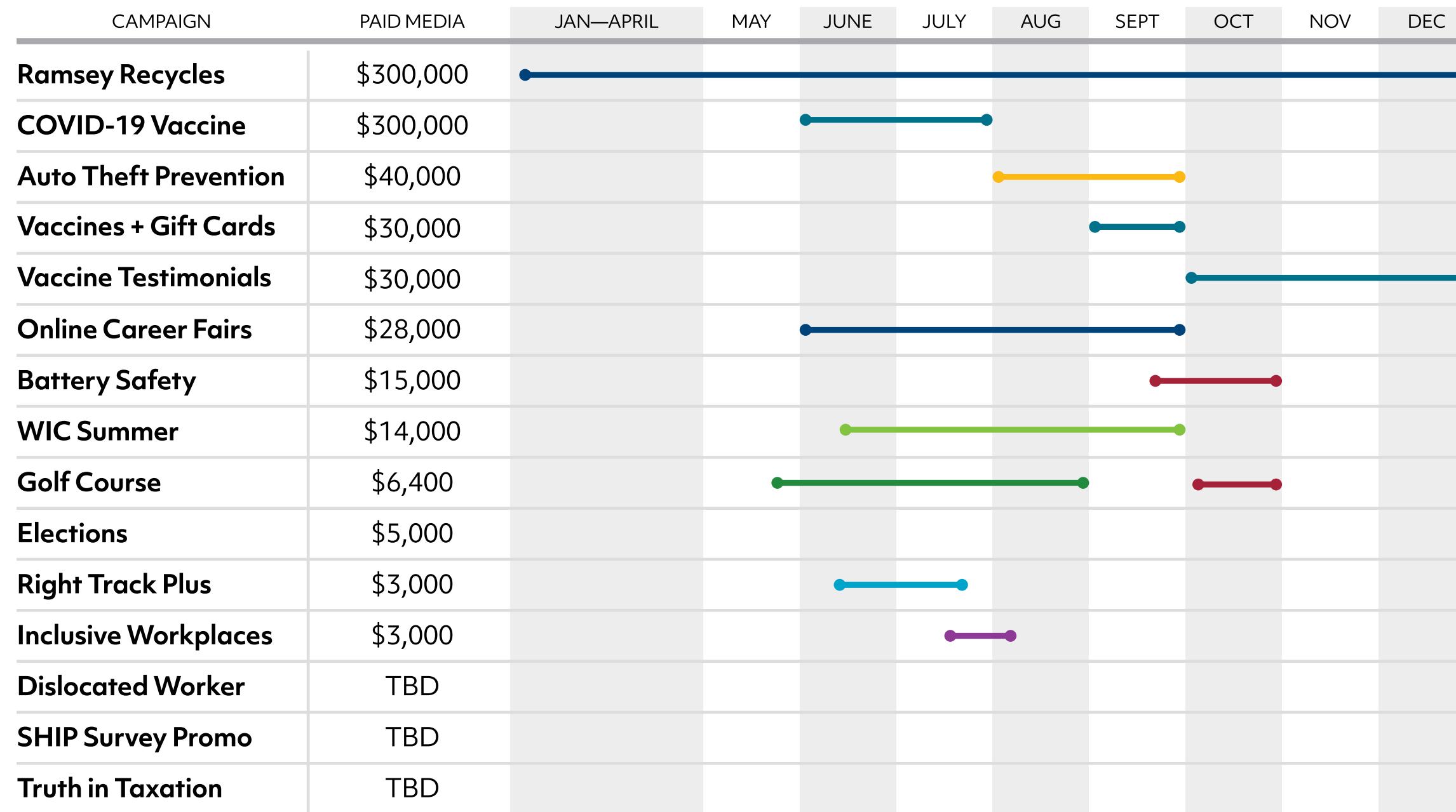


HIV Home Testing Campaign

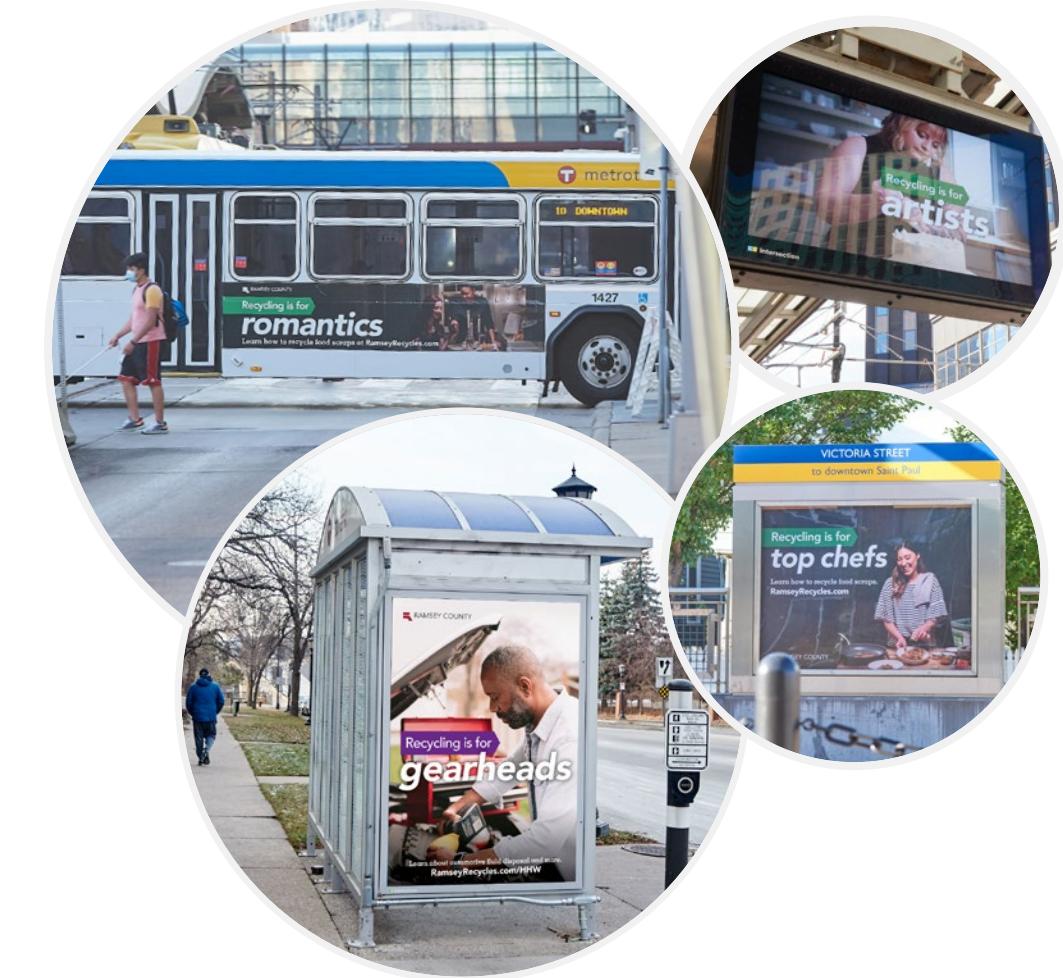


Messages in English and Spanish

2021 Campaigns

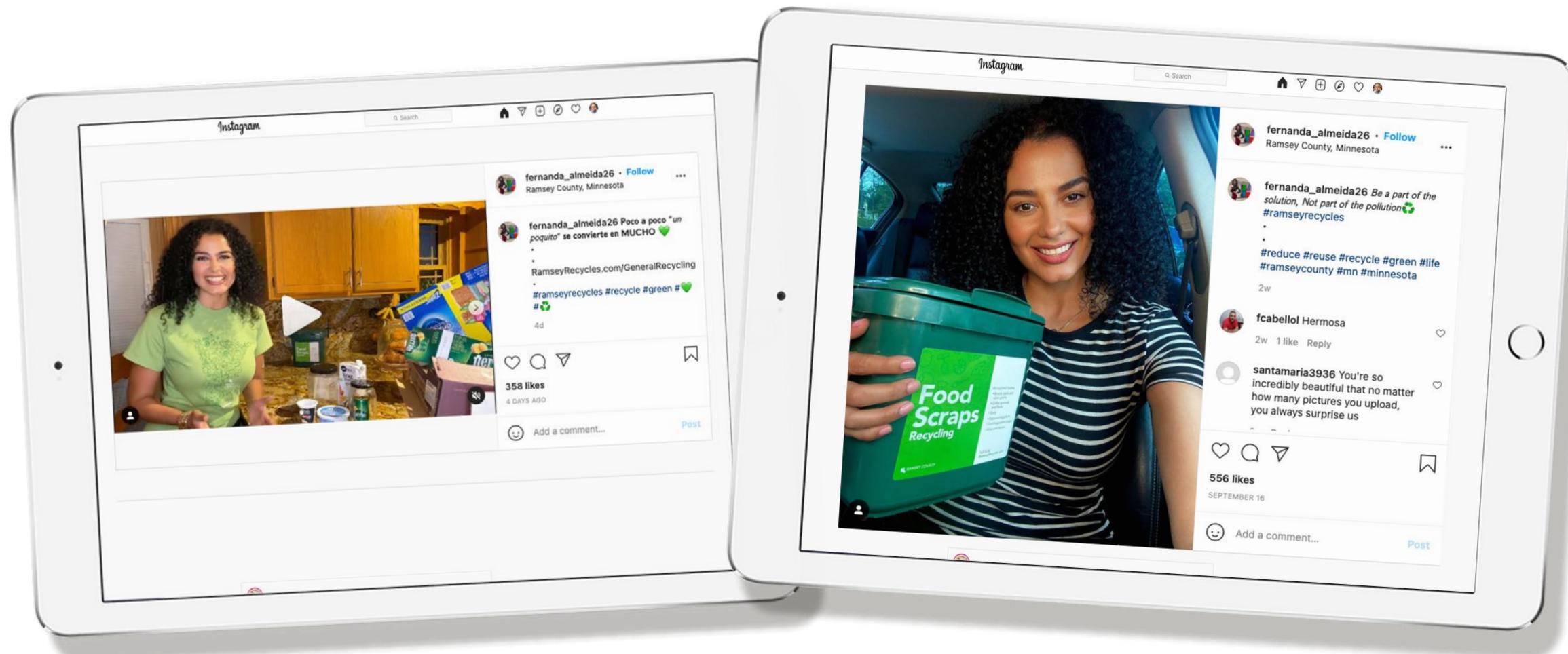


Ramsey Recycles 2021 Campaign



Messages in English, Spanish, and Hmong in market.

Ramsey Recycles 2021 Campaign



20 Posts on Facebook and Instagram | **6,954** Likes | **5,016** Views

Influencer marketing in Spanish in market. Hmong influencer marketing coming fall 2021.

Auto Theft Prevention Joint Campaign



Online Career Fairs Campaign



WIC Campaign

RAMSEY COUNTY

Find free COVID-19 vaccine clinics and information

RAMSEY COUNTY

Residents Businesses Your Government COVID-19 Info How do I...? Search

WIC (Women, Infants and Children)

Fill up on more veggies and fruits this summer.

Service alert - COVID-19

WIC is a supplemental food, nutrition and breastfeeding program that helps eligible pregnant women, new mothers, babies and young children eat well, learn about nutrition and stay healthy.

WIC income guidelines allow many working families and students to qualify. WIC food benefits are available to spend on fresh fruits and vegetables and other healthy foods at neighborhood grocery stores and many neighborhood farmers' markets.

The caring, bilingual staff provides health assessments, nutrition education and counseling, breastfeeding support and referrals to health and other services in the community.

Eligibility

The WIC program is available for women, infants and children in Ramsey County that meet the following guidelines:

- Women that are pregnant.
- Women that have had a baby in the last 6 months.
- Women breastfeeding a baby less than 12 months old.
- Families with children up to the age of 5.

Income eligibility

Families must be income eligible for WIC services. WIC bases your income on your household's gross income (before taxes are taken out). Call 651-266-1300 to find out if you are eligible.

- Many working families qualify for WIC.
- WIC is not welfare.
- Families that receive Medical Assistance, food support (SNAP), MFIP or free or reduced school lunch, head start, fuel assistance can also qualify for WIC.
- If your household doesn't meet the income guidelines listed in the WIC Income Guidelines, but your household includes a pregnant woman, a woman who has recently had a baby, or a child up to the age of five, you may be Presumptively Income Eligible.

6:22 PM

Fill up on more veggies and fruits this summer.

Be the mom you want to be.

WIC is here to help you be the mom you want to be.

Expecting or a new mom? Get support to help meet your breastfeeding goals. Scan the QR code or visit ramseycounty.us/WIC

RAMSEY COUNTY

651-226-1300

ramseycounty.us/WIC

MINNESOTA WIC

EXTRA!

Fill up on more veggies and fruit this summer with WIC.

From now through September 30, 2021, eligible WIC participants can receive up to \$35 per family member for vegetables and fruits every month. Use the extra benefits to try new things, stock up on freezable favorites and make healthier summer snacks and meals.

You can do with your veggies and fruits:

- bananas or strawberries to cereal.
- into oatmeal.
- and with lettuce and fresh tomatoes, broccoli and carrots.
- watermelon or cantaloupe chunks.
- to casseroles, rice dishes
- or freeze your favorites for later.

Scan to learn more!

To learn more and see if you are eligible, call 651-266-1300 or visit ramseycounty.us/WIC

RAMSEY COUNTY

651-226-1300

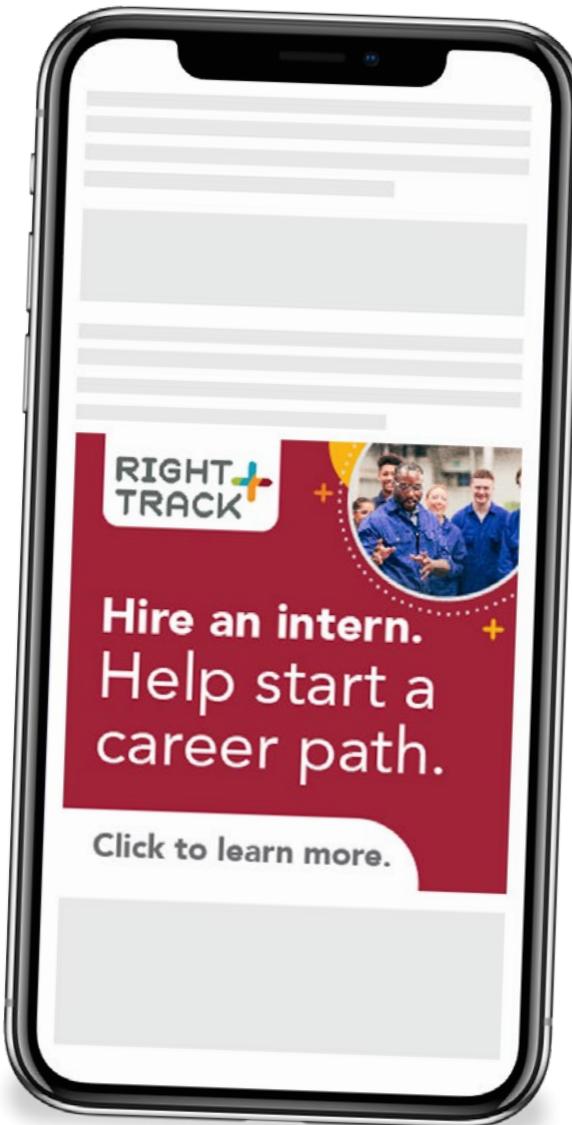
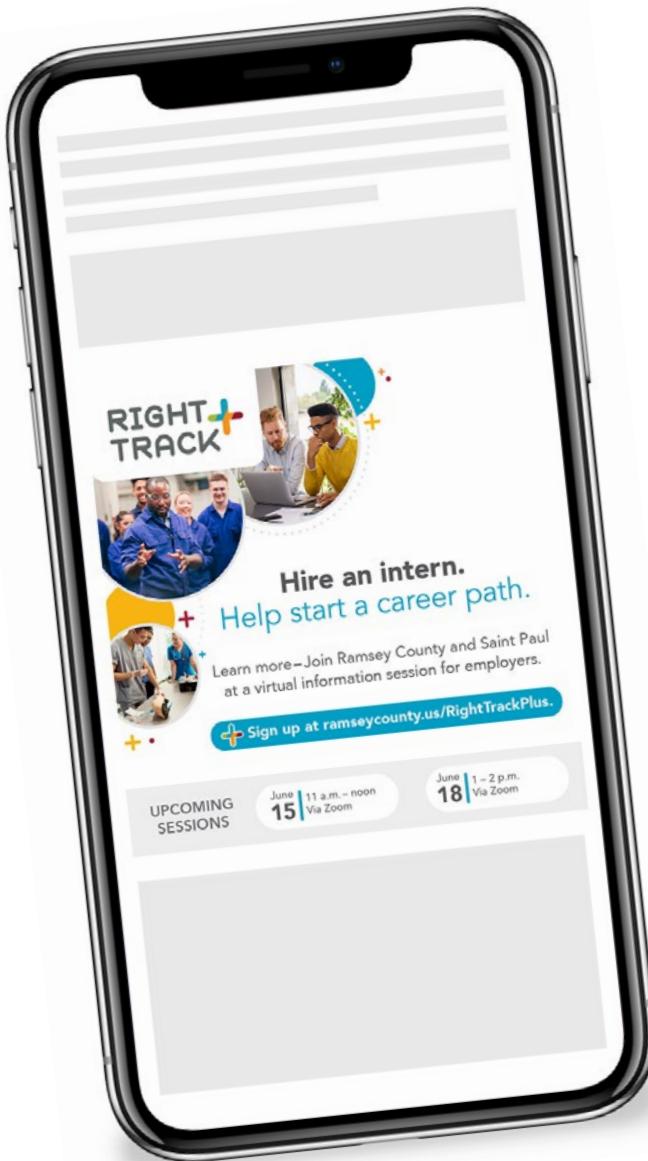
ramseycounty.us/WIC



Golf Courses Campaign



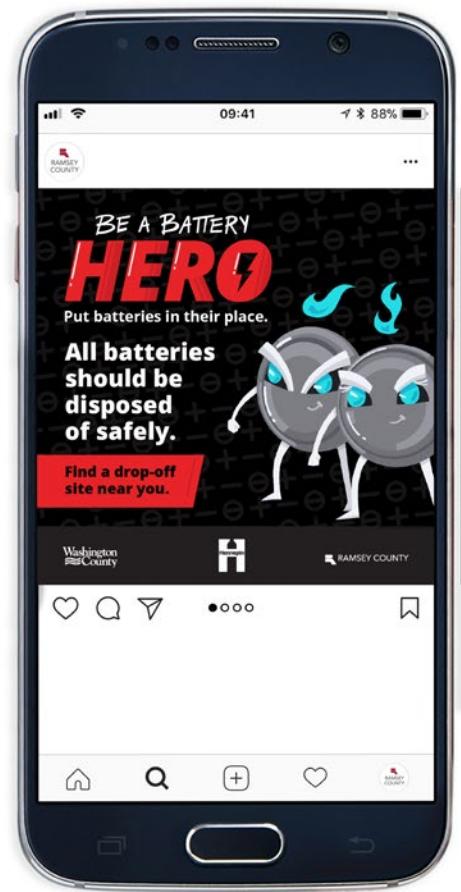
Right Track Plus Campaign



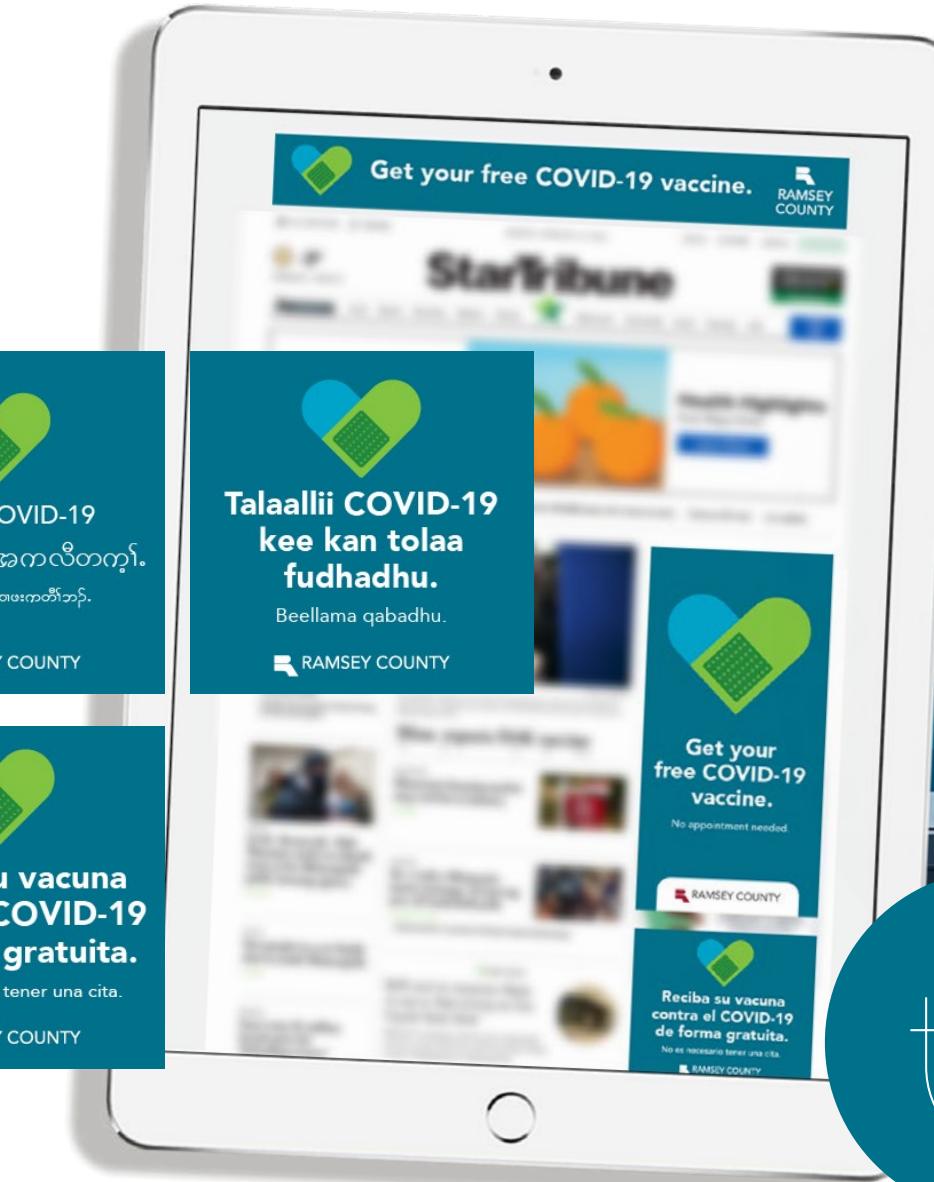
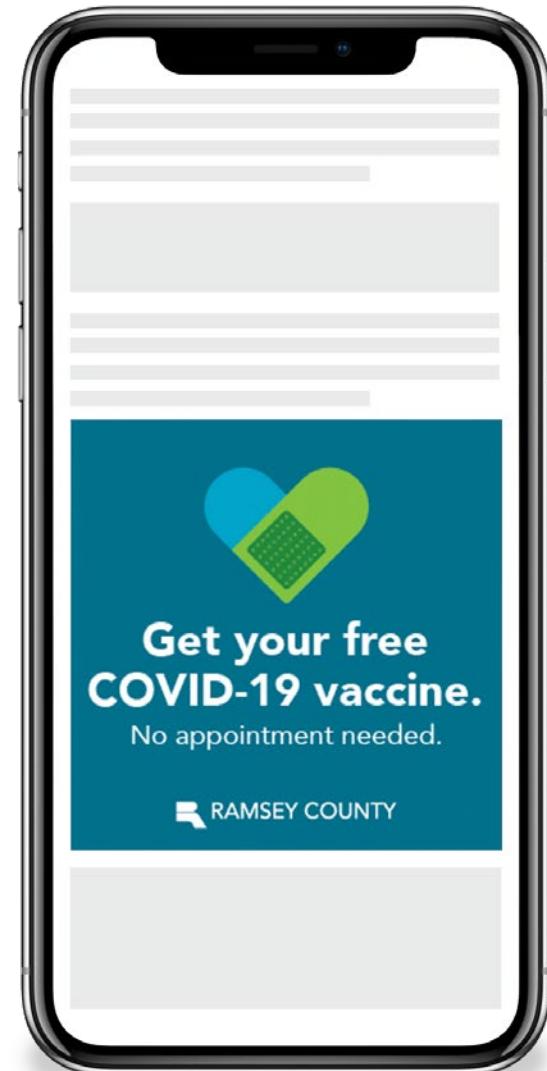
Inclusive Workplaces Cohort Campaign



Battery Safety Joint Campaign



COVID-19 Vaccine Campaign Phase 1



Messages in English, Hmong, Karen, Oromo, Somali, and Spanish

COVID-19 Vaccine Campaign Phase 2



Messages in English, Hmong, Karen, Oromo, Somali, and Spanish.

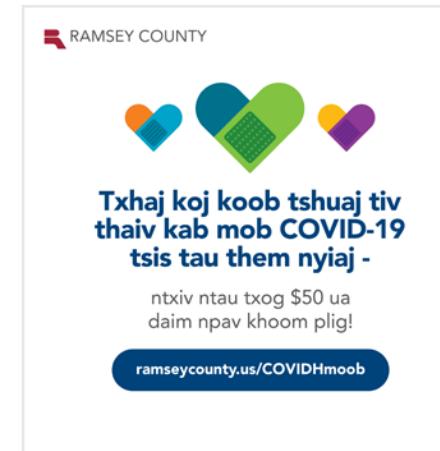
COVID-19 Vaccine Results

- 24,644,237 ad impressions
- 28,404 website pageviews
- Compared to previous 2 months:
 - 27x pageviews on Spanish language page
 - 36x pageviews on Hmong language page
 - 25x pageviews on Soomaali language page
 - 7x pageviews on Oromoo language page
 - 7x pageviews on Karen language page

The advertising campaign was one part of a successful communications and community outreach plan.

COVID-19 Vaccine Incentive

Campaign Phase 3



Messages in English, Hmong, Karen, Oromo, Somali, and Spanish.

Key 2020 Campaign Results

Ramsey Recycles (2020)

- \$297,158 media spend

Elections

- 92,580,120 impressions, 16,772 ad clicks
- Social ad content shared 733 times
- Highest ad engagement ever on MinnPost

Workforce Solutions

- Career Lab website traffic increased 93%
- Dislocated Worker website traffic increased 488%

Emergency Assistance

- Approximately 23,000 pageviews in June/July of 2020
- Over 7x the web traffic from June/July 2019

Service Centers

- 3,322 website pageviews
- 113% increase in web traffic compared to previous period
- Average time on page increased by 86%

Food + Basic Needs

- 8,701 website pageviews
- 856% increase in web traffic
- Home meal delivery page traffic increased by 114%

COVID Testing

- Hmong traffic increased 40x
- Spanish traffic increased 16x
- Somali traffic increased 21x
- English info page traffic increased by 38%

Warrant Resolution

- 1,467 website pageviews

Veterans Services

- 378 pageviews for Veterans Day
- 641% increase over previous month
- 110 website pageviews for Memorial Day
- 104% increase over previous month

Landlord Assistance

- 271 clicks and 85 social shares in 7 days
- Campaign ended early due to high response

Questions?

