



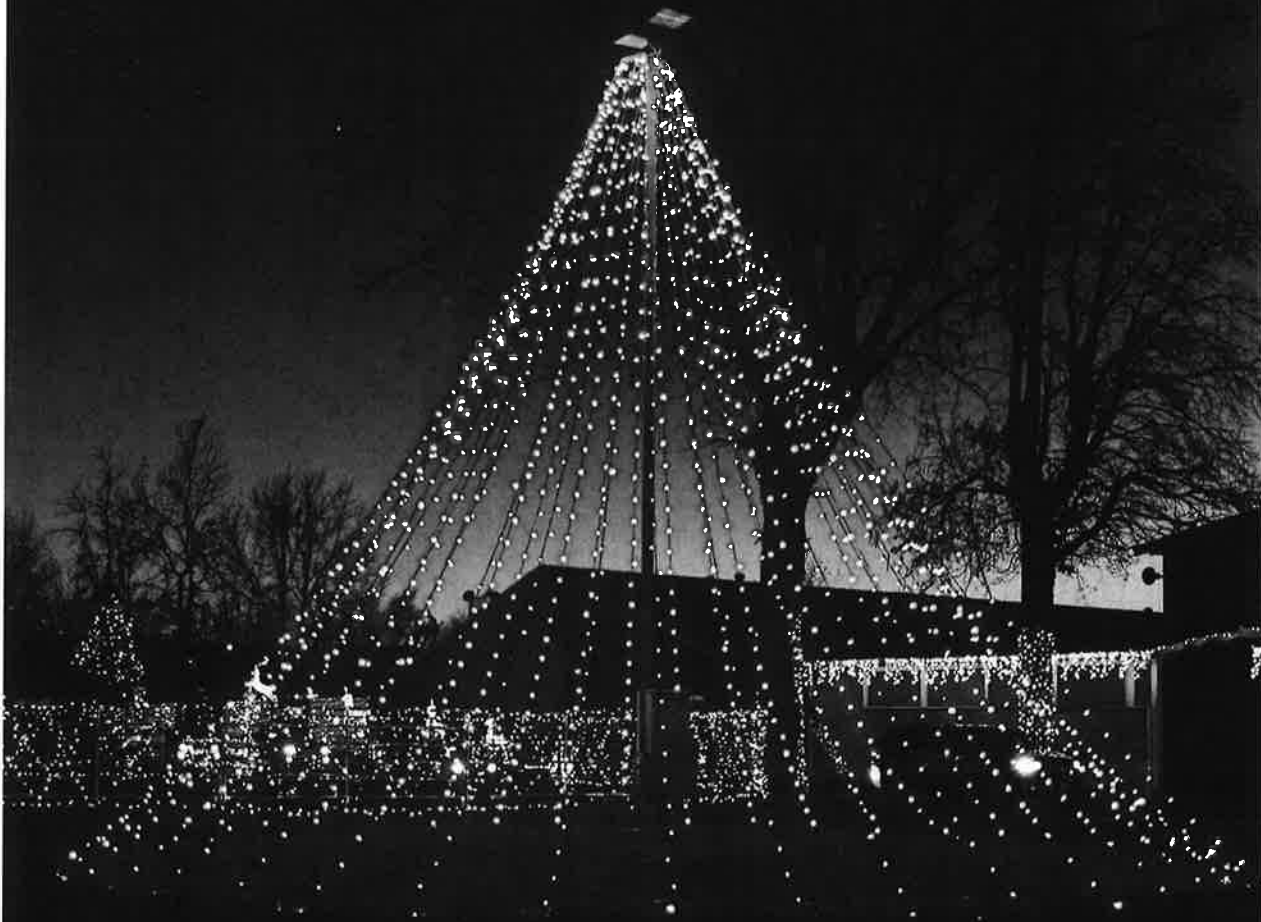
City of Yakima Communications Update

4th Quarter 2020: Oct. - Nov. - Dec.

compiled by City of Yakima Community Relations Office

Community response samples on social media about dogs, water, walking, cemetery

Page 3



Media coverage samples Pages 5-10



Q 4 2 0 2 0

City of Yakima social media

Combined totals for City Facebook, Twitter, Instagram accounts

10,677

▲ 42%

Engagement

17,418

▲ 76%

Clicks

441

▲ 29%

**Followers gained
in Q4 2020**

756

▲ 68%

Posts

Percentages compared to Q4 2019 social media totals.



Samples of community responses to City social media posts during Q4 2020



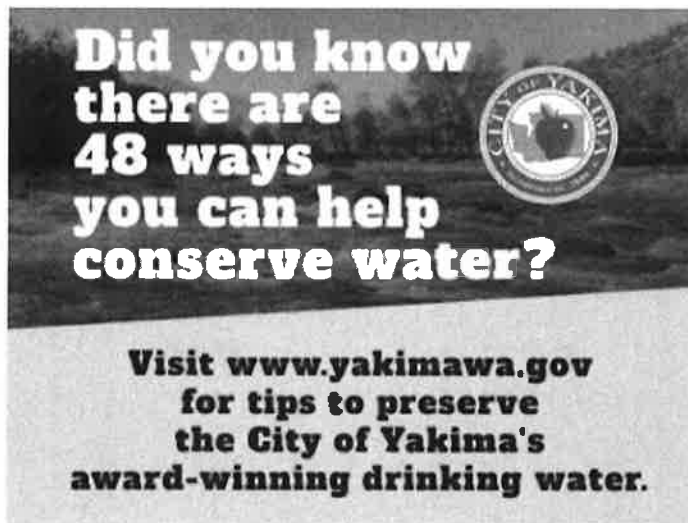
- cityofyakima
- cityofyakima Thanks in advance to your help pet owners.
- julieadriansenart THANK YOU FOR POSTING THIS!!!! Lots of out there!!!
- Liked by pippinsbaseball ar



The City of Yakima

Published by Hootsuite • November 25 at 2:10 PM

There are steps you can take to help conserve Yakima's award-winning water. Click <http://ow.ly/T56d50Cv6Kb> for details. #WaterWednesday



823

People Reached

15

Engagements

Boost Post



4

1 Comment 2 Shares



Like



Comment



Share



Most Relevant



Comment as The City of Yakima



Josey Fast

One of them should definitely be that the water districts need to implement and enforce residential watering hours and duration. People water lawns for hours during the hottest part of the day!

Like Reply Message 2w

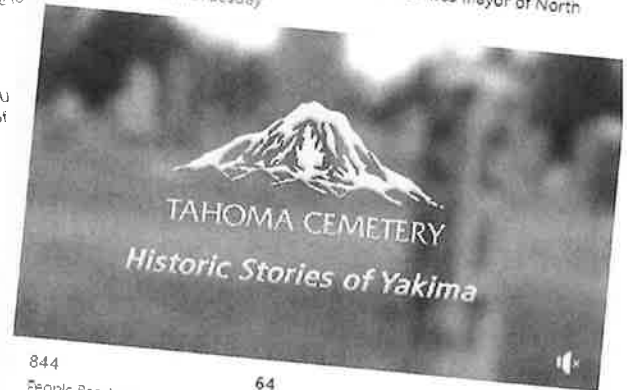
[Write a comment](#)



The City of Yakima

November 24 at 1:33 PM

In this episode learn about Walter J. Reed, who packed a lot of living in his 66 years. Reed was wounded at Gettysburg, an early Cle Elum pioneer, a Washington State Senator and later was mayor of North Yakima. #TahomaTuesday



844

People Reached

64

Engagements

Boost Post



9



Like



Comment

5 Comments 2 Shares



Share

Most Relevant



Comment as The City of Yakima



Linda Garcia

Thanks for sharing Ellen. Very nice work

Like Reply Message 2w



Kelly Boyd Darbyson

I love watching these! Thank you!

Like Reply Message 3w



The City of Yakima

Published by Hootsuite • December 10 at 8:10 AM

Let's go for a walk. What destinations in the City of Yakima do you most want to access by walking? What improvements would encourage you to walk more often? Take the City's pedestrian master plan survey to share your perspective - <http://ow.ly/84Mx50CqjZW>

2,149

People Reached

184

Engagements

Boost Post



6



Like



Comment



Share

Most Relevant



Comment as The City of Yakima



Tracy Sawyer

A lot of construction along 80th and Occidental but no road improvement or sidewalks. Many people walk in WW and sidewalks would be used often. If the sidewalks or bike lanes connected with Coolidge to 72nd kids might walk or bike to school. I know I w... See More

Like Reply Message 5d Edited



Kristi Martin Miles

It would really be nice to have a sidewalk on 52nd Avenue. It's a dangerous road to walk down as hardly any space to avoid cars on either side of the road.

Like Reply Message 5d Edited



SUMMARY

Q4 2020 by the numbers

Community Relations Office *outreach
during 4th Quarter 2020 included:



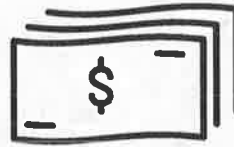
Fire/Police
Public Safety

361



Transportation
and Roads

232



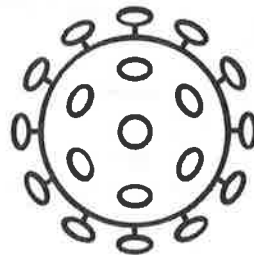
Economic
Development

268



Parks & Rec
Activities

271



COVID-19
547



* Points of Contact: videos, social media, newsletter, Y-PAC coverage, bulletin announcements and news releases



Samples of Q4 2020 media coverage in response to City of Yakima communications content

PUBLIC SAFETY



NEWS

WEATHER

CORONAVIRUS

FEATURES

CHIME IN

911 service restored in Washington after brief outage

YPD not accepting new concealed pistol license applications starting today

by Elayne Rojo-Rodriguez | Monday, November 16th 2020

Fire destroys home, displaces four people

DONALD W. MEYERS

YAKIMA HERALD-REPUBLIC

A fire in the 700 block of North Fourth Street destroyed a home and displaced four people and two dogs Wednesday night, Yakima fire officials said.

Crews were called shortly before 10:40 p.m. to 707 N. Fourth St. and

from outside and were able to put out the fire after several minutes.

Firefighters respond to three fires in four hours Monday in Yakima

YAKIMA HERALD-REPUBLIC
Fire

» IN BRIEF «

Yakima firefighters respond to house fire, small blaze at Cascade Apartments

A storeroom fire at the Cascade Apartments in downtown Yakima caused an estimated \$15,000 in damage early Monday, according to the Yakima Fire Department.

Street, firefighters said. The department says the shed was engulfed in flames when firefighters arrived, but quick action kept it from spreading to the home nearby.

That fire was caused by a heat lamp being placed too close to flammable items, according to the release. The heat lamp was being used to keep animals warm, but no animals were found in the shed, firefighters said. No one was hurt.

The third fire was reported at 1 p.m. at an apartment building in the 300 block of North Seventh Street.

Fire crews arrived to find two units burned and the fire caused an estimated \$80,000 in damage to the two apartments, according to the release.

Firefighters said the fire began early Monday in the kitchen of one unit. A resident thought it was out, but it started to burn unnoticed until it spread through the apartment and the unit above.

No injuries were reported, and Cross is the affected resident.



Samples of Q4 2020 media coverage in response to City of Yakima communications content

ECONOMIC DEVELOPMENT

YAKIMA AIR TERMINAL

State announces electric aircraft beta test sites

MAI HOANG

YAKIMA HERALD-REPUBLIC

The Washington State Department of Transportation has designated Yakima Air Terminal as a beta test site for electric aircraft.

The Yakima airport was identified as one of six test sites in a feasibility study published by the agency's aviation division last month. For the past two years, WSDOT and aviation industry stakeholders have explored setting up electric aircraft service in the state.

Other beta test sites are Chehalis-Centralia airport in Chehalis, Olympia



Passengers deplane from a Yakima Air Terminal.



Peterson, "Yakima has an opportunity to be part of that pivotal point in aviation history."

sustainable, Peterson said. "You can lower that cost per passenger and allow (operation of that

availability of a 3,000-foot runway, connectivity to airports within 500

KUNW-TV Univision
November 18 at 9:05 PM

YAKIMA Wa -- El espíritu navideño no se detendrá por pandemia, los preparativos para instalar el árbol de Nav plaza Millennium de yakima. El equipo de la Asociación de Yakima, con la ayuda de la ciudad de Yakima, instala

NBC Right Now
KNDO 23 KNDU 25

Artists Sought for 2021 Downtown Yakima Windows Alive! project

8:29 AM Fri Dec 4

NBC Right Now
KNDO 23 KNDU 25

nbcrig

Free webinar for Yakima Business Grant Program

Dec 2, 2020

Habrá seminario en internet para solicitar ayuda financiera para pequeños negocios



Samples of Q4 2020 media coverage in response to City of Yakima communications content

TRANSPORTATION / ROADS

RECREATION

Yakima plans 2-mile path to connect to Cowiche Canyon

YAKIMA HERALD-REPUBLIC
The city of Yakima is planning for a new 2-mile gravel path to join the

Powerhouse Road to the existing Cowiche Canyon Trailhead. The trail alignment is on the previous Burlington Northern-Santa Fe rail-

prepare for construction, which the city expects to start in the spring. The city will then focus on Phase 2 construction, involving work on the upstream section of the



El Sol de Yakima

21h

Si vive, trabaja o visita Yakima ponga atención en los estacionamientos porque a partir de hoy comenzarán a...

CITY WANTS INPUT ON PEDESTRIAN MASTER PLAN

Installation of traffic light underway at 64th Avenue and Ahtanum Road

LEX TALAMO Yakima Herald-Republic 11 min

**SECTION OF POWERHOUSE ROAD
CLOSED UNTIL LATE NOVEMBER**

Published: October 21, 2020



Samples of Q4 2020 media coverage in response to City of Yakima communications content

PARKS & RECREATION

Letters to Santa event planned Saturday at Public Works

Yakima Parks and Recreation is hosting a Letters to Santa event at the Public Works facility on Saturday, December 5, from 10 a.m. to 12 p.m.

GOLF

Fisher Park extends season

YAKIMA HERALD-REPUBLIC
Fisher Park Golf Course, which usually closes for the year in late October, plans to keep the nine-hole city course open through the end of the season.

the golfing season, but that will depend on the weather."

Fisher Park, located on S. 40th Ave. across from

School, in late May, the

na-19

y '5-

Harman Center to host virtual Thanksgiving for seniors

Posted: November 24, 2020 4:56 PM

by Emily Goodell

NBC Right Now
KNDO 23 KNDU 25

Blue Star Memorial Dedication planned at Tahoma Cemetery

Nov 5, 2020

NBC Right Now
KNDO 23 KNDU 25

City of Yakima hosts Virtual Tours of Tahoma Cemetery

21 hrs ago



Samples of Q4 2020 media coverage in response to City of Yakima communications content

CITY COUNCIL



NBC Right Now Yakima

12h · 📶

...

Council's action extends the declaration through Tuesday, January 5th, 2021.

CITY OF YAKIMA > 2021 BUDGET

Revenue takes pandemic hit

Police, fire funding expected to stay the same; other departments to see reductions

LEX TALAMO

YAKIMA HERALD-REPUBLIC

Next year's draft budget for the city of Yakima calls for belt tightening for many city departments.

Steve Groom, the city's finance director, said

Budget award

The city of Yakima's 2020 budget earned a distinguished budget presentation award from the Government Finance Officers Association.

The 2020 budget received the honor for

Council OKs 2021 budget

LEX TALAMO

YAKIMA HERALD-REPUBLIC

The Yakima City Council approved its 2021 budget on Tuesday, providing for all city services to continue while

adding about \$34,000

impact on the local economy and the city's delivery of services," said Finance and Budget Director Steve Groom. The "sales tax forecast, while apparently having recovered during 2020, still has some uncertainty, so we're being cautious. Lodging taxes are forecast to be impacted through the entirety of the 2021 budget. Other revenues have similar, but lesser, impacts to the ability to forecast."

Public safety funding remained consistent with last year's allotments, with about \$29 million allocated to the police

Council ups pandemic-related grant funds to nonprofits

LEX TALAMO

YAKIMA HERALD-REPUBLIC

Nonprofits can now apply reimbursements of up to \$30,000 from the city of Yakima's CARES Act funding.

The Yakima City

within city limits and capped at individual awards of \$10,000.

Then the city received an additional \$1.4 million. For that amount, the

calls lion es, t he City ear-end ditures. t year's enditures l fund at lion. ecasts for le while the



Samples of Q4 2020 media coverage in response to City of Yakima communications content

CLEAN CITY - WATER - UTILITIES

New campaign will highlight Yakima's high-quality tap water

LEX TALAMO
YAKIMA HERALD-REPUBLIC

Yakima is planning a public awareness campaign to encourage people to drink its tap water rather than bottled water.

The city is one of eight in Washington this year to receive the Gold Award from the state Department of Health's Office of Drinking Water, designating that the city's tap water meets and exceeds quality standards.

Despite that designation, City Council member Kay Funk noted that she still sees city residents carting water to their cars from local grocery stores.

YAKIMA CITY COUNCIL High-quality drinking water gets state award

LEX TALAMO
YAKIMA HERALD-REPUBLIC

The city of Yakima recently received an award for its high-quality drinking water.

PAGE 4A

YAKIMAHerald.com

THURSDAY, NOVEMBER 5, 2020

OPINION

YHR EDITORIAL BOARD

Bruce Drysdale | Editorial Page editor
Bob Crider | Board member

Editorials on this page represent the views of the Yakima Herald-Republic's editorial board. Letters, forum columns and syndicated columns represent the views of the writer and do not necessarily reflect the official position of this newspaper.

Yakima's award-winning water is worth a toast

The nights are cool and I'm a fool,
Each star's a pool of water ... cool water.
But with the dawn, I'll wake and yawn
And carry on to water.
Cool clear, water.

— Lyrics from "Cool Water,"
written by Bob Nolan

If the Sons of the Pioneers were still wandering in the desert like they feigned in 1941 when they were the first to record "Cool Water,"

» EDITORIAL «

staff members.

Most of Yakima's drinking water comes from the Naches River. The city also has four wells that supplement the Naches River supply.

A statewide award for clean drinking water is an accomplishment worth celebrating.

accept plastic bottles.

"When they buy bottled water, they pay twice — first to the retailer and then the cost of getting rid of the plastic bottles, which are filling up our landfill, increasing our solid waste disposal fees, and in every way creating unnecessary waste," City Councilmember Kay Funk said during a recent council meeting.

go — consider reusable containers such as aluminum bottles made in Union Gap by Liberty Works, which touts itself as "one of the last metal water bottle manufacturers in America."

However it's consumed, know that the city works hard and

YAKIMA'S "CLEAN CITY" PROGRAM MAKING PROGRESS

DAVE ETTL



During Q4 2020, the Community Relations Office's special projects included:

Promoted City of Yakima drinking water on social media, Y-PAC coverage and via news release

How does the City of Yakima deliver award-winning water?

Find out in a "Y-PAC Check-ins" interview with Assistant Public Works Director Dave Brown on Y-PAC and YouTube.

Visit <https://www.yakimawa.gov> for more refreshing details on City of Yakima water.

What is in the City of Yakima's winning water?

Find out in the 2019 Water Quality Report available online

[.yakimawa.gov](https://www.yakimawa.gov) for more on City of Yakima water.

Promoted the pedestrian master plan and community pedestrian survey

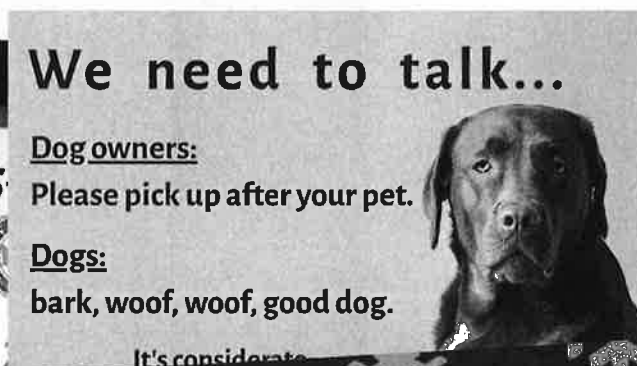
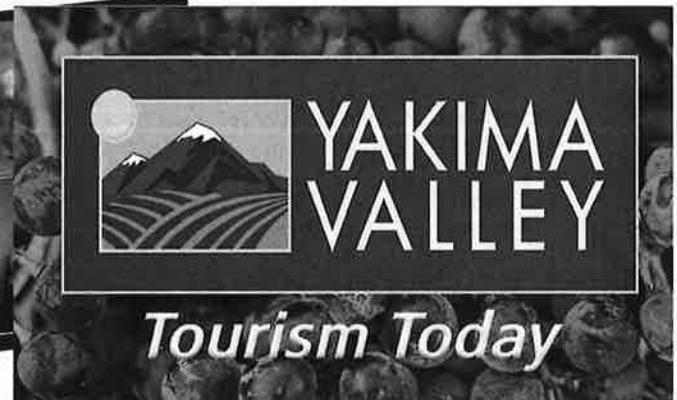
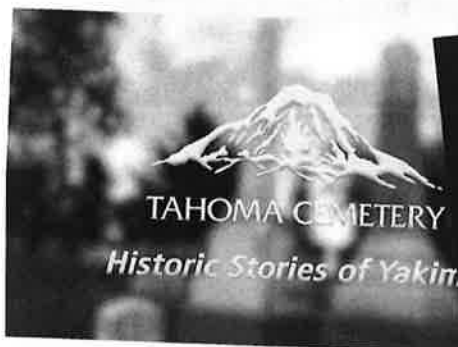
Pedestrian Master Plan kick-off meeting

5:30 pm, Thursday, Nov. 5th

Call 575-6162 for instructions to join via Zoom

City of Yakima Planning Division
<https://www.yakimawa.gov/services/planning/>
509-575-6183

Besides City meetings via Zoom, the Community Relations Office produces Yakima Health District COVID-19 updates, Tahoma Tours, Y-PAC Check-in and Yakima Valley Tourism Today programs.



Worked with Codes and Community Development to create awareness campaigns on social media and Y-PAC





Communications update

City of Yakima Communications in Q4 2020

Questions for Q4 2020? Suggestions for Q1 2021?

Randy Beehler
City of Yakima
Communications & Public
Affairs Director

509-901-1142

Randy.Beehler@YakimaWa.gov