

City of Yakima Communications Update

1st Quarter 2021: January - February - March

compiled by City of Yakima Community Relations Office

**City Facebook an information hub
for COVID-19, vaccine clinic** Page 2

Media coverage samples

Pages 4-8

Special Projects Pages 9-10



Q 1 2 0 2 1

City of Yakima social media

Combined totals for City Facebook, Twitter, Instagram accounts

11,897

Engagement

15,600

Clicks

201

Followers gained
in Q1 2021

818

Posts

COVID-19 info hub

The City's Facebook page is a key information hub about COVID-19 and the vaccine site at State Fair Park.

More than **26,000** people were reached with a March 28th Facebook post announcing the site, the first fully FEMA-funded COVID-19 vaccine clinic in the nation.

During the first three months of 2021, City of Yakima Facebook posts about COVID-19 reached more than **140,000** people.



Community Relations Office *outreach
during 1st Quarter 2021 included:



Fire/Police
Public Safety

368



Transportation
and Roads

227



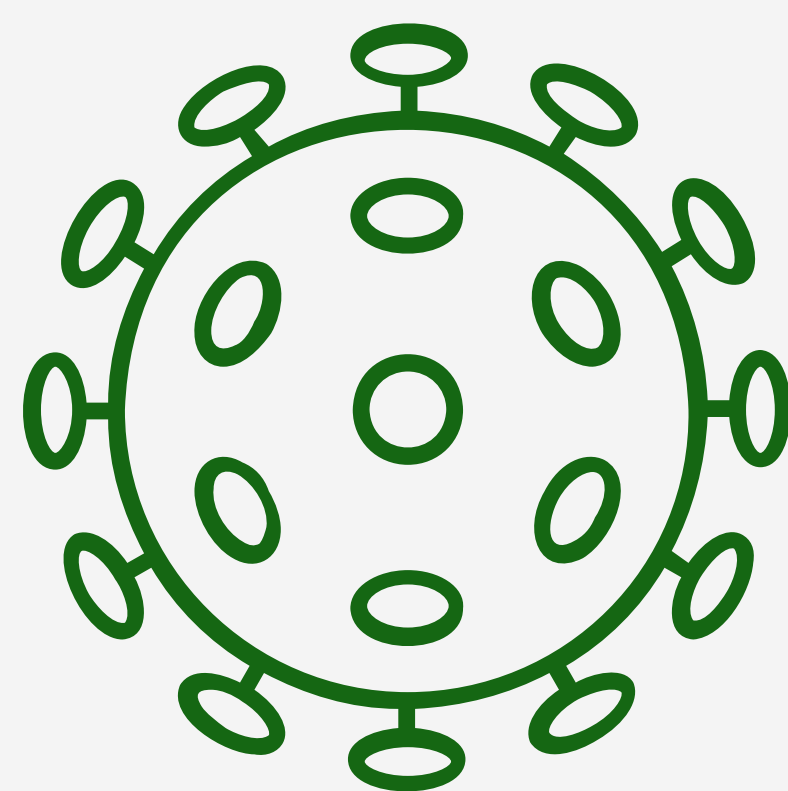
Economic
Development

201



Parks & Rec
Activities

164



COVID-19
392



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



Samples of Q1 2021 media coverage in response to City of Yakima communications content

PUBLIC SAFETY

Yakima first responders begin COVID-19 vaccinations

Posted: January 5, 2021 5:53 PM

by Dylan Carter



Yakima Fire Chief Aaron Markham was amongst the nine first responders to receive the Pfizer/BioNTech coronavirus vaccine on Tuesday, January 5, 2021.

YAKIMA, Wash. — First responders from the Yakima Fire Department received their COVID-19 vaccinations today. They're part of the first group to receive the Pfizer/BioNTech coronavirus vaccine.

Arson suspected in fire

DONALD W. MEYERS
YAKIMA HERALD-REPUBLIC

A suspected arsonist set off a fire that caused serious damage to a Yakima home late Tuesday night. Yakima firefighters responded to the fire at 11:50 p.m. Tuesday in the 1000 block of ... Firefighters found ...

YAKIMA AIRPORT GETS A NEW MILLION DOLLAR RESCUE RIG



DAVE ETTL | Published: January 19, 2021

YAKIMA POLICE DEPARTMENT > ADDRESSING USE-OF-FORCE ISSUES

'This is a continuing process'

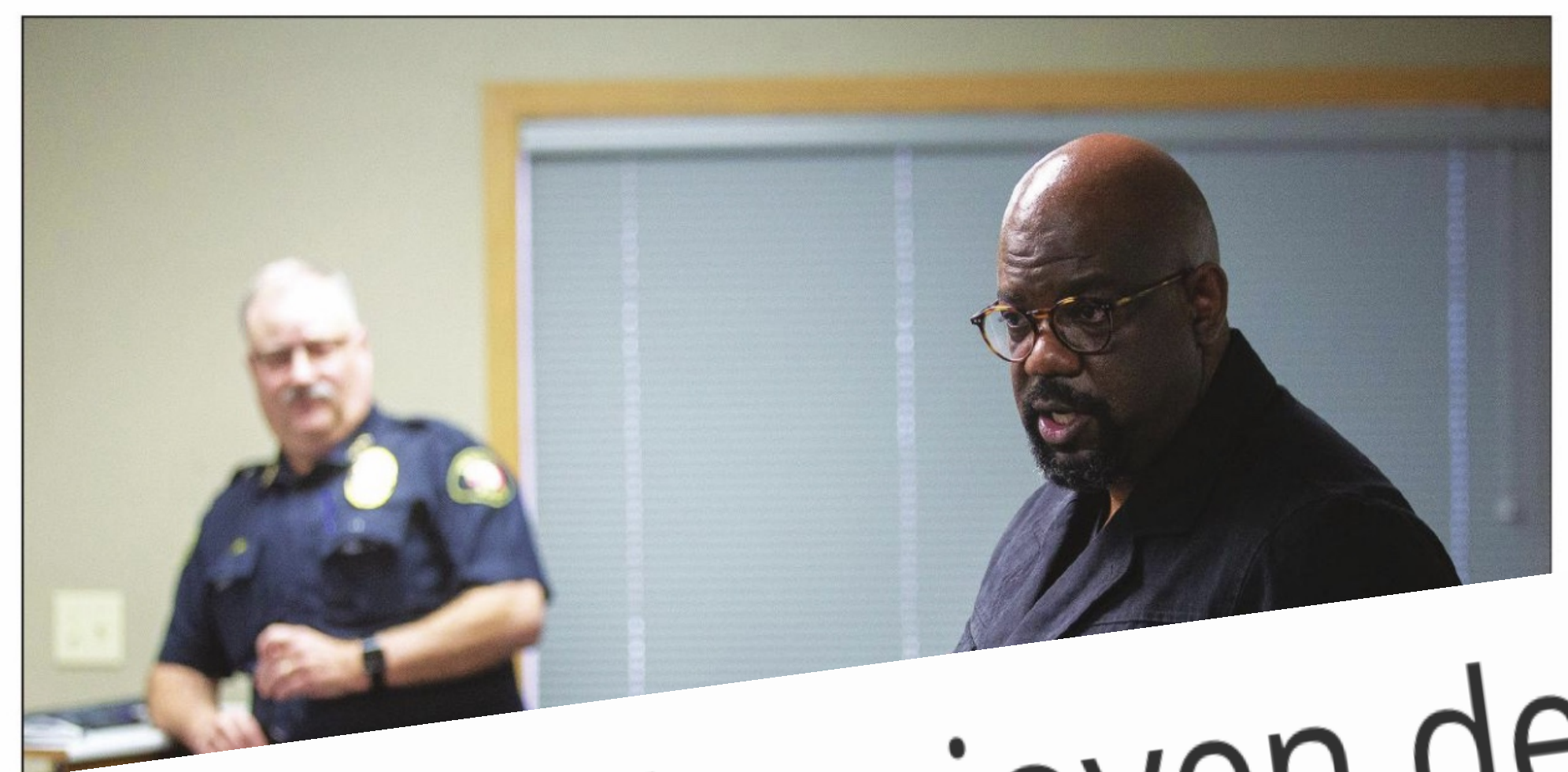
Yakima police receive training in de-escalating tense situations

DONALD W. MEYERS
YAKIMA HERALD-REPUBLIC

Many times, people's encounters with police officers are stressful. Whether it is a routine traffic stop, a family argument or a mental health crisis, emotions are running high.

Now, Yakima police are getting training in how to try to lower that stress level to minimize the times officers must use force.

Yakima police are completing a department-wide training in "de-escalation."



Hallan en Nevada a joven de alerta Amber

El Sol de Yakima 5 de enero, 2021 actualizado 5 de enero, 2021 0

YAKTRINEWS.COM

NEWS SPORTS WEATHER MORE

Seven displaced in Yakima following early-morning fire

The Yakima Fire Department responded to two fires within an hour on Tuesday morning.



Samples of Q1 2021 media coverage in response to City of Yakima communications content

ECONOMIC DEVELOPMENT

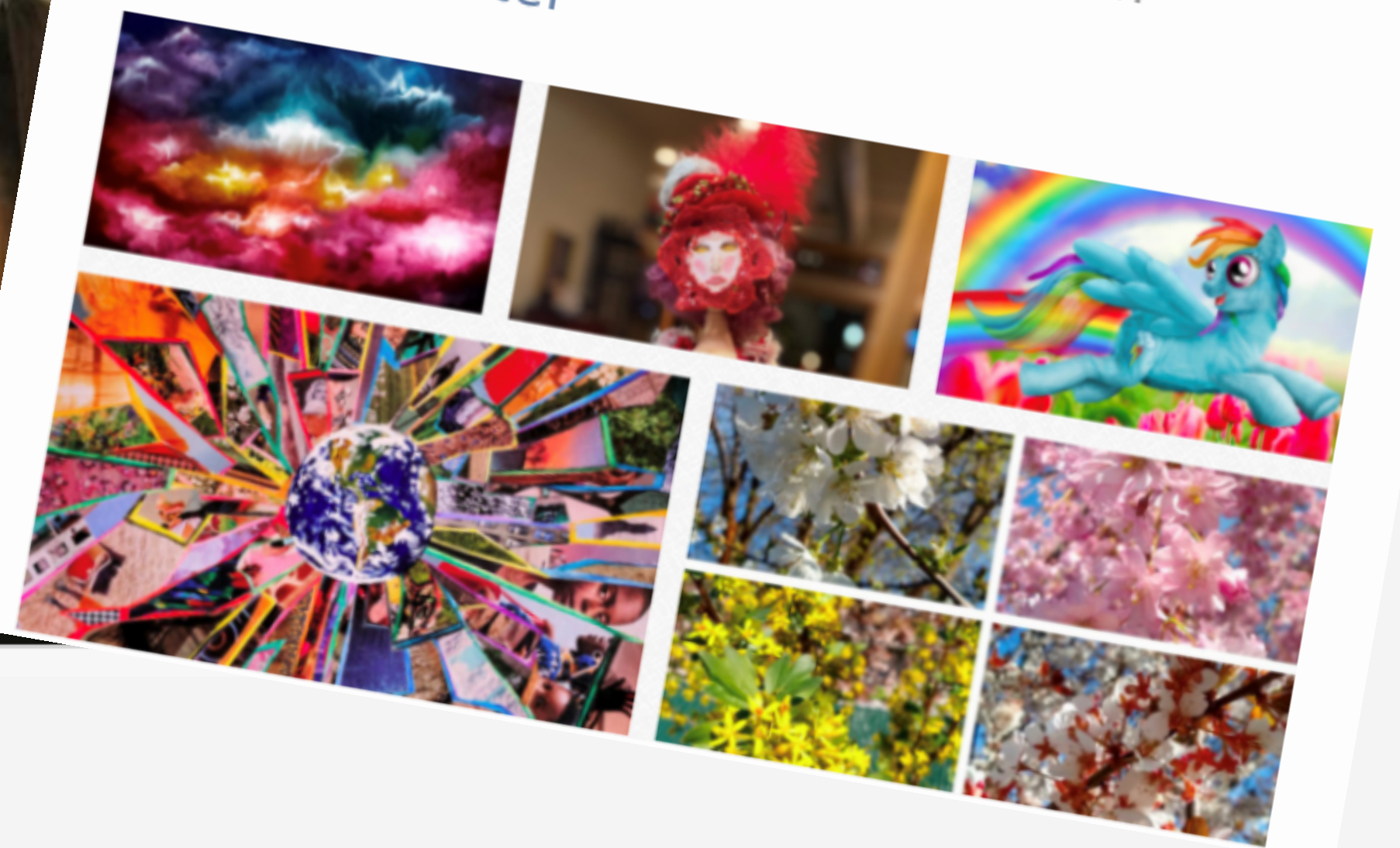
Más de \$266 mil se destinarán para ayuda de pequeños negocios en Yakima

El Sol de Yakima 8 de febrero, 2021 actualizado 8 de febrero, 2021 0



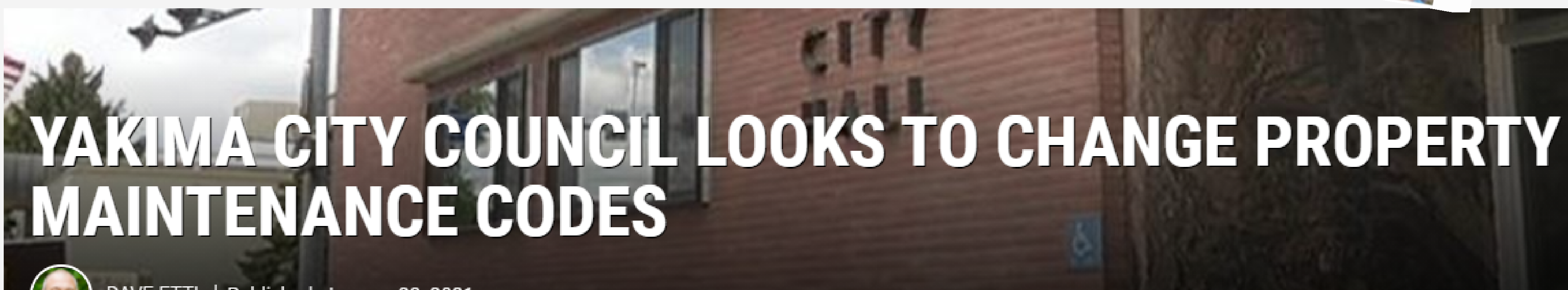
Washington artists on display in Downtown Yakima exhibit

Posted: February 17, 2021 4:44 PM
by Dylan Carter



CODES

YAKIMA CITY COUNCIL LOOKS TO CHANGE PROPERTY MAINTENANCE CODES



NBC Right Now
KNDO 23 KNDU 25

The city of Yakima is reminding dog owners on city rules about pets

Mar 25, 2021 Updated 4 hrs ago

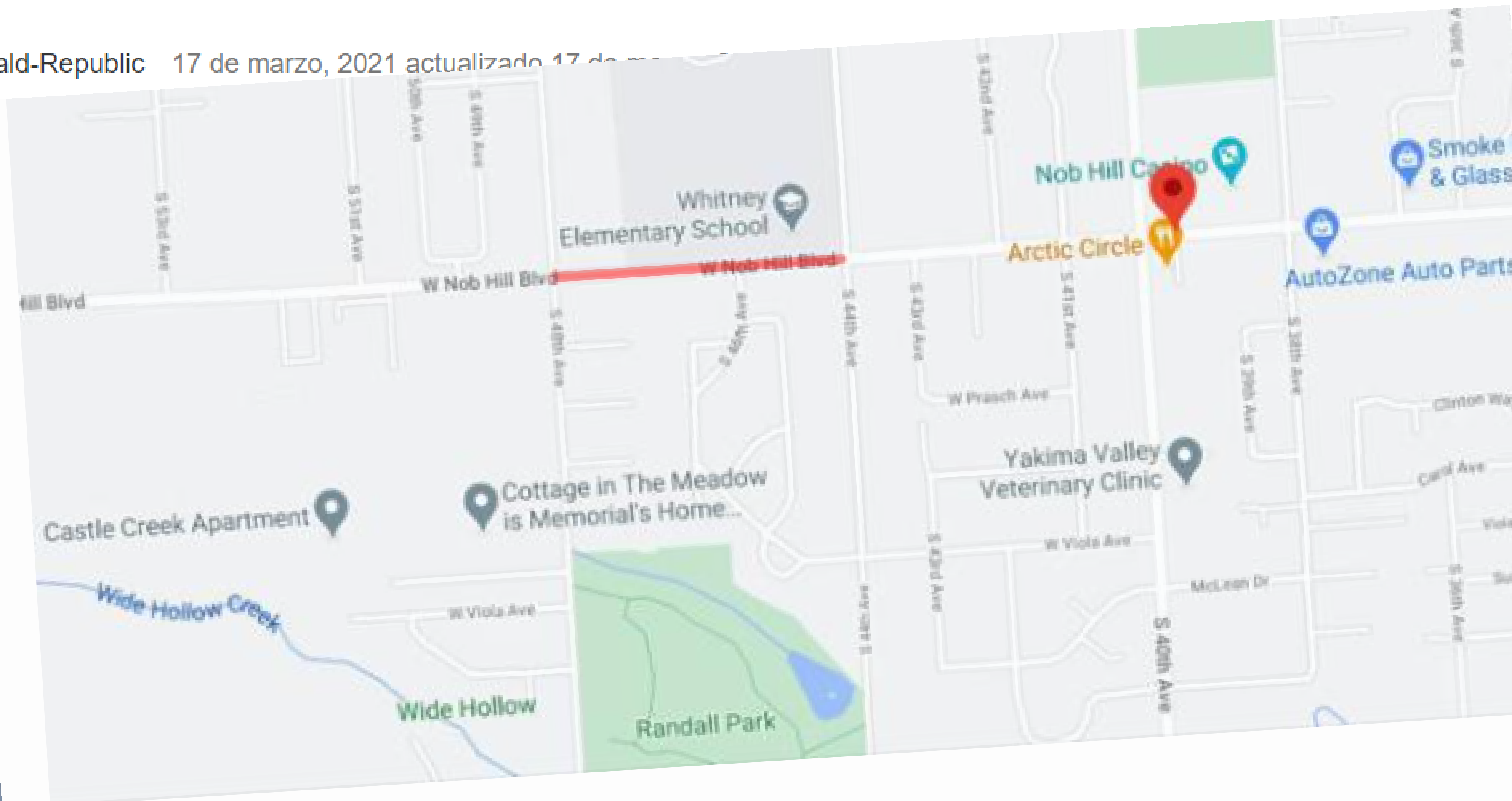


Samples of Q1 2021 media coverage in response to City of Yakima communications content

TRANSPORTATION / ROADS

Inicia entrenamiento de militares en el aeropuerto de Yakima el sábado

MARGAUX MAXWELL Yakima Herald-Republic 17 de marzo, 2021 actualizado 17 de marzo, 2021



NEWS

Yakima drivers should expect delays on W. Nob Hill Boulevard

WEDNESDAY ROAD WORK WILL IMPACT YAKIMA TRANSIT



LANCE TORMEY | Published: February 24, 2021

...e in each direction on West N
d South 48th Avenue due to C



Samples of Q1 2021 media coverage in response to City of Yakima communications content

PARKS & RECREATION

Yakima's Harman Center reopens for seniors now that region is in Phase 2

JANELLE RETKA

YAKIMA HERALD-REPUBLIC

The city of Yakima's Harman Center reopened to the public on Wednesday now that Yakima County is in Phase 2 of the state's coronavirus recovery plan.

With the reopening of the senior center, the public will once again have



Yakima Herald-Republic file

WATER | UTILITIES

Yakima County, city of Yakima on brink of water policy success

RON ANDERSON and PATRICIA BYERS
SPECIAL TO THE YAKIMA HERALD-REPUBLIC

As Yakima residents know, water issues here in the West can be contentious — discussions can quickly become arguments. We're now seeing something quite different in Yakima County. We're finding some consensus on water issues, with conversations becoming easier as we start from points of agreement.

For 15 years, the county has been retooling its water conservation program. To conserve water, the county replaced its aging water network with a new network of wood stave pipes. To reduce

the Naches River, the county purchased lands and set levees back from the main channel. This reestablished broad flood plains that help avert catastrophe at high flows.

The key next step is removing Nelson Dam, the city's 8-foot-high concrete diversion structure

changes in the Flood Insurance Risk Map, which drives up insurance costs for existing structures.

This project will also consolidate multiple instream diversions into one, finish re-piping efforts, and restore the riverbed. Water customer needs

It has statewide importance — it is ranked No. 1 on a list of 88 projects by Washington's Brian Abbot Fish Barrier Removal Board.

There is a catch. The city and county have both spent millions thus far but are still short of the necessary total. For this key step, the city has committed \$7.5 million and we have committed

wait, we may need to add the cost of cleanup and repair for future flooding that may have been avoided.

This work unfolds in the context of the Yakima Basin Integrated Plan. That collaborative effort involving irrigators, environmentalists, state and federal agencies and the Yakima

DON'T SHY FROM BREATH-TAKING XERIC GARDENS

Remarkable in so many ways, the year 2020 also managed to make

Department of Ecology, and Yakima Basin Integrated Plan.

Sustainable landscapes webinar

What: The Yakima County Heritage Garden program's Spring 2021 Heritage Garden Webinar — Sustainable Landscapes.

When: 9 a.m.-noon April 17.

Where: Your computer.

Register: bit.ly/YHR-GardenWebinar.

Cost: Free.

More information: Email Ann Autrey



Samples of Q1 2021 media coverage in response to City of Yakima communications content

CITY COUNCIL

YAKIMA CITY MAYOR RECEIVES SPECIAL TRAINING

Public comment back on Yakima council agenda

Published: February 5, 2021

PAT MUIR

YAKIMA HERALD-REPUBLIC

Public comment will return to Yakima City Council meetings next month by live video, a move the council unanimously approved Tuesday.

The policy will be in effect for the next regular meeting, Feb. 2. Those who

comment back into our meetings, and I look forward to hearing what the public has to say," Assistant Mayor Holly Cousens said.

The council stopped taking public comment at the onset of the COVID pandemic this spring, as meetings went virtual and City Hall closed to the

the beginning," said Councilmember Soneya Lund, who had pushed the failed September measure. "And I'm glad that we're getting this resolved."

With all six participating council members in agreement,

difference, an idea the council ultimately approved. Limiting com- to matters on the agenda suggests

Yakima council to hear public comment, consider property code revision

YAKIMA HERALD-REPUBLIC

The Yakima City Council will accept live public comment for the first time in months when it meets Tuesday.

The council approved remote public comment Jan. 19. City Hall has been closed to the public and the

up to comment. Only comments regarding an item on the council's regular meeting agenda for the day will be allowed.

People who sign up by 3 p.m. on the day of the council meeting will be called on by the Zoom host in the order

Council members will not respond to or interact with speakers during the public comment period.

People can also email the council at ccouncil2@yakimawa.gov, send comments to Yakima City Council, 129 N. Second St., Yakima, WA 98901, or

traffic-calming efforts on 40th Avenue and Chestnut Street, and property maintenance code revisions.

The code revisions adopt the 2018 International Property Maintenance Code, which has been adopted by Yakima County, Union Gap and Selah, and

well as differing penalties among them," Code Administration Manager Glenn Denman said in a news release. "The IPMC covers all the issues found in those codes, but has a single procedure and a single penalty structure to follow. The result will

be a clearer, simpler code for both city staff and city residents."

The meeting starts at 5:30 p.m. and can be viewed on YPAC, Charter Spectrum channel 194, or livestreamed at www.yakimawa.gov/council/live-stream/



NBC Right Now
KNDO 23 KNDU 25

Small business grant approved by Yakima City Council



Q1 2021 Community Relations Office special projects included:

Producing customer service training videos for Yakima Police Department



Producing Y-PAC Check-ins video updates.



Promoted Clean City through news release, website, social media



Promoting COVID-19 vaccine clinic at State Fair Park on the web, social media, on Y-PAC and in the ISSUES BRIEF newsletter.

It is the first fully FEMA-funded vaccine site in the nation.



The City of Yakima

Published by Hootsuite · March 28 at 7:21 AM

The [#COVID19](#) vaccine center at State Fair Park will provide 1,200 injections per day starting Wednesday. That's a six-fold increase thanks to support from the federal government.




The City of Yakima

Published by Hootsuite · March 31 at 9:06 AM

BREAKING: The ribbon is cut and the FEMA-funded drive thru/walk thru [#COVID19](#) vaccination clinic at State Fair Park is open. City of Yakima officials participated in this morning's grand opening ceremonies. [#Teamwork](#) [#TeamYakima](#)




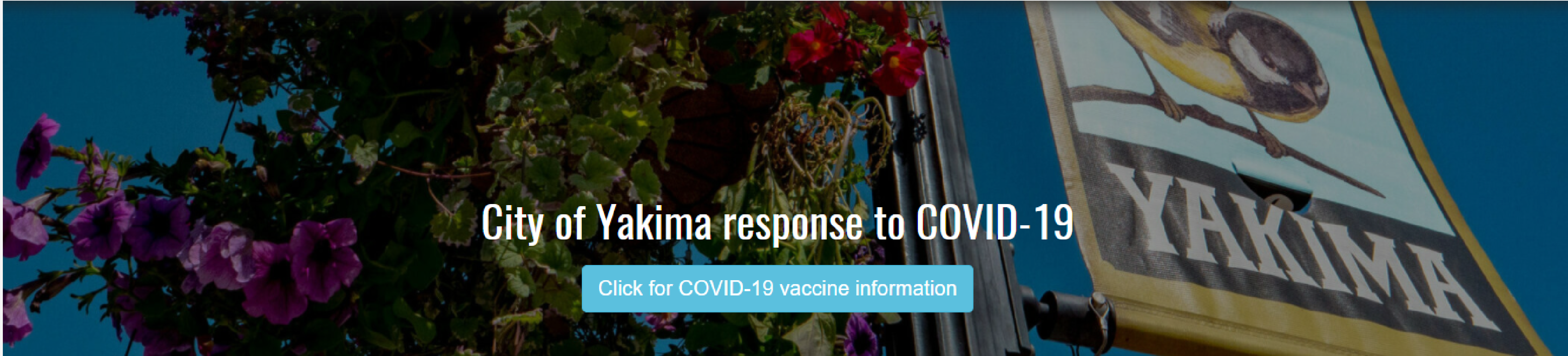
Q1 2021 Community Relations Office special projects *continued*



City of Yakima


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City of Yakima response to COVID-19


[Click for COVID-19 vaccine information](#)



North 1st Street - Phase 2

Work begins April 5th on Phase 2 of the North 1st Street Revitalization Project. Click "Read More" for more about Phase 2 and the overall project, as well as a story map showing the three phases.

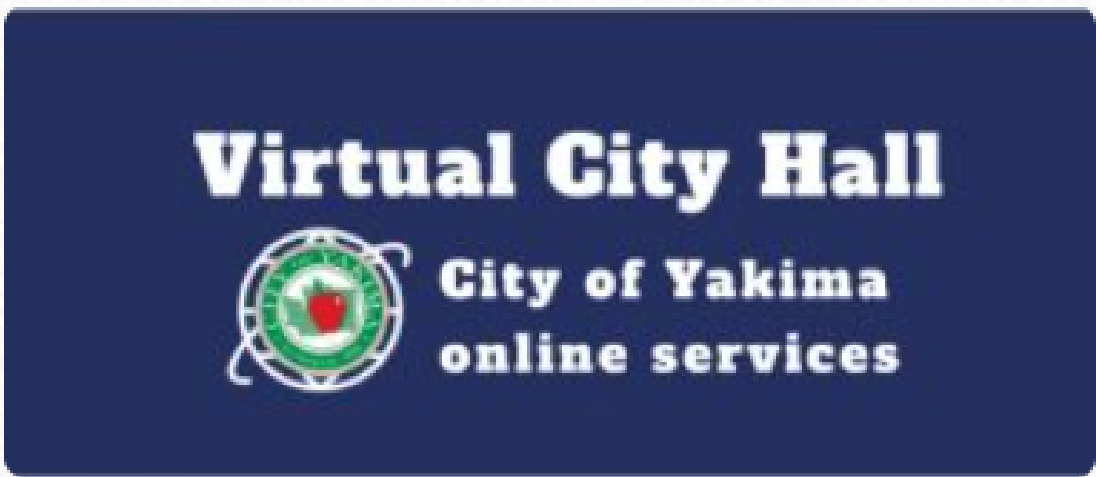
[Read More >>](#)



Nelson Dam Project

The City of Yakima is partnering with Yakima County on a project to replace Nelson Dam to improve fish passage and water resources. Click "Read More" for details and a video.

[Read More >>](#)



Online City Services

Many City facilities are closed due to COVID-19, but City services continue. Click "Read More" for a phone directory and details about connecting with online City services such as permits and utilities.

[Read More >>](#)

Through "Points of Interest" at the top of Yakimawa.gov, the Community Relations Office promoted North 1st Street, Phase 2, as well as the Nelson Dam project and ongoing responses to COVID-19.



The City of Yakima

Published by Hootsuite · March 14 ·

Did you know Miller Park was the City of Yakima's first designated neighborhood park? It was purchased and developed by the City in 1923. An effort is now underway to improve the park. Find details about proposed park improvements at <http://ow.ly/qDhj50DXMUB>



[YAKIMAWA.GOV](#)
Miller Park improvement project | Points of Interest
Improvements are underway at the City of Yakima's Miller Park. Clic...



City of Yakima Housing Action Plan (HAP)

Ciudad de Yakima Plan de Acción de Viviendas

Visit www.yakimawa.gov/services/planning/hap/ to share about housing needs in the City of Yakima

City of Yakima Planning Division - (509) 575-6183

During Q1 2021 the Community Relations Office continued efforts to promote and raise awareness about the Miller Park improvement project.

Q1 2021 also saw the city continue its Housing Action Plan survey, which was promoted online, on social media, in the newsletter and on Y-PAC.



Communications update

City of Yakima Communications in Q1 2021

Questions
for Q1 2021?

Suggestions
for Q2 2021?

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