

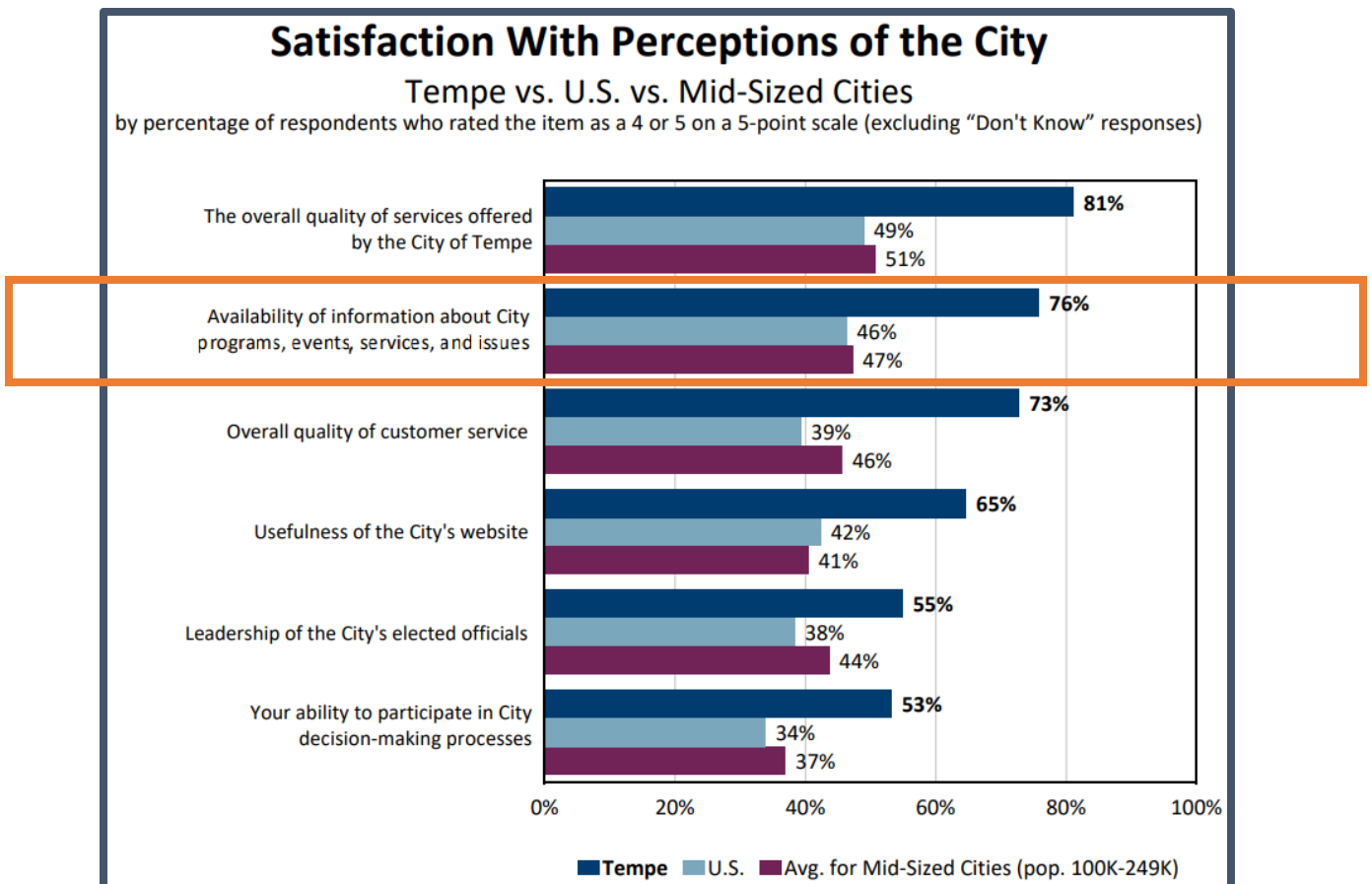


Tempe Communication and Marketing Office – Ensuring Resident Satisfaction with Availability of City Information

Do you believe Tempe residents participate in, understand, and are satisfied with the City’s programs and services? Are the City’s communication efforts about City offerings effective and transparent?

The answer – YES!

In fact, 76% of residents who responded to the [2023 City of Tempe Community Survey](#) said they were “Very Satisfied” or “Satisfied” with the availability of information about City programs, events, services and issues, which is 29% higher than the average for mid-sized cities and 30% higher than all other U.S. cities.



Source: 2023 City of Tempe Community Survey Findings Report

Resident satisfaction with the availability of City information is measured with/by performance measure [2.21 Satisfaction with Availability of City Information](#). This performance measure aims to achieve ratings of “Very Satisfied” or “Satisfied” greater than or equal to the top 10% of the national benchmark cities as measured in the annual Community Survey. Strategies within this performance measure include City web design updates, expanding digital communication tools, implementing the City’s visual brand, and technology enhancements.

The Tempe Communication and Marketing Office is a small team consisting of Public Information Officers, Web & Design Coordinators, and Video & Digital Communication Specialists. This Office informs local, national, and international media about Tempe programs, services and events and focuses on getting information to residents and businesses in Tempe through a variety of ways including newsletters, Tempe 11, media outreach, events, advertising, and social media.

The Tempe SMILE program recognizes employees, teams, programs/services, performance measures teams/leaders who utilize data to equitably deliver services and solve problems through strategy planning & execution, innovation & leadership, performance achievement, data utility, analytics & evaluation, stakeholder engagement, and process improvement.

Tempe Communication and Marketing Office Team Members include: Kris Baxter-Ging, Tru Bragg, Eddie Garcia, Martha Garner, Savannah Harrelson, Mary Nacke, Maegan Pardue, Susie Steckner, Jason Wolf.

For more information about the SMILE Program, contact the Strategic Management and Innovation Office at strategic_management_innovation@tempe.gov or Kimberly Sotelo at (480) 350-2913.