



City Communications

Meg Lewis – Communications Manager

★A GREAT AMERICAN STORY★

Our Team



Meg Lewis

Communications Manager



Steve Wagner

Digital Production Manager



Madison Mead

Digital Content Specialist



Melissa Mokry

Communications and Public Education
Outreach Coordinator



Key Objectives

- Inform
- Educate
- Engage
- Grow

Highlights from 2020-21

- Averaged 3-5 Facebook posts per day
- 222 live meetings
- 195 Instagram Posts
- 32 new videos

Communications by the Numbers

Platform	FY 2018-2019	FY 2019-2020	FY 2020-2021
Digital Communications*	N/A	59	74
Facebook Likes/Followers**	10,378 likes	12,230 likes	15,859 followers
Twitter Followers	6,313	6,959	6,890
Instagram Followers	1,123	1,650	1,885
Nextdoor Users	16,611	21,339	23,304
YouTube Subscriptions	356	607	770

* This includes CityScene newsletters and press releases sent via the City's email messaging service

** Facebook transitioned away from Likes to Followers on Pages in 2021

WARMING CENTER ACTIVATED

Roger T. Sermon Community Center
201 N. Dodgion

- Thursday, Feb. 11
- 8 AM - 8 PM
- Friday, Feb. 12
- 8 AM - 8 PM
- Saturday, Feb. 13
- 8 AM - 8 PM
- Sunday, Feb. 14
- 8 AM - 4 PM
- Monday, Feb. 15
- 8 AM - 8 PM
- Tuesday, Feb. 16
- 8 AM - 8 PM

WARMING
CENTER NOW
OPEN
THROUGH
TUESDAY,
FEB. 16

Masks and health check
required before entry.

Please note, the City works with multiple non-profit
groups to ensure that those utilizing our emergency
warming shelter have overnight accommodations as
needed.



Catch a game, not COVID-19. Get
your COVID-19 vaccine and be
ready for that home run.

For more information, visit indep.us/vaccines



#FOODBOX
9am
SATURDAY APRIL 3RD
5155 RAYTOWN RD
KCMO 64133

FIRST COME - FIRST SERVED
NO ID - NO RESTRICTIONS

Raytown Rd

EXIT

ENTER

1 DAY ONLY,
4-11 will be back at
the Indep Athletic
Complex

VOLUNTEERKC.COM

It's been busy



So far in 2022 alone -

- We are averaging 60 graphics a month
- More than a dozen press releases
- More than a dozen email communications

Social Media Posts (all City pages) in 2022	January	February	March	April
* Facebook	207	237	134	140
* Instagram	67	102	83	92
* LinkedIn	2	4	8	10
* Nextdoor	51	56	68	54
* Twitter	90	183	136	119

What we do:

- Brand oversight
- Communications Planning
- Community Engagement
- Creative Design/Graphics
- Marketing
- Media/Public Relations
- Photography
- Public Meetings
- Publications
- Videos
- Website Updates



Stay weather aware as you enjoy the great outdoors

Weather can change quickly in our area. Sign-up for severe weather alerts or download the Smart911 app to stay up-to-date on local warnings. Get started at indep.us/weatheralerts



BURN BAN

Sunday, May 8, through
8 a.m. Friday, May 13



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What to know:

- Sign up to receive weather alerts when severe weather comes to our area at indep.us/weatheralerts
- Monitor our social media channels for updates on burn bans, emergencies, and more
 - City Facebook, Instagram, Twitter, Nextdoor and LinkedIn
 - Police Department Facebook and Twitter
 - Animal Services Facebook
 - Parks | Recreation | Tourism Facebook
 - Facebook Pages for Adventure Oasis Water Park, George Owens, & Independence Uptown Market.
- We also have updates on programs, events and services.

Mark your calendar!

We have a variety of activities and programs available to our seniors 60+ through the Palmer Senior Center. See the full list for May at indep.us/may22palmeractivities



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★ PARKS ★ RECREATION ★ TOURISM ★

Two monthly newsletters and bi-weekly update

CITYSCENE

Informing Independence Citizens

June 2022 Volume 29 Number 6 IndependenceMo.org



Join us for the City's first **JUNETEENTH CELEBRATION**

June 20 | 11 AM - 1 PM | Hiram Young Park

Bring your own picnic and enjoy free music and ice cream.

Brief presentation at 11:30 AM.



City celebrates Juneteenth holiday for the first time

Juneteenth originated in Galveston, Tx., on June 19, 1865 when Union soldiers arrived in the community to ensure enslaved individuals were set free. It was made an official federal holiday on June 17, 2021. This year is the first year the City of Independence will celebrate the holiday with events and the closure of City facilities.

Additionally, there are a variety of events and programs planned throughout the weekend to honor the holiday:



Spring chore and weather safety

April showers bring May flowers, and mowing, and floods, and chores. Spring is a busy season. In this month's newsletter we share a few tips to keep you and your household protected from floods; share safety tips when trimming those trees around power lines; look at how to keep everyone safe as you mow your lawn; and more. Take a few minutes to read this month's articles while you enjoy a refreshing glass of our delicious Independence water between chores!



Grass Clippings and Storm Drains Don't Mix

Spring is in full swing which means mowing season is upon us. This is a friendly reminder to avoid blowing or sweeping grass clippings into the street. Any grass clippings that are in the street eventually end up in a storm drain where they can build up and cause drainage problems and flooding. The grass clippings can also be problematic for cyclists and motorcyclists, causing a slippery surface.

Chapter 7, Article 8, of the City of Independence City Code provides further information about regulations related to polluting any waters within the State, including streams and creeks. This information is available on the City's website, indep.us or you can contact Municipal Services at (816) 325-7711.



Independence Today

Your bi-weekly update from the City of Independence

Spring weather FINALLY seems to be sticking around and we welcomed May with the return of the Truman Trot 5K. This race, formerly known as the Park Trot, returned to in-person with more than 550 registrants on May 1.

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YouTube Channel and App

FOLLOW US ON YOUTUBE!

Meeting Live Streams, PSA's, City Promos, and more!



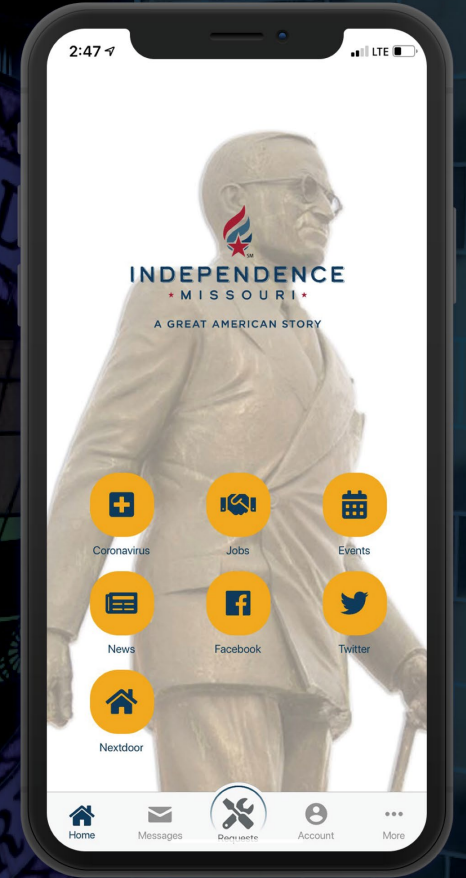
indep.us/youtube



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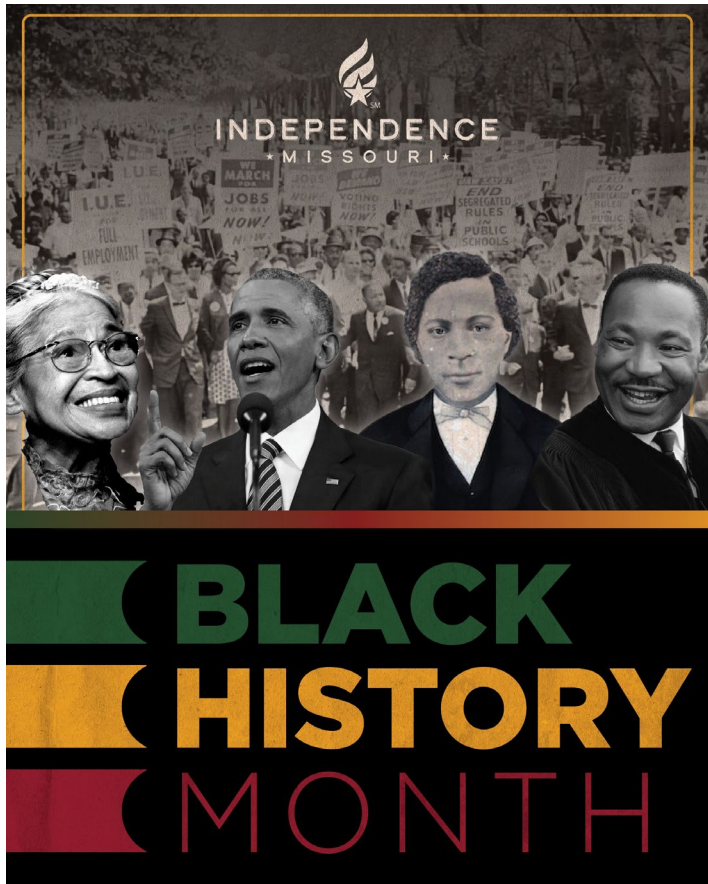


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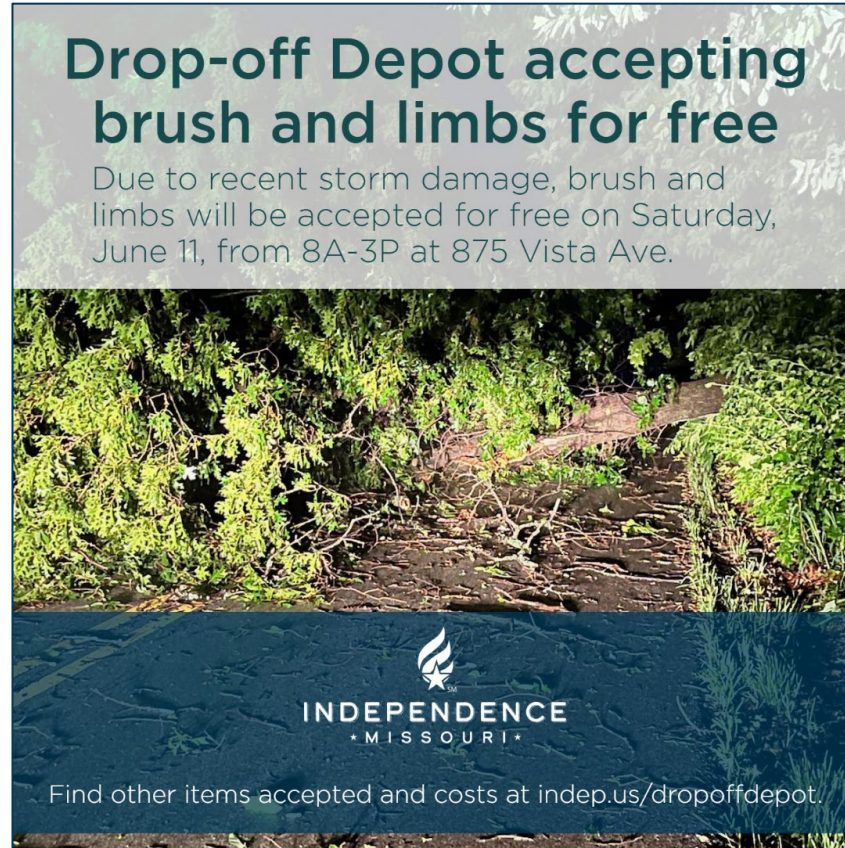
Help us tell the stories...



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BLACK HISTORY MONTH

The graphic features a collage of historical figures including Rosa Parks, Barack Obama, Martin Luther King Jr., and Frederick Douglass. In the background, there are various protest signs with messages like "I.U.E. FOR FULL EMPLOYMENT", "MARCH FOR JOBS", "YOUTH FOR NOW!", "END SEGREGATED PUBLIC SCHOOLS", and "END WHITE RULES".



Drop-off Depot accepting brush and limbs for free

Due to recent storm damage, brush and limbs will be accepted for free on Saturday, June 11, from 8A-3P at 875 Vista Ave.

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Find other items accepted and costs at indep.us/dropoffdepot.

The image shows a pile of brush and limbs on a paved area, with a blue banner at the bottom containing the Independence Missouri logo and text.



9AM - 4PM <i>Vaile Mansion</i>	9AM <i>Bingham-Waggoner Estate</i>
STRAWBERRY FESTIVAL	BREAKFAST & BLOOMS
10AM - 4PM <i>National Frontier Trails Museum</i>	5PM - 9PM <i>Independence Square</i>
LIVE ACTION OREGON TRAIL	WINE & BREW

The image displays a grid of event information. The top row shows the Strawberry Festival at Vaile Mansion (9AM-4PM) and Breakfast & Blooms at Bingham-Waggoner Estate (9AM). The bottom row shows Live Action Oregon Trail at National Frontier Trails Museum (10AM-4PM) and Wine & Brew at Independence Square (5PM-9PM). The Wine & Brew event includes a 'CHECK IN WALK' sign.



QUESTIONS?

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