

Public Information Report

Tab 17

Background:

Staff have compiled a report of recent staff public information activities for the committee's review.

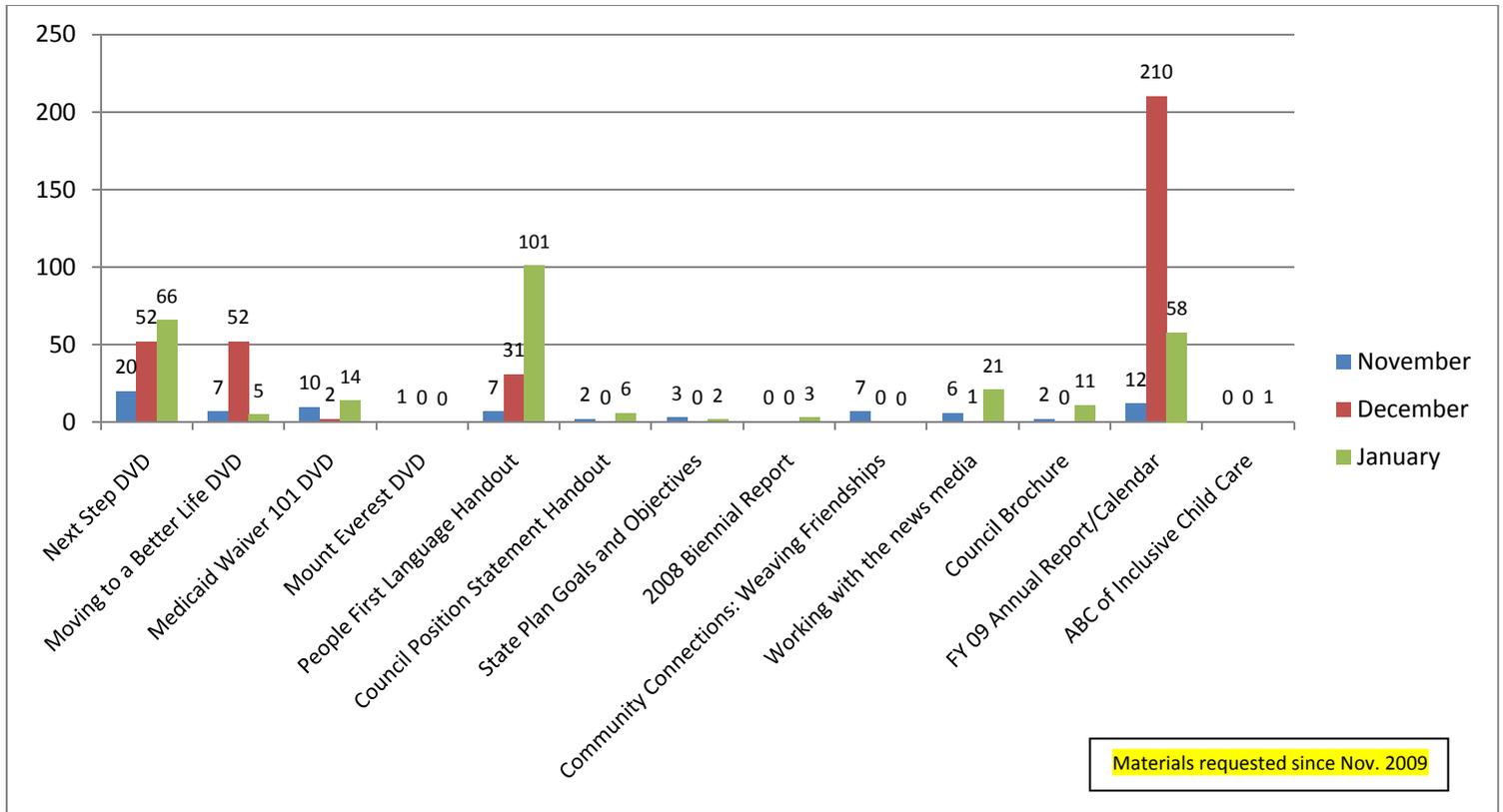
Public Policy Committee

Agenda Item V.

Expected Action:

The Committee will receive an update regarding recent public information activities. No action is anticipated.

TCDD Materials Requested & Information Update



Social Media Update:

Twitter



<http://twitter.com/txcd>

- 305 tweets
- 229 followers; following 221

Facebook

- 147 fans
- 264 post (since April 2009)
- Grantee on Facebook: The Arc of Greater Tarrant County Leadership and Advocacy Training Project

TCDD Email Update:

TCDD's email software allows staff to track how many recipients open or forward an email announcement; how many recipients access the information contained in the email (i.e. hyperlinks and downloads); and where our recipients are from (i.e. state agencies, council members, grantees, etc).

- All TCDD Council members have been signed up to receive email announcements
- As of January 2010 there are 1066 recipients signed up to receive TCDD emails
- As of January 2010 there are 869 FYI recipients
- As of January 2010 TCDD has received project participant email addresses from 9 out of 35 grantees

TCDD Materials Requested & Information Update

FY 2009 Annual/Calendar Report Update:

TCDD Annual Report Distribution and Cost Comparison					
	Number Printed (Eng & Span)	Number Distributed	Total Cost: Print, Design (Eng & Span)	Cost per Calendar	Distribution Methods
FY2009	2,400	1,861	\$9,514.00	\$3.96	direct mail, Web site, staff
FY2008	1,600	>508*	\$2,744.00	\$1.72	Web site, staff
FY2007	1,800	>470*	\$1,983.00	\$1.10	Web site, staff
<i>*these are estimates</i>					