



Communications & Public Information Overview





Who are We?

- City Spokespersons
- Media Relations
- Citywide Communications
- Community Engagement
- Webpage Management



James F. Parajon, City Manager



Who is OCPI?



Director*
Ebony Fleming

* Also serves on EOC's
Joint Information System



Strategic
Communications
Manager

Berkeley Teate



Outreach
Coordinator

Elaine Scott



Language Access
Coordinator

Genevieve Babecki



Strategic
Planner

Michelle Benjamin



Creative
Communications
Manager

Justin Thompson



Web Developer

Gerry Dineros

Visual Information
Specialist

Hiring in Progress



Web Editor

Jacqueline Cozma



Editorial & Media
Relations Manager

Jacqueline Woodbridge



Writer/Editor

Jael Zeballos



Social Media
Strategist

Giovonny Bland



Editorial Branch

(Writing)

- Editorial advisor to PIOs
- Establish, execute and maintain citywide style guide policies, tone/voice
- Support variety of platforms
- See publications through editorial process
- Ensure language access and cultural competence to effectively reach Alexandria residents
- Provide support and tools to staff



Strategic Branch

(Outreach)

- Develop Citywide Communication Plan
- Contribute to development of citywide language access and community outreach
- Align department communication schedules with City priorities
- Work with departments to develop communication plans
- Coordinate with department communicators
- Help establish internal workflow conducive to all branch needs



Creative Branch

(Web Site/Social Media)

- Deliver creative communications products and ideas according to strategic communication plans
- Identify and adopt citywide standards and technical guidance for communication platforms and tools
- Provide guidance on using communication platforms to reach audience and objectives
- Ensure language access and cultural competence to effectively reach Alexandria residents



How We Communicate

- External Communications

- alexandriava.gov
- AlexTV Channel 70
- Citywide Calendar of Events
- Emergency Alerts (not 911)
- eNews
- Media Relations
- News Releases
- Social Media and Webcasts
- Community Outreach & Engagement

Internal Communications

- *AlexNet*
- *AlexNews (on hiatus)*
- Employee focused information
- Emergency Communications
- Communications Tools
- Style Guide and Protocols



External Communications

- alexandriava.gov
- News Releases
- Media Advisories
- Alexandria eNews
- Channel 70
- Social Media
- Calendar of Events
- Hybrid Presentations

The screenshot displays the City of Alexandria website. At the top, a navigation bar includes links for Live, Play, Services, Business, Government, Projects & Plans, Calendar, and I want to... Below this is a large banner with the City of Alexandria logo and a search bar. The main content area is divided into sections: NEWS, FEATURED NEWS & ANNOUNCEMENTS, and TODAY. The NEWS section highlights the PROPOSED BUDGET for FISCAL YEAR 2024. The FEATURED NEWS & ANNOUNCEMENTS section includes articles about the St. Patrick's Day Parade and City Services Moving to Mark Center. The TODAY section lists various city services and their status for March 2, 2023.

Live ▾ Play ▾ Services ▾ Business ▾ Government ▾ Projects & Plans ▾ Calendar ▾ I want to... ▾

CITY OF
Alexandria
VIRGINIA

What can we help you find?

■ NEWS →

FEATURED NEWS & ANNOUNCEMENTS

PROPOSED BUDGET
FISCAL YEAR
2024

FY 2024 Proposed Budget
On February 28, City Manager James Parajon proposed a General Fund Base Operating Budget of \$881.1 million, as well as a \$2.39 billion 10-year Capital Improvement Program (CIP) for FY 2024-2033.

St. Patrick's Day Parade
Don't miss Alexandria's annual St. Patrick's Day Parade on Saturday, March 4, featuring pipe bands, Irish dance schools, community groups, and a host of other musicians and performers.

City Services Moving to Mark Center
This February, DCHS, Alexandria Health Department and some other City services will begin a phased move to a centralized location at the new Redella S. "Del" Pepper Community Resource Center at 4850 Mark Center Drive.

TODAY
MARCH 2, 2023

- City Government: Open
- Flag Status: Full Staff
- Trash Collection: On Time
- Recycling Collection: On Time
- Yard Waste Collection: On Time

@alexandriavagov

Celebrate St. Patrick's Day early. Spend an evening singing and dancing along with the Irish Breakfast Band and the Whiskey Before Breakfast Band, Saturday, March 11 from 7-9pm. Tickets

City of Alexandria Academy Programs

City Manager James Parajon Proposes FY 2024 Budget

City of Alexandria Commission on Aging Seeks Nominations for Excellence in Aging Awards: Deadline March 31



Internal Communications

- AlexNet:
alexandriava.gov/AlexNet
- AlexNews (on hiatus)
 - Employee Newsletter
- Emergency Communications
 - eMail
- Employee Hotline

The screenshot shows the AlexNet website for the City of Alexandria. The header features the city logo and the 'AlexNet' title. A navigation bar includes links for Home, Benefits, Community, Forms, and How Do I?. The main content area is divided into three columns. The left column, titled 'WELCOME, Elaine', contains links for My Department, My Work'n Well, My Mail & Calendar, My Pay, Leave & Info, My Time & Attendance, and Report a Problem | AlexIT. The middle column displays three news items: 'FY 2024 Budget Town Halls' (with a photo of a town hall meeting), 'Free Income Tax Preparation Assistance Program' (with a photo of a tax form), and 'Passing of Alexandria Fire Department Deputy Chief Brian Hricik' (with a photo of the chief). The right column, titled 'WHAT'S NEW...', lists 'In the Forums' with links to various discussions and 'On AlexNet' with links to Human Resource Haven, Collective Bargaining, and Employee Benefits. The date 'Thursday, March 2, 2023' is shown in the top right corner.



Alexandria eNews

alexandriava.gov/eNews

- Everybody should sign up with a work and personal email address
- Emergency alerts
- 100+ choices of topics
- Free e-mails, texts, voice calls
- 50,000+ subscribers

The screenshot shows the Alexandria eNews website. At the top is the City of Alexandria logo and the 'eNews' title. Below this is a 'USER LOGIN' section with fields for email address and password, a 'Remember my email address' checkbox, and 'Log in' and 'Lost password?' links. To the right of the login section is a banner for 'Stay informed with eNews!' with a description of the service and a link to sign up. Below the banner is a section titled 'Don't miss out on important news and emergency alerts. Sign up for Alexandria eNews today!' and a list of currently available groups. The groups are categorized into General Information, Planning and Zoning, and Public Safety. A small image of a Blackberry phone displaying a message about the West Office Building is also visible.

USER LOGIN

email address
password
☐ Remember my email address
[Log in](#) [Lost password?](#)

[New User Registration](#)
[Latest Alerts](#)
[Send Username](#)
[Frequently Asked Questions](#)
[RSS](#)
[Send Password](#)
[Learn More](#)
[FAQ](#)

Stay informed with eNews!

The City of Alexandria's **eNews** service lets you sign up to receive information on more than **100 topics**, including vital emergency alerts. The messages, ranging from news releases and department newsletters to public meeting dockets and payment deadline reminders, can be sent directly to your e-mail account, PDA, pager, cell phone, or BlackBerry. You can even receive alerts from other national and regional organizations, such as Amber Alerts, airport delays, and Metrorail service disruptions.

There is no cost to sign up for Alexandria eNews, although your wireless provider may charge you to receive e-mail or text messages on your mobile device. If you already use e-mail or text messaging, Alexandria eNews messages will work the same way. Contact your wireless provider if you have any questions about the fees they may charge.

**Don't miss out on important news and emergency alerts.
Sign up for Alexandria eNews today!**

The following groups are currently available on Alexandria eNews:

- **General Information**
 - Alexandria City Council
 - Alexandria Library Monthly Calendar
 - American Recovery and Reinvestment Act (Stimulus)
 - Animal Watch
 - Animal Welfare League News
 - Boards and Commissions Vacancies
 - Economic Development Updates
 - Election Information and Sample Ballots
 - FYI Alexandria
 - General City News Releases
 - Government Telephone Number Changes
 - Job Opportunities
 - Notices of City Government Meetings
- **Planning and Zoning**
 - Administrative Requests for SUPs
 - All Community Meetings
 - All General Information
 - Arlandria
 - Beauregard Corridor Plan
 - Boards of Architectural Review
 - Board of Zoning Appeals
 - Braddock Road Metro Area
 - Carlyle / Eisenhower East
 - Eisenhower West Planning Study
 - Historic Districts and Historic Preservation
 - Hunting Creek
 - Infill Development
 - King Street
 - Landmark / Van Dorn Updates
 - Mt. Vernon Avenue Updates
 - Open Space Planning
 - Planning Commission
 - Potomac Yard Updates
 - Route 1 Planning
- **Public Safety**
 - Code Enforcement Updates



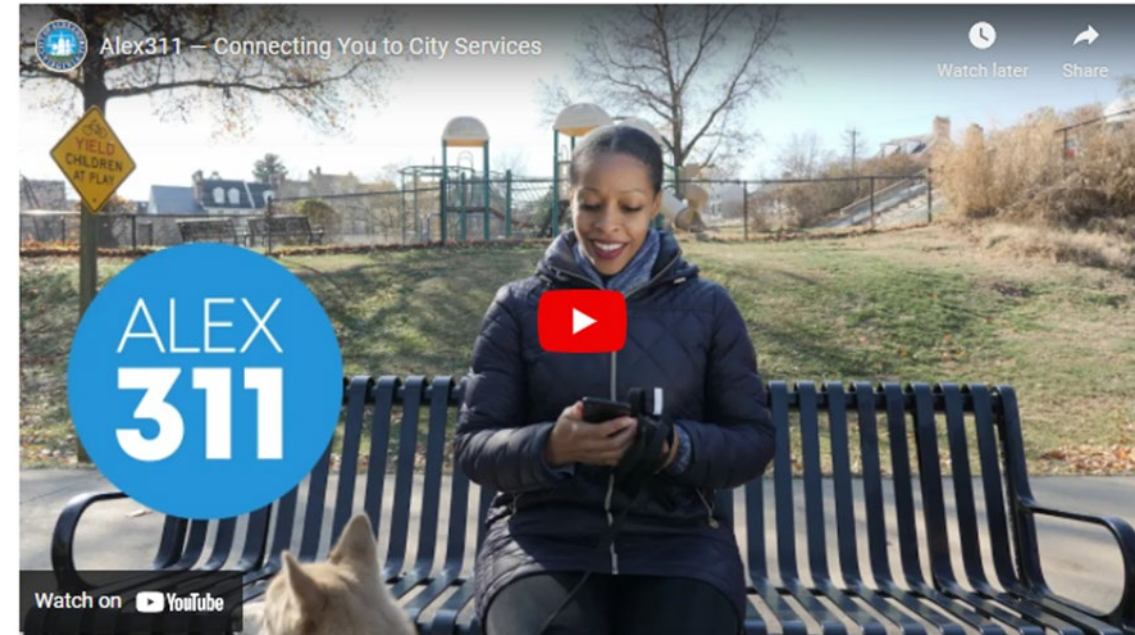
Alex311

Alex311 is the City of Alexandria's customer service initiative to connect our customers to more than 175 City services in a variety of convenient ways.



6 Convenient Ways to Connect:

- Web – alexandriava.gov/Alex311
- Mobile App – Available in the App Store or Google Play
- Twitter – @AlexandriaVA311
- Facebook – @AlexandriaVA311
- Phone – Dial 311 or 703.746.4311
 - Monday-Friday: 7 a.m. to 7 p.m.; Saturday: 8 a.m. to 12 p.m.
- In-Person





Office of Communications & Public Information

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703.746.3960

alexandriava.gov/Communications
Alexandriava.gov/AlexNet

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