

# Engaging with the public through Multimedia

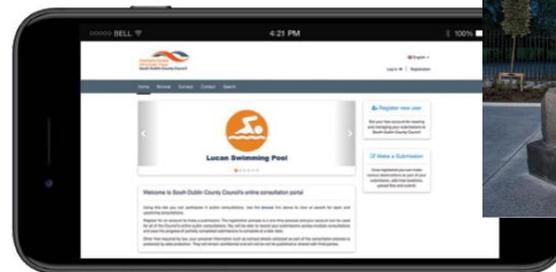
Improving the customer service experience

# Customer Care Centre and Communications Unit

- Population: 278,000
- Number of telephone calls: 182,499 (2016)
- Number of customers to Customer Care Counters: 38,000 (2016)
- Number of customer care queries: 90,209 (2016)
- Number of *fixyourstreet* queries: 16,000 (national), 6,000 (local) (2016)
- Number of media enquires: 438 (2016)
- Number of Social Media followers 17,981 (Oct 2017)

# Communications Tools

- Digital and Social Media
- Public Meetings
- Press and Broadcast Media
- Newsletters, Leaflets and Posters
- Promotional Videos
- Public Information Displays
- PR and Event Management




**You Tube** **f**

## Scary Facts about Halloween

**Avoid Building or Attending Bonfires**

- Bonfires we had for our environment – hard work on our open spaces will take approximately 18 months to recover.
- Do not leave material in places where it may be accessible and targeted for bonfires.
- Do not buy one or costly fireworks.
- Keep pets indoors around Halloween night – they are sensitive to noise.
- Every year Dublin Fire, Ambulance and Rescue Service answer hundreds of calls over the Halloween period.
- Respect the Emergency Services, Council Staff and All Garda Síochána who are already busy fighting fires and saving lives. Bonfires are an unnecessary and annoying waste burning on them.
- Remember, Halloween can be a dangerous night. Children should be reminded of Road Safety and take care on crossing roads, especially in poorly lit areas and in bad weather conditions. Young children should be accompanied by an adult and high visibility armbands/ vests should be worn.

**Electrical Recycling Collections for Halloween 2017**

Recycle IT, in association with South Dublin County Council and in partnership with battery-repaired equipment including old fridges, electronic toys, TVs, washing machines, cookers, laptops, phones and computers, ready anything with a dual or battery (including batteries).

Recycle IT is very happy to work with community groups and resident's associations to arrange free electrical recycling throughout the year. You can call 01 4623222 or email info@recycle.ie to learn more and take the first steps to arranging a FREE collection event for your estate or neighbourhood.

Recycle IT is a Not for Profit, Social Enterprise based in Clonsilla. Visit [www.recycle.ie](http://www.recycle.ie) to learn more.

**Recycle IT**  
Responsible. Practical. Sustainable.

**€68,000 = A NEW PLAY SPACE!**

In 2016 the Council spent in the region of €20,000 on clean-up operations associated with the 2016 Bonfire which took place. Just think what this kind of money could do for YOUR community.

**A Free Pass to Ballymowal Civic Assembly Centre will be provided to every Social Credit applicant / winner during the month of October 2015. One area where one entry for one year will be valid until 31st November 2015. Last year a total of 148 passes were provided.**

**Bulldozer Bonfires** is a reward provided through South Dublin County Council's Social Credit Scheme. This initiative provides opportunities with Powers in the Spring instead of stored open spaces throughout the year. Last year the Council received 140 applications. Over €1,000 will be spent on purchasing buldozers for the scheme again this year.

For more information please contact the office of environmental sustainability.

# Individual Communications Plans

...to cater for specific needs of each campaign

- Objective 1 - **Promoting** South Dublin's **assets** and **strengths**; Tourism, Local Enterprise Office, Grange Castle Business Park, signage and branding strategy.
- Objective 2 – **Consulting** citizens/stakeholders on **policies** and **plans**; County Development Plan, Clonburris SDZ, Dublin Mountains Project, Consultation Hub, PPN, SPCs.

# Individual Communications Plans

...to cater for specific needs of each campaign

- Objective 3 – Giving **reliable** and **timely information** on services  
Corporate reports, Citizen newsletter, Council meetings
- Objective 4 – **Develop educational campaigns to raise awareness**  
and **seek behavioral changes**. Road Safety, Enforcement Activity
- Objective 5 – **Organising/hosting events, festivals, Civic  
Receptions** – Official openings, Endeavour Awards Scheme

# Steps to greater engagement

- Address the issue of social media queries.
- Enhancing tracking system for customers, enabling them to receive updates on their requests.
- Pushing knowledge of the consultation portal.
- Increased use of mobile technology, inc SMS, Smart Dublin.