



Monthly Public Information Report

To: Brian L. Barroso, City Manager

Date: April 1, 2025

From: Alyson Crean, Public Information Officer

Subject: February Report 2025

STATISTICS

- 37 press releases
- Approximately 60 record request fulfillments
- 4 weekly directors' meetings
- Attended 1 agenda setting and 1 after action meeting
- Attended one meeting with City Manager Brian L. Barroso
- Attended 1 police command staff meetings
- Attended and photographed City Commission meeting
- Wrote nomination for Officer of the Month for Keys Talk radio
- Met with IT Director David Monroe
- Prepared presentation and facilitated presentation by police to Leadership Monroe
- Wrote and produced certificates to be presented at the March police awards ceremony
- Served as a volunteer at the annual Anne McKee Fine Art Auction
- Wrote and posted weekly tributes to Key Westers for Black History Month
- Wrote and posted weekly reminders for Plogging cleanups and the results
- Facilitated four sessions of Class #42 of the Key West Ambassadors Academy
- Wrote and posted Key West Fire Department awards for January
- Provided road work updates
- Distributed safety information regarding e-bikes, on the roadways as well as charging the batteries
- Mentored Take Stock in Children student
- Designed various slides and flyers, including new career opportunities

SOCIAL MEDIA STATISTICS

- City Facebook: 48,200 followers
- City Facebook statistics show we had 1,381,573 views in February
- Police Facebook: 46,924 followers

- Police Facebook received 1,510,857 million views in February
- Most viewed January posts (we average over 4,000 views per post):
 - Vehicle fire on Riviera Bridge, 94,201 views
 - Post rain water quality warning, 129,957 views
 - Rocky Portier Black History Month, 26,804 views
 - KWPD Seeks help identifying criminal, 410,331 views
 - Crime down statistics, 28,585 views
 - MLK follow up, 24,987 views
 - No cones in public right of way, 78,524 views
 - Police arrest man for putting tracking devices on cars, 109,937 views
 - Love Fund vending machine installed at the KWPD station, 70,374 views
- City X: 20,900 followers
- Police X: 20,000 followers
- City Instagram: 5,374 followers. 27,600 hits in February
- City's Community Network Facebook group has 2,395 members
- You Tube: 678 subscribers. 1,900 views in February amounting to 132.1 hours in watch time.