BUSINESS OF THE CITY COUNCIL
YAKIMA, WASHINGTON
AGENDA STATEMENT

Item No. 13.B.
For Meeting of: November 3, 2025

ITEM TITLE: City Communications and Outreach reports for 3rd quarter of 2025

SUBMITTED BY: Randy Beehler, Communications & Public Affairs Director

SUMMARY EXPLANATION:

The report on City communications efforts during the 3rd quarter of 2025 includes the number of impressions City social media posts (more than 1.3 million) and other related data as well as examples of media coverage of content created by the City's Community Relations staff.
The Outreach Highlights report focuses on the City departments and divisions supported by City Community Relations staff during the 3rd quarter of 2025 as well as the number of non-profit and other entities supported by City Community Relations staff.

Please refer any questions about the 3rd quarter reports to Communications & Public Affairs Director Randy Beehler.

ITEM BUDGETED: N/A

STRATEGIC PRIORITY 24-25: An Engaged Yakima

RECOMMENDATION:

ATTACHMENTS:
City Communications Report - 3rd Quarter 2025.pdf
Outreach Highlights - 3rd Quarter 2025.pdf