

**OFFICE OF PUBLIC AFFAIRS  
FISCAL YEAR 2025  
BUDGET PRESENTATION**



# OFFICE OF PUBLIC AFFAIRS TEAM

MORE THAN 120 COMBINED YEARS OF EXPERIENCE IN PUBLIC AFFAIRS AND MEDIA



**Wayne Larson**  
Director of Public Affairs



**Tyler Jarnagin**  
Public Affairs Manager



**Tina Barrett**  
Web Manager



**Tom Stallings**  
Video Manager



**Cindy Walker**  
Digital Media Manager



**Meghan Whitlock**  
PA Specialist - PW/Utilities



**Joey Pellegrino**  
PA Specialist - Parks & Rec



**Kyle Logan**  
PA Specialist - Video



# ACHIEVEMENTS

## 2023-2024



May 2024 Newsletter



Commissioner  
Christian Whitehurst

District 1 News



Commissioner  
Sarah Arnold  
*Chair*

### County Announces Enhanced Fiscal Year 2025 Budget Workshop Series

As part of County Administrator Joy Andrews' [framework for open governance and efficiency](#), St. Johns County is unveiling a transformative Budget Workshop Series for Fiscal Year 2025 (Oct. 1, 2024, through Sept. 30, 2025). This enhanced series of workshops will amplify public engagement and encourage collaborative discussions about the budgeting process for County departments and services.

[Read More](#)



# SJC101



## ENJOY. DON'T DESTROY.

ST. JOHNS COUNTY PARKS & RECREATION

# PUBLIC AFFAIRS DIVISION

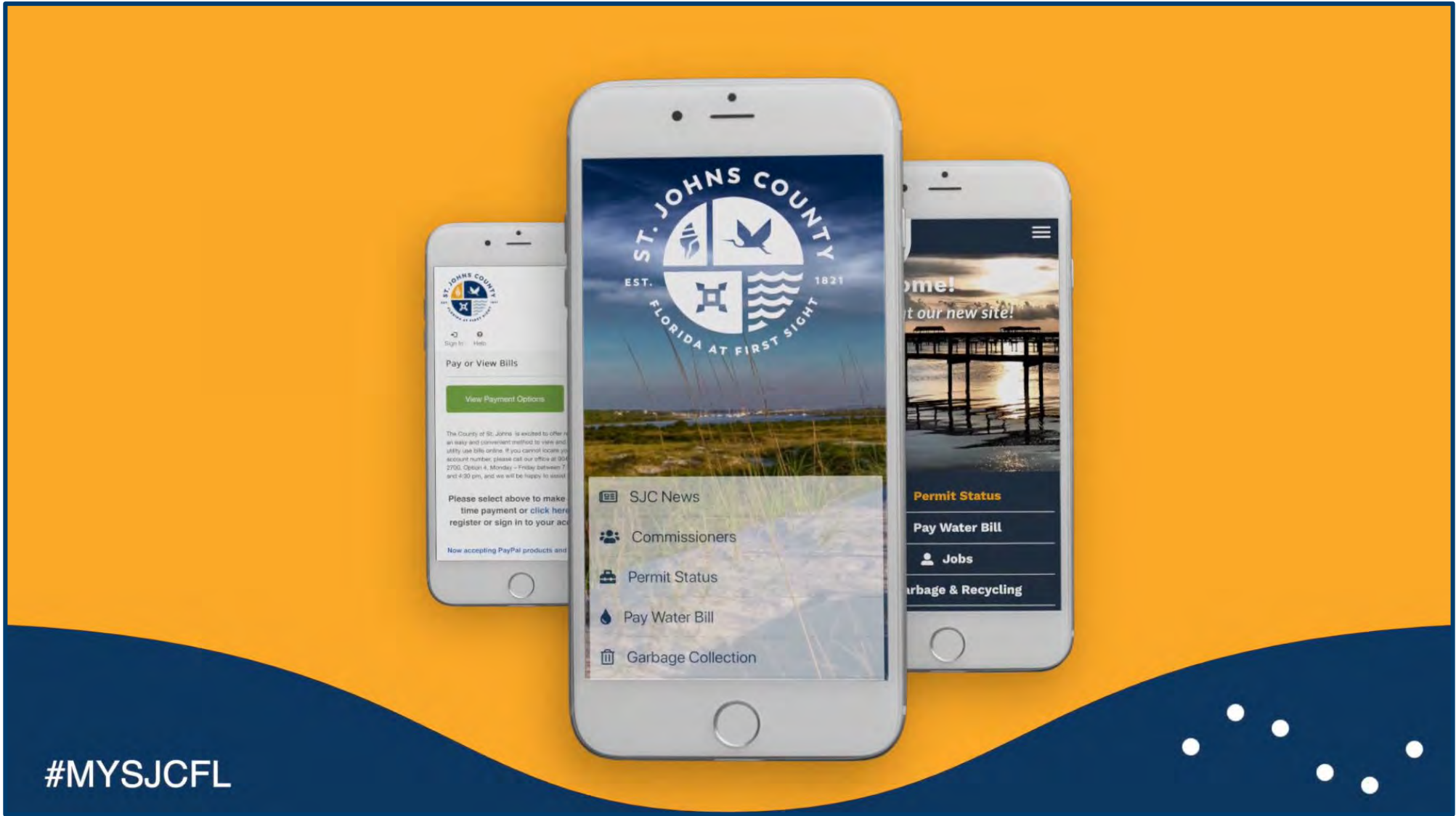


# PUBLIC AFFAIRS DIVISION

- Implemented **new IMC philosophy** of operating as a news agency.
- Issued more than **200 news releases** versus 68 in 2022.
- Planned more than **20 public events** versus 5 in 2022.
- Coordinating **new SJC 101 Citizens Academy pilot program.**
- Created **new internal “SJ3C”** cross-departmental working group.
- Assisted new public education campaigns: **Enjoy, Don’t Destroy & Get Hooked.**
- Unified branding of **all 8 County newsletters** with “Florida at First Sight.”
- Launched **new bilingual County Monthly Newsletter.**

**63% open rate** versus industry average of 38%

**10% click rate** versus industry average of 2%



#MYSJCFL

# DIGITAL MEDIA DIVISION



# DIGITAL MEDIA DIVISION

- Social Media Accounts:
  - Total followers across Facebook, Instagram, and X: 39,451 – **16.3% increase**
  - Facebook impressions: 2,723,001 – **38.9% increase**
  - Instagram impressions: 584,909 – **76.5% increase**
  - X impressions: 313,513 – **86.2% increase**
- Launched and marketed SJC Connect mobile app.
  - Downloads: 8,243 – **443% increase** since official launch compared to beta
- Produced **180 video reels** on events, radio interviews and promotions.
- Consolidating **30+ social media accounts**.
- Implemented new social archiving program for efficient **public records accessibility**.
- Finalizing a **comprehensive digital media monitoring and community listening system**.



# WEB DIVISION





# WEB DIVISION

- Launched **new County website.**

New “Florida at First Sight” brand

Improved content management system (CMS)

Enhanced mobile-friendliness

- Merged **Emergency Management website** into County website.
- Migrated **Employee Connection website** into CMS.
- Led web training and support for **40+ web publishers.**
- Completed more than **2,000 internal web requests.**



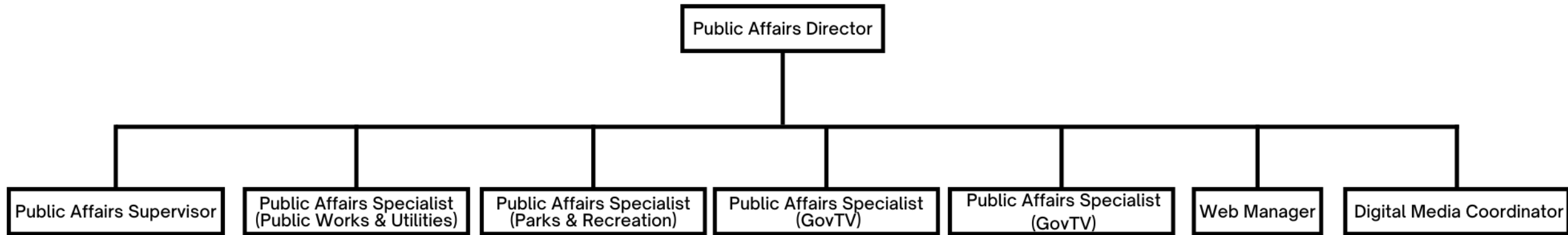
# VIDEO DIVISION



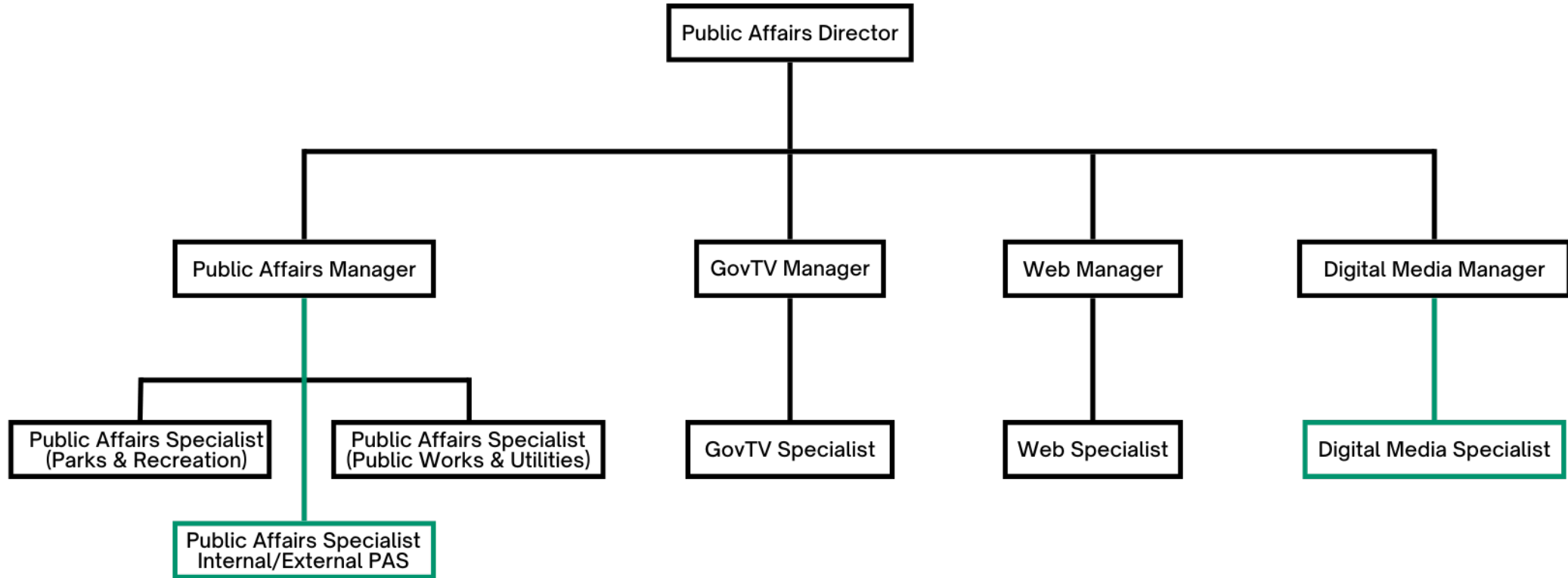
# VIDEO DIVISION

- Video Production
  - 116** videos created in 2023
  - 200+** videos anticipated in 2024
- Live Meetings
  - 90** live meetings broadcast in 2023
  - 100+** live meetings scheduled in 2024
- Finalizing completion of **\$300,000 Auditorium Broadcast System**

# ORGANIZATIONAL CHART – FY24



# ORGANIZATIONAL CHART – FY25 PROPOSED



# OFFICE OF PUBLIC AFFAIRS

## ***BUILDING CONSISTENCY AND CONTINUITY***

- 3 Directors in 3 years
- 6 PA staff have come & gone
- 50% of current staff new in FY24
- 2025 is our transformative year
- Advancing communications
- Enhanced accessibility & compliance
- Spearheading new & larger projects
- Volume & velocity

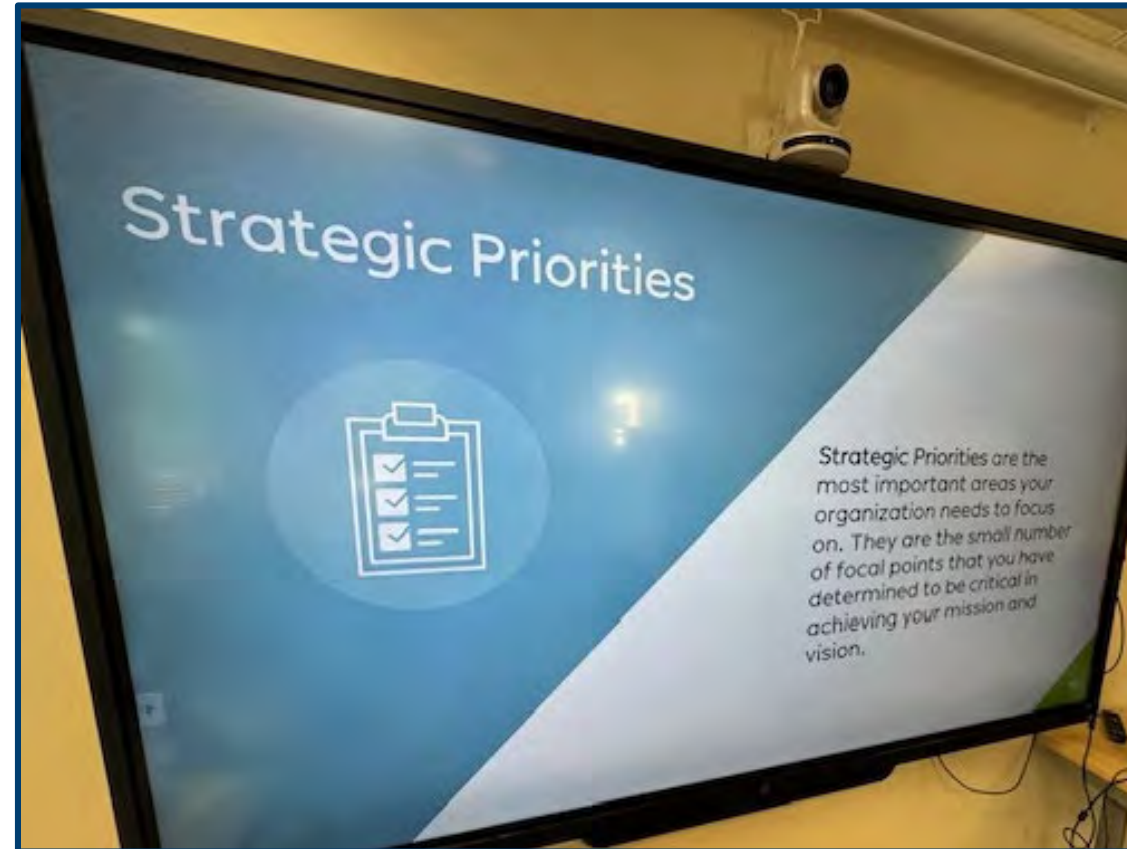


*Together, we are **BUILDING** a stable & stronger department*

# STAFF & LEADERSHIP STRATEGIC PLANNING SESSIONS

- “Public Education”

Well-informed community  
Meet people where they are  
Feedback mechanisms  
Community Trust  
Proactive Communication  
Foster Engagement  
Build Public Participation



*OPA seeks the resources to support **existing needs & future expectations***

# FISCAL YEAR 2025 REQUESTS - PUBLIC AFFAIRS DIVISION

- **(1 FTE) Public Affairs Specialist**

  - **External Communications (Administrative Requests)**

    - Citizens Academy – (Consultant Recommendation)

    - Public Engagement Contract for CIP Programs

    - Inside SJC Video Series

    - Community Letter from the County Administrator

  - **Internal Communications**

    - Employee Newsletter

    - Administrator Monthly Messages – “Moments of Joy”

    - HR – Employee Annual Service Awards Event

    - Change Management: ERP & Microsoft 365

- **Expanded Newsletter Outreach (Data & Publications)**

- **Radio Shows – BOCC recaps**

- **Guide for New Residents**

- **Water Bill Insert Messaging**

- **Staff Professional Development**

- **Inaugural Public Affairs Strategic Plan**





ADVOCATE

## Enjoy, Don't Destroy Campaign

On Friday, April 5, the St. Johns County Parks and Recreation Department celebrated the launch of its "Enjoy, Don't Destroy" anti-vandalism campaign with a kickoff event at Julington Creek Plantation Park. Vandalism has cost the County over \$70,000 in expenses since fiscal year 2023. Enjoy, Don't Destroy will encourage park visitors to take pride in where they play and help Parks and Recreation staff focus on bringing them improvements and new amenities, rather than cleaning up after needless damage. Parks and Recreation Director Ryan Kane spoke of the impacts of vandalism on the wider St. Johns County community. "So many people love their little piece of paradise," Kane said. "Vandalism is not a victimless crime; it affects everyone and their park experiences." St. Johns County Sheriff Robert A. Hardwick emphasized the commitment of the Sheriff's Office to tackling vandalism. "The partnership we have with St. Johns County Parks and Recreation is very important, and thank you for allowing us to part of this great campaign," Hardwick said.

VETERANS

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EVI

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COMING SOON

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NEW PARK

The Parks and Recreation Department invested heavily in preserving existing assets while planning and designing four regional parks to meet the growing needs of our residents. In addition, we saw a significant revival to the County's golf course and clubhouse operations after a critical \$79 million reinvestment and a substantial acquisition of riverfront property toward a community park and waterway access facility in St. Augustine.



INFRASTRUCTURE FUNDING

The Office of Intergovernmental Affairs secured \$63.4 million in State and Federal appropriations, to improve infrastructure across St. Johns County. Funds will be allocated towards utility enhancements, drainage improvements, and energy-efficient facilities, especially focusing solutions on high-priority projects like State Road 16 widening and SR A1A repair.

ADVOCATE

## Feature Story Title Goes Here

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TRANSPARENCY INITIATIVE

The newly created Office of Performance and Transparency establishes a pathway for driving organizational excellence while promoting accountability and transparency. The department aims to ensure the organization operates efficiently and effectively by using relevant data to measure performance and develop guidelines for improved services while expanding the public's access to information and initiatives.



FREE EVENTS

Scan the code to learn more about these and more events

Veterans Archery

April 17, 7-8:30pm

Paddleboarding Trip

April 19, 10-1pm

Veterans Art

April 26, 10-11:30 am

Veterans Fishing

April 24, 9-11am

Just Tri It - 2024 Kids' Triathlon

April 28, 8am



SUMMER CAMPS

Keep your middle school kids busy during the summer at a St. Johns County camp. For boys and girls, the activities range from archery camp, fishing camp, and exploration camp where students experience a variety of field trips every day and participating in kayaking, fishing, beach cleanups, and more. Parents can register online.

ANTI-LITTER CAMPAIGN

In 2023, the St. Johns County Road and Bridge Department picked up more than 49 tons of roadside debris throughout the community. In response, the "Get Hooked" campaign to educate and engage residents, increase awareness and provide action items to prevent litter. The mascot, Captain Reducio says "We need all hands-on deck to keep SJC litter-free." The campaign hopes to create a sense of pride in keeping St. Johns County looking great.

Get Updated Via Email

Stay in-the-know with the SJC Government of your interest by subscribing to our newsletters at the code.



# PUBLIC AFFAIRS DIVISION



# FISCAL YEAR 2025 REQUESTS – DIGITAL MEDIA DIVISION

- **(1 FTE) Digital Media Specialist**

*Continuation of Administration's Support for OPA Reorganization*

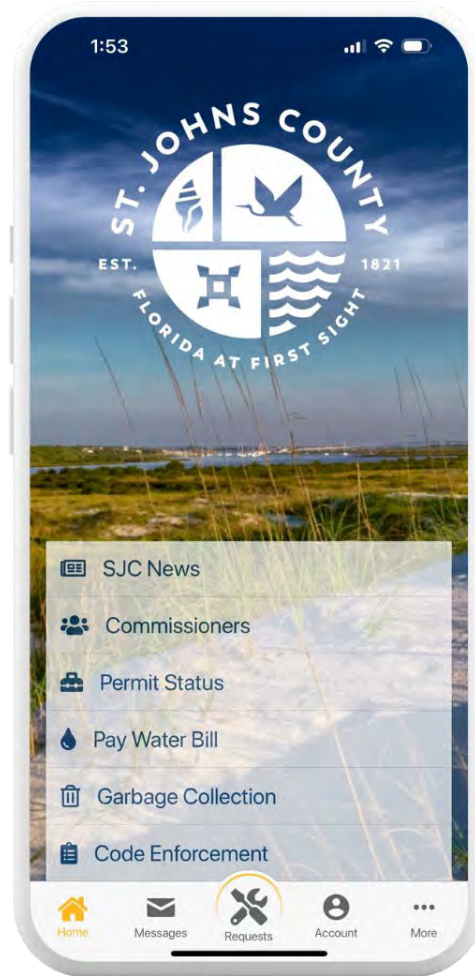
## **Social Media**

Expanded Community Listening  
Public Records and Accessibility Compliance  
Community Survey Tools  
Boosted Posts to Specific Audiences  
Community Service Approach

## **Multimedia**

Expanded Use of Video Reels  
Trending and Best Media Practices  
New Radio Podcasts  
County Project and Program Photography

- **Marketing of New Mobile App – SJC Connect**
- **Promoting County-Sponsored Events**
- **Enhanced Public Education & Humanizing Employees**



# SJC CONNECT



# DIGITAL MEDIA DIVISION



# FISCAL YEAR 2025 REQUESTS – WEB DIVISION

- **Redesign of St. Johns Golf Club Website**
  - Improved content management system (CMS)
  - Enhanced mobile-friendliness
- **Redesign of Employee Intranet**
  - Improved content management system (CMS)
  - Increased functionality
- **Enhanced Accessibility-Compliance Training**
- **Enhanced Emergency Operations for Web During Activation**
- **Content Management System Training for Web Publishers**



**WEB DIVISION**



# FISCAL YEAR 2025 REQUESTS – VIDEO DIVISION

- **Creation of New Production Studio**

- Renovation & repurposing of existing spaces adjacent to auditorium
  - Construction of comprehensive video and audio operations
  - Live GovTV and social media broadcasts
  - Recorded Internal Videos – “Joy for the People” employee message
  - External video shows – “Joyful Community” talk show
  - BOCC Videos and PSAs

- **New Ford Explorer to Replace Aging Cargo Van**

- Transport people & GovTV equipment to events & projects

- **GovTV Operations Service Contract**

- **Broadcasting Agreements for GovTV & Public Meetings**



# VIDEO DIVISION



# OFFICE OF PUBLIC AFFAIRS

## *Helping to Build the Framework for Open Governance and Transparency*

**“Citizens are craving CONNECTIONS... We need to tell our STORY...  
The people want TRUST AND INCLUSION. It’s like one of my  
favorite songs by Common called *The People*.”**

***“The days, have come  
Now we, are one  
Just take, your time  
And then, you will find”***

**Joy Andrews, St. Johns County Administrator**

**NEW INTERVIEW**  
**Beach 105.5:**  
**Joy Andrews,**  
**County Administrator,**  
**on the**  
**upcoming**  
**Budget**  
**Workshops**

St. Johns County, Florida  
ADMINISTRATION

**We're trying to humanize our government.**





***In Print... Online... Any time***



 **ABILITY  
HOUSING**





Turnst...  
DEVELOPM...















**ST. JOHNS COUNTY**  
PROJECT DESCRIPTION

**LOCATION**

**PROJECT**

**CONTACT**



St. Johns County



Emergency Operations Center







Mill Creek Park  
Coming Soon



  
**STOTAN**  
INDUSTRIAL

 **BGO**  
WARE MALCOMB

 **KeHE**

**GROUND BREAKING  
CEREMONY**

**NOVEMBER 16, 2023**

  
**Evans**  
GENERAL  
CONTRACTORS







**FLORIDA INLAND NAVIGATION DISTRICT**

**Seacoast Bank**  
63-83763/2670

22749

**FOR: Palm Valley West Boat Ramp**

**DATE**  
October 13, 2023

**AMOUNT**  
\$490,000.00

**PAY** Four Hundred Ninety Thousand Dollars 00/100

**TO THE ORDER OF** St. Johns County  
500 San Sebastian View,  
St. Augustine, FL 32084

*[Signature]*  
AUTHORIZED SIGNATURE

⑆022705⑆ ⑆267087⑆ ⑆⑆0000⑆ ⑆⑆2063⑆







**Cabela's**  
**OUTDOOR FUND**

Date August 4, 2023

Pay to the Order of St. Johns County - Parks and Rec \$ 500.00

Five Hundred and 00/100 Dollars

Memo *Johnny Morris*



St. Johns County



Emergency Operations Center



  
**ST. JOHNS**  
C O U N T Y  
**CHAMBER**  
O F C O M M E R C E





### INSTRUCTIONS

The Bureau of Business Research estimates that Unincorporated St. Johns County's population is expected to grow from 252,293 in 2020 to 497,204 in 2050 (an increase of approximately 97%). Using all five dots (each representing roughly 50,000 new residents) please identify below where you think this new growth should occur within the unincorporated area.



COMPREHENSIVE PLAN UPDATE

GROWTH ACTIVITY

### LEGEND

- County Boundary
- Incorporated Area
- Park Facility
- Unincorporated Area









