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Anna Albi
Councilmember

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February 18, 2025

MOTION

We MOVE that the City Administration implement an opt-in text messaging pilot program leveraging either our existing CincyAlerts platform or another community engagement platform. This program would ensure that the City is proactive in using push communication to inform residents about important events happening in Cincinnati. The goal would be for the program to hit the following timeline objectives:

- Q1- Q2 2025: Develop the program design, including standards and governance structure for approving and sending messages, as well as a plan for how to advertise the program to residents
- Q3 2025: Launch pilot program and establish program success measures
- Q4 2025: Evaluate pilot results and make refinements
- Before EOY 2025: Present to City Council with results, learnings, and recommendations for next steps


Councilmember Anna Albi

30/01/2003

CAL → HN

01/01/2003

01/01/2003

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