



# City of Toledo Communications

**2025 BUDGET HEARING**

# Our Mission

The Comms department aims to build greater accessibility and transparency in city communication. We strive to consistently, concisely, and creatively communicate the story of the City of Toledo by:

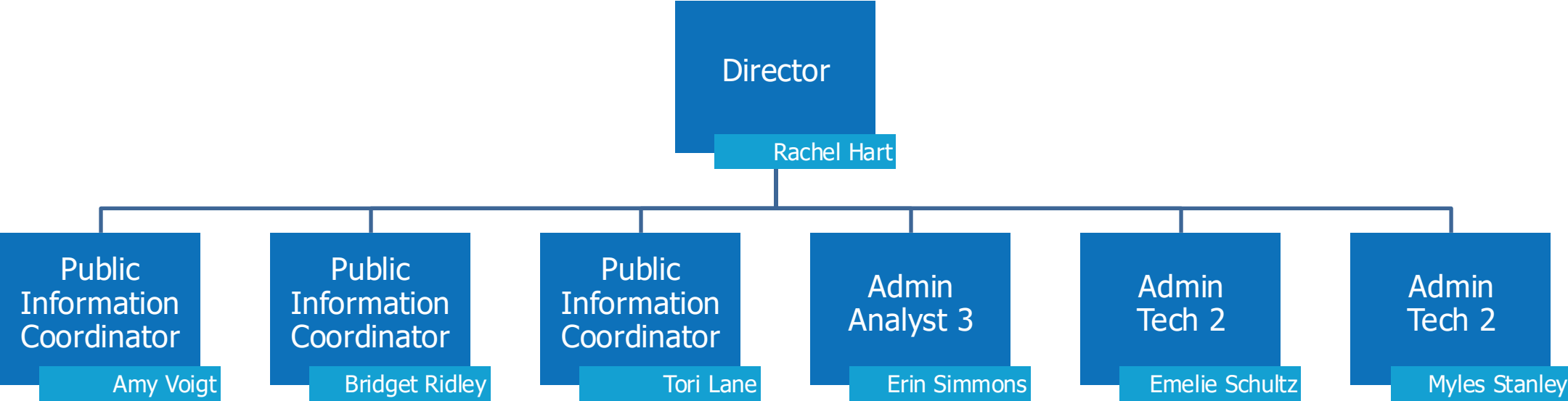
- Promoting city services, programs, and events
- Facilitating outreach to community partners
- Providing timely, accurate, and helpful information for residents, media, and employees
- Prioritizing accessibility, customer service, and user experience in all city functions

# Our Work

The Comms department manages a variety of communication channels that strive to meet residents where they are:

1. Website
2. Social media
3. Print and television media
4. Email newsletters
5. Text messages
6. Public meetings
7. Direct mail
8. Print newsletter
9. Podcast

# 2025 Organizational Chart



# 2025 Proposed Budget

## Highlights

1. Overall budget request is **down 5%**
2. **No new positions** have been requested
3. Focus in 2025 is **refining** our current strategy and **optimizing** use of existing tools

## Initiatives

1. Update the city's website to meet new Department of Justice guidelines for accessibility
2. Build, implement, and refine a new transportation project communication plan
3. Increase the use of text messaging for quick updates on various city projects

# Schedule of Full-Time Equivalent Positions

<b>Position Title</b>	<b>2023 Budget</b>	<b>2024 Budget</b>	<b>2025 Proposed</b>
Administrative Technician 2	2.00	2.00	2.00
Deputy Director	1.00	-	-
Director-Administrative Services	1.00	1.00	1.00
Public Information Coordinator	2.00	3.00	3.00
<b>Grand Total</b>	<b>6.00</b>	<b>6.00</b>	<b>6.00</b>

# Proposed Expenditures by Fund and Category

## General Fund

Category	2022 Actual	2023 Actual	2024 Amended	2025 Proposed
Labor	357,485	313,264	399,510	414,214
Pension	49,655	43,870	55,931	57,990
Employment Taxes & Medical	92,084	82,811	95,473	98,895
Other Personnel	-	550	2,805	2,805
Supplies	147	22,052	24,300	15,900
Services	43,526	105,071	118,232	112,173
Other	44,500	282,893	169,000	120,000
Operating Transfers	-	20,000	-	-
<b>Total</b>	<b>587,398</b>	<b>870,512</b>	<b>865,251</b>	<b>821,977</b>

## Special Assessment Services

Category	2022 Actual	2023 Actual	2024 Amended	2025 Proposed
Labor	-	27,955	28,056	30,230
Pension	-	3,967	3,928	4,232
Employment Taxes & Medical	-	6,579	7,361	7,677
Other Personnel	-	-	220	220
<b>Total</b>	<b>-</b>	<b>38,501</b>	<b>39,565</b>	<b>42,359</b>

# Proposed Expenditures by Fund and Category (continued)

## Capital Improvement

Category	2022 Actual	2023 Actual	2024 Amended	2025 Proposed
Labor	-	11,182	11,222	12,092
Pension	-	1,587	1,571	1,693
Employment Taxes & Medical	-	2,895	2,944	3,071
Other Personnel	-	-	88	88
<b>Total</b>	<b>-</b>	<b>15,664</b>	<b>15,825</b>	<b>16,944</b>

## Water Operating

Category	2022 Actual	2023 Actual	2024 Amended	2025 Proposed
Labor	793	11,881	11,924	12,848
Pension	111	1,686	1,669	1,799
Employment Taxes & Medical	9	2,796	3,128	3,263
Other Personnel	-	-	94	94
<b>Total</b>	<b>913</b>	<b>16,363</b>	<b>16,815</b>	<b>18,004</b>

## Sewer Operating

Category	2022 Actual	2023 Actual	2024 Amended	2025 Proposed
Labor	-	11,881	11,924	12,848
Pension	-	1,686	1,669	1,799
Employment Taxes & Medical	-	2,796	3,128	3,263
Other Personnel	-	-	94	94
<b>Total</b>	<b>-</b>	<b>16,363</b>	<b>16,815</b>	<b>18,004</b>





**Thank you.**

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