



City of Toledo

Communications

2026 Budget Hearing

Who We Are

The Communications team designs how people **experience city government**—making every interaction simple, helpful, and human.

We support the organization by **telling the story** of Toledo's progress, **promoting major initiatives** and events, **supporting public engagement**, and **crafting targeted communication** for service delivery and infrastructure projects.

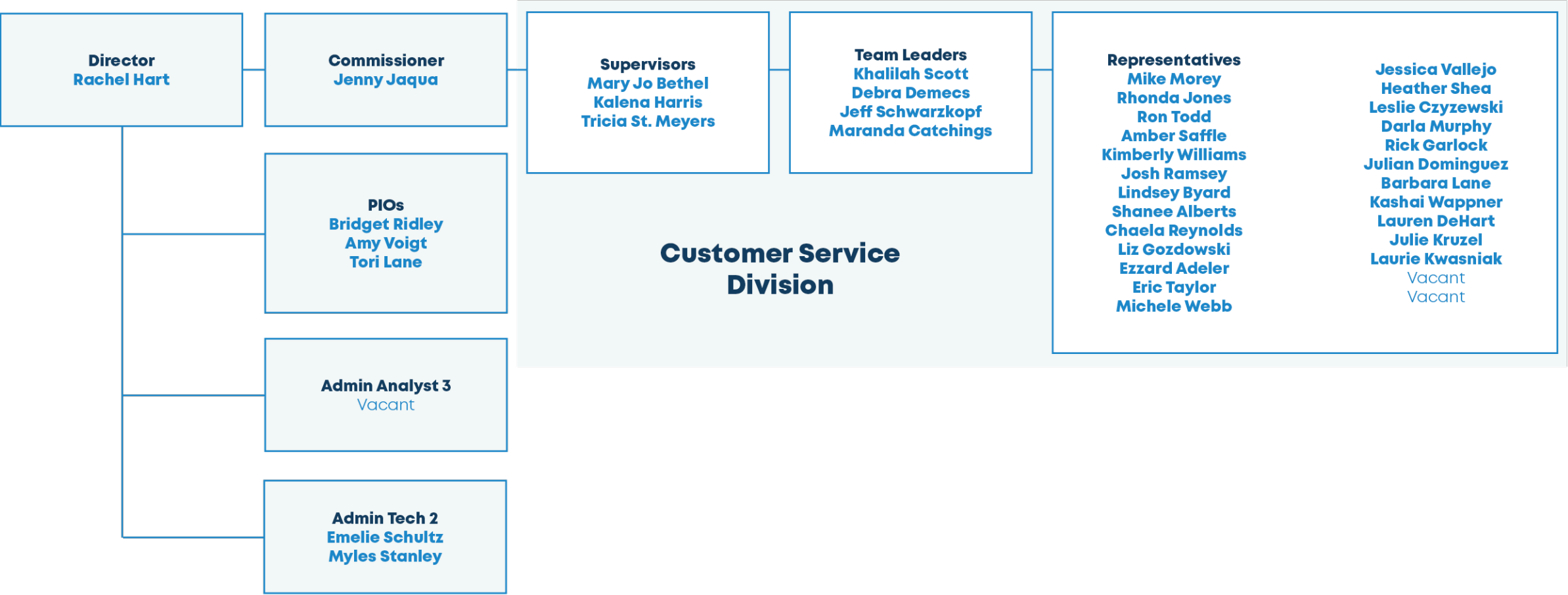
2025 Highlights

1. Grew our audience across all web, social, and email channels.
2. Expanded direct communication with residents via signage, email, text, and mail.
3. Created and implemented an updated road construction communication strategy.
4. Coordinated ad campaigns for mulch sales, lead compliance, Vision Zero, and RE-TREE.

2026 Initiatives

1. TOL Swag Store launch
2. Direct mail communication expansion
3. Consolidated advertising contracts
4. Customer satisfaction survey launch
5. Continue improvements to communication on city service delivery and infrastructure projects
6. Expand digital service offerings for residents

Org Chart



Schedule of Full-Time Equivalent Positions

Position Title	2024 Budget	2025 Budget	2026 Proposed
Administrative Analyst 3	0.00	0.00	1.00
Administrative Technician 2	2.00	2.00	2.00
Director-Administrative Services	1.00	1.00	1.00
Public Information Coordinator	3.00	3.00	3.00
Grand Total	6.00	6.00	7.00

Proposed Expenditures by Fund and Category

General Fund

Category	2022 Actual	2023 Actual	2024 Actual	2025 Amended	2026 Proposed
Labor	357,485	313,264	409,566	414,214	531,746
Pension	49,655	43,870	57,158	57,990	74,444
Employment Taxes & Medical	92,084	82,811	102,807	98,895	137,930
Other Personnel	0	550	1,705	2,805	3,355
Supplies	147	22,052	13,853	16,400	44,678
Services	43,526	105,071	79,884	111,673	123,780
Other	44,500	282,893	163,644	120,000	185,000
Operating Transfers	0	20,000	0	0	0
Total	587,398	870,512	828,616	821,977	1,100,933

Special Assessment Services Fund

Category	2022 Actual	2023 Actual	2024 Actual	2025 Amended	2026 Proposed
Labor	0	27,955	27,549	30,230	32,698
Pension	0	3,967	3,857	4,232	4,578
Employment Taxes & Medical	0	6,579	6,264	7,677	8,969
Other Personnel	0	0	220	220	220
Total	0	38,501	37,890	42,359	46,465

Proposed Expenditures by Fund and Category (cont.)

Capital Improvement Fund

Category	2022 Actual	2023 Actual	2024 Actual	2025 Amended	2026 Proposed
Labor	0	11,182	11,020	12,092	13,079
Pension	0	1,587	1,543	1,693	1,831
Employment Taxes & Medical	0	2,895	2,495	3,071	3,588
Other Personnel	0	0	88	88	88
Total	0	15,664	15,145	16,944	18,586

Water Operating Fund

Category	2022 Actual	2023 Actual	2024 Actual	2025 Amended	2026 Proposed
Labor	793	11,881	11,708	12,848	13,896
Pension	111	1,686	1,639	1,799	1,946
Employment Taxes & Medical	9	2,796	2,662	3,263	3,812
Other Personnel	0	0	94	94	94
Total	913	16,363	16,103	18,004	19,748

Sewer Operating Fund

Category	2022 Actual	2023 Actual	2024 Actual	2025 Amended	2026 Proposed
Labor	0	11,881	11,708	12,848	13,896
Pension	0	1,686	1,639	1,799	1,946
Employment Taxes & Medical	0	2,796	2,662	3,263	3,812
Other Personnel	0	0	94	94	94
Total	0	16,363	16,103	18,004	19,748

Strategic Priority – Deliver Exceptional City Services

Service Areas



Request for City Service

Intake requests for city services 24/7/365 through phone, email, customer portal, and the Engage Toledo mobile app.



General Information

Provide general information and answers to questions from residents about city services, non-city services, programs, news, and events.



Utility Customer Service

Assists account-holders and tenants with account creations, bill explanations, payment plans, discount programs, the MYTOL portal, meter exchanges, etc.



Internal Service Delivery

Supports internal customers by taking employee call-offs, performing after-hours call-outs, dispatching for water and sewer emergencies, and responding to police non-emergencies.



Community Engagement

Facilitates the resident-facing Ambassador Academy annual program, attends community meetings, and supports community agency partners.

2026 Proposed Budget Highlights & Initiatives

- Assess our current resident-facing self-service request platform (SeeClickFix) and identify alternative solutions to improve operational efficiency and the resident customer experience
- Complete the cross-training of customer service team members to boost flexibility, service quality, and operational resilience
- Revise and strengthen the Engage Toledo Ambassador Academy program curriculum to more directly reflect the city's strategic priorities for resident-facing programs and services

Schedule of Full-Time Equivalent Positions

Position Title	2024 Budget	2025 Budget	2026 Proposed
Commissioner-Public Services	0.50	1.00	1.00
Customer Service Contact Center Representative	10.00	26.00	26.00
Customer Service Contact Center Team Leader	0.00	4.00	4.00
Supervisor-Customer Service Contact Center	2.00	3.00	3.00
Grand Total	12.50	34.00	34.00

* In 2025, the Utility Customer Service team merged with the Engage Toledo team in the Engage Toledo budget

Proposed Expenditures by Fund and Category

General Fund

Category	2022 Actual	2023 Actual	2024 Actual	2025 Amended	2026 Proposed
Labor	723,875	835,871	691,857	2,274,102	2,373,262
Overtime	125,650	92,671	74,192	102,230	102,230
Pension	109,705	129,070	106,842	320,047	333,930
Employment Taxes & Medical	225,392	248,532	231,947	641,396	747,665
Other Personnel	3,239	1,465	1,738	2,200	2,200
Supplies	15,703	22,563	2,344	10,920	6,269
Services	20,699	117,833	4,663	313,826	371,520
Total	1,224,264	1,448,006	1,113,584	3,664,721	3,937,076

Reimbursements*	(530,522)	(450,681)	(455,959)	(2,663,665)	(3,081,598)
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Net General Fund Budget	693,742	997,325	657,625	1,001,056	855,478
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*Engage Toledo costs are charged to user departments and reimbursed to the General Fund



Thank you.

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