Strategic Communications Plan

Introduction

Mission Statement:

The Town of Christiansburg will proactively provide citizens, members of the media, employees, and other audiences with accurate and timely information regarding upcoming events, announcements, services, policies, and project plans that may be of interest or have an effect on these stakeholders.

Organization Description:

Christiansburg strives to offer "progressive small town living at its best" to approximately 21,000 residents in Southwest Virginia. As the fourth largest town in the Commonwealth, Christiansburg is run via a Town Manager-Town Council form of government and is considered the commercial center of the region. The community continues to grow while still offering a 'small town' atmosphere with quick access to Radford University, Virginia Tech, and New River Community College. Recreation has dominated recent municipal government growth, with a Recreation Center, Harkrader Sports Complex, and Aquatic Center offering state-of-the-art sporting opportunities to residents and visitors alike.

Program Goals:

This communication plan is designed to improve interaction between the Town, its residents, and local stakeholders. The plan examines a wide variety of communication methods currently in place, as well as the possibility for future growth and progressive outreach. These efforts to build communication are an ongoing process that needs to be revisited as circumstances change and goals are achieved.

This plan aims to raise the Town's community profile through improved communications, streamlined access to information, increased positive media coverage, and contact with citizens, business owners, and other key constituents. Communication efforts will foster two-way communication and facilitate expression of thoughts, opinions, information, rationale, and/or decisions by Town Council members and Town staff to internal and external constituents. Through effective communication and educated decision-making, community pride and buy-in for Town programs and services will increase, as will a positive identification with the Town.

Established in the spring of 2010, the Town of Christiansburg's Public Relations Office will take the lead in carrying out this plan.

Target Audiences

Primary Target Audiences:

The identified primary target audiences are the groups of people with whom the Town needs to regularly communicate with on a variety of topics and issues. They are:

- Residents of Christiansburg
- Town Council
- Commissions, Committees, and Advisory Boards
- Community Groups and Organizations
- Regional Organizations and Agencies
- News Media
- Business and Property Owners and Managers
- Employees
- Non-profit Organizations and their Staff and Volunteers within the Town
- Public Agencies that service the Town

Secondary Target Audiences:

The identified secondary target audiences are groups with which the Town communicates on a semi-regular or infrequent basis. They are:

- Students, Parents, and the School Community
- Residents living in Neighboring Communities
- Businesses in Neighboring Communities
- Visitors to Christiansburg
- Future or Potential Residents and Business Owners in Christiansburg
- State and Federal Elected Officials

Target Audience Demographics

Who makes up most of the primary and secondary audiences the Town is trying to reach?

Total population: 21,041

under 18:	4,860	23%
18-29:	3,856	18%
30-49:	6,210	30%
50-64:	3,547	17%
65 or older:	2,568	12%

median age: 35.4 years

male: 47.9%
female: 52.1%

Total households: 8,873
Total firms (2007): 1,818

Source: U.S. Census Bureau, 2010 Census

Guiding Principles

The Town of Christiansburg Communication Plan was created with these guiding principles in mind:

- **Be proactive rather than reactive**

The Town of Christiansburg must take a proactive approach in the planning and execution of communication and must maintain open lines of communication with its stakeholders. We want to build upon existing positive relationships with the press through proactive and timely communication, and solicit their help in publicizing and conveying Town-related information.

- **Perception is reality**

Whether accurate or not, how people perceive the world around them is their reality. Providing straightforward, timely information will help ensure that perceptions developed by stakeholders about the Town of Christiansburg are an accurate reflection of reality. Misperceptions should be actively corrected, as appropriate.

- **We must tell our own story**

While media coverage can be an effective means of conveying information, the Town must play an active role in telling its own story. By either allowing outside influences to determine the message or by avoiding the topic, it creates an opportunity for others to fill in the gaps. This can foster inaccuracies, inconsistent messages, and misperceptions about the Town. The Town of Christiansburg should employ every available outlet within its means to tell its own story at every possible opportunity. Topics covered should range from capital projects to special events and everything in between.

Guiding Principles (continued)

- **Two-way communication and collaboration are priorities**

A two-way flow of communication - both internally and externally - enhances opportunities for collaboration and involvement by citizens, town staff, and other key stakeholders. In addition to providing accurate information and creating an accessible culture where decisions are transparent and questions are encouraged, it will also foster informed decision making by citizens, Town Council, and staff.

- **Communication is everyone's job**

The present communication system allows the Town of Christiansburg to communicate timely, accurate, and useful information to its residents and stakeholders. Each Town department helps with this effort by maintaining a good relationship with the public relations department and proactively suggesting coverage of happening or upcoming events/issues/projects.

Current Communication Methods

Town website: www.christiansburg.org

Christiansburg strives to constantly keep the website updated, particularly via news & announcements and calendar postings. Continual efforts are also made to update and add to department listings and general information on programs and services provided by the Town, always with an eye for providing insight and answers for website visitors. Expansion of minute/agenda archives, creation and availability of online forms, additions to the capital projects section and other highly detailed and informative/explanatory sections, identification/implementation of additional interactive applications that drive website traffic, as well as identifying and promoting positive stories about town 'happenings' all remain priorities for the public relations office.

'Notify Me' subscription

The "Notify Me" subscription service through www.christiansburg.org allows audience members to receive notifications regarding updates to the news & announcements page (197 subscribers*), public meeting notifications/availability of online agenda packets (369 subscribers*), aquatic center information (691 subscribers*), etc. This subscription function is administered through CivicPlus, the website platform, and allows individuals to select and manage the specific categories of information they wish to receive. Website administrators need only to modify published information to fit the notification format and select "send."

Facebook

A Town of Christiansburg Facebook page was launched in September of 2010 and has grown to have 878 fans.* The page is the Town's only current means of outreach via social media channels and provides an opportunity for citizens to interact with the Town and ask questions that they may not have otherwise. Posters must abide by a terms of use policy that is posted on the page. Many of the messages posted by the Town link back to the website to help drive web traffic.

*As of February 2012

Current Communication Methods (continued)

Press releases

Information that the Town wishes to be disseminated for general public consumption is delivered via press release to local news media organizations. These press releases can range from holiday office closure and garbage collection schedules to Aquatic Center and parks and recreation events, to capital project and budget process updates, to information about significant criminal activity. Press releases are targeted to specific news media organizations based on subject matter to help increase the likelihood of coverage.

Interviews/coordinating interviews with news media representatives

The public relations officer will often be contacted by news media representatives requesting an interview with her or another Town employee. These requests are often based on a press release that the Town disseminated, though they are sometimes related to other subject matter that the reporter is interested in covering. Unless the subject matter is too sensitive (i.e. an ongoing criminal investigation that precludes additional comment, etc.), the public relations office strives to accomodate these requests in a timely manner.

Editorials/Letters to the Editor

When applicable, editorials or letters to the editor may be drafted for publication in the local newspaper as a means to explain the Town's position on an issue, correct misinformation that is circulating in the community, or to draw attention to an upcoming event or project. Maintaining positive relationships with the press is a vital component to ensuring this communication method remains a viable option.

Articles in magazines

When possible, feature articles in magazines are an effective way to bring focus to a Town project or initiative and provide more detailed content than is feasible via other types of media coverage. Depending on the publication, information may be provided for inclusion in an article written by their staff, or may be authored by the public relations officer.

Public information meetings

Public information meetings are held to provide citizens with the opportunity to learn in-depth information and/or provide input/feedback regarding a Town project or initiative that will affect them.

Current Communication Methods (continued)

PSAs through radio and newspapers

Public service announcements are utilized to provide specific safety tips and notification of safety initiatives undertaken by the Town to radio and newspaper audiences. Though these programs are targeted toward Christiansburg, they also provide important messages to anyone listening to the radio or reading the newspaper.

Utility bill messages

Short messages that fit in a 32-character by 4-line space can be conveyed on each utility bill (six times annually). These messages are seen by approximately 9400 utility customers.

Utility bill inserts

When the subject matter or amount of information needed to be conveyed exceeds the utility bill message space, an insert can be utilized as a cost-effective way to reach approximately 9400 utility customers. Bill inserts are designed by the Town and submitted to the utility bill printing company for printing and insertion in the bills.

Surveys

Surveys are utilized as a means of assessing public opinion and/or gathering public input on various issues or initiatives undertaken or being considered by the Town. Surveys are currently conducted by placing an insert in utility bills or online via a SurveyMonkey account.

Fliers/brochures

Fliers and brochures are created or updated to advertise specific programs or initiatives, as well as detailed explanations of Town services. They are posted and distributed at Town facilities, as well as businesses around town that are regularly frequented by citizens, as applicable.

Current Communication Methods (continued)

Emergency Notification System (ENS)

The Town utlizes an Emergency Notification System (ENS) through GeoComm, as part of the E-911 dispatch program. In addition to promoting citizen sign-ups for the program, including through an online form, the public relations officer is designated to assess emergency situations, approve the launch of an emergency notification call, craft message content, and administer the launch of a notification call. There are currently over 11,000 citizen phone numbers in the database.*

Taped Town Council meetings

Beginning in December 2010, the Town has been taping Town Council Meetings and posting them on the Town website and vimeo.com. Taping and publicly posting the meetings is meant to make them more accessible to the community. Costs are kept low by contracting with Montgomery County for videography and conversion services.

Speaking engagements to civic organizations/HOAs/college classes

Public outreach to civic groups and home owners associations is an effective way to give in-depth presentations on projects and initiatives undertaken by the Town and to promote open communication between the Town and its citizenry. College classes are often utilized as a means to spread goodwill by sharing tips of the trade, how-to's, and information about the locality with students.

Montgomery-Christiansburg Citizens Academy

In partnership with Montgomery County, the Town offers a 9-week academy to interested citizens seeking to learn more about their local governments. The academy is held once a year and can accomodate approximately 20 attendees at a time. Graduates receive a binder filled with the handouts they collected over the course of the program, as well as a certificate of achievement. In a 2011 survey of academy graduates, 92% of respondents were either extremely likely or very likely to recommend the academy to others; the remaining 8% were moderately likely to recommend the academy.

*As of February 2012

Current Communication Methods (continued)

Letters/directed written notifications to citizens

Letters, doorknob hangers, and other means of notification to citizens are created as a means of direct communication with citizens. The public relations office is frequently involved in message development, writing, and/or editing these types of notices.

Internal communication

Emails and formal memos are crafted and distributed to Town employees to notify them of new or amended policies, share applicable news, as well as other information of interest.

Special events

Special events are utilized to bring attention to a project, bring the community together, and raise the profile of the Town.

How do we reach our audiences with these methods?

Website*/ Notify Me/ Taped Council Meetings

Residents 18-29
Residents 30-49
Residents 50-64

Community Groups/ HOAs
Business Owners/ Property Managers
Town Council

Visitors

Future/Potential Residents/ Businesses

News Media

Facebook**

Residents 18-29
Residents 30-49
Residents 50-64
Residents 65+
Community Groups/ HOAs
Business Owners/ Property Managers

News Media

Press Releases/ Interviews/ Letters to Editor/ PSAs/Magazine Articles*

News Media

Residents 18-29
Residents 30-49
Residents 50-64
Residents 65+
Community Groups/ HOAs
Business Owners/ Property Managers
Town Council

School Community

Neighboring Residences/ Businesses

Utility Bill Inserts/ Messages

Residents 18-29
Residents 30-49
Residents 50-64
Residents 65+
Community Groups HOAs
Business Owners/ Property Managers
Town Council

School Community

*Based on national survey conducted by The Pew Research Center (2011, September 22). "Views of the News Media: 1985-2011. Press Widely Criticized, But Trusted More than Other Information Sources."
**Facebook Insights for Town of Christiansburg, VA page (as of 2/12/12)

How do we reach our audiences... (continued)

Letters/ Direct Notice	Fliers/ Brochures	ENS	Speaking Engagements/ Public Info Meetings
Residents 18-29	Residents 18-29	Residents <18	Residents 18-29
Residents 30-49	Residents 30-49	Residents 18-29	Residents 30-49
Residents 50-64	Residents 50-64	Residents 30-49	Residents 50-64
Residents 65+	Residents 65+	Residents 50-64	Residents 65+
Community Groups/ HOAs	Community Groups/ HOAs	Residents 65+	Community Groups/ HOAs
Business Owners/ Property Managers	Business Owners/ Property Managers	Community Groups/ HOAs	Business Owners/ Property Managers
Town Council		Business Owners/ Property Managers	
Employees		Town Council	
Non-profit Orgs/ Outside Agencies		Employees	Non-profit Orgs/ Outside Agencies
Local Commissions/ Regional Orgs		Non-profit Orgs/ Outside Agencies	
School Community	School Community	School Community	
	Visitors		
Future/Potential Residents/ Businesses	Future/Potential Residents/ Businesses		
State/Federal Elected Officials			
News Media			

How do we reach our audiences... (continued)

Internal Communication	Montgomery-Christiansburg Citizens Academy	Special Events	Surveys
	Residents 18-29 Residents 30-49 Residents 50-64 Residents 65+	Residents 18-29 Residents 30-49 Residents 50-64 Residents 65+ Community Groups/ HOAs	Residents 18-29 Residents 30-49 Residents 50-64 Residents 65+ Community Groups/ HOAs
	Business Owners/ Property Managers	Business Owners/ Property Managers	Business Owners/ Property Managers
Town Council Employees		Town Council Employees	
Local Commissions/ Regional Orgs			
		School Community	
		Visitors	Visitors
	Neighboring Residents/ Businesses	Neighboring Residents/ Businesses	
		State/Federal Elected Offiicials	

Other notable tasks undertaken by Public Relations Office (as of February 2012)

- Co-organized a media relations training session (conducted by the VDEM Office of Public Affairs) for applicable town staff, along with employees from Montgomery County, the Town of Blacksburg, and Montgomery County Public Schools.

- Organized customer service training (conducted by VTC State Training Coordinator Bobbie Walker) for 127 town employees

- Created and executed a 1-hour driving 'Tour of Christiansburg' for select job candidates

- Created and launched online "Public Works Request for Service"

- Created and launched "Commend an Employee/Submit a Concern or Suggestion" program (online and paper formats)

- 38 forms now available via www.christiansburg.org

- Streamlined FOIA request process; ensures compliance with applicable laws; organized and posted FOIA FAQs section on website

- Relaunched drive for citizens to sign up for ENS

- Oversaw citizen input survey for F.Y. 2011-12 budget; received over 1100 responses

- Revamped utility service brochure

- When applicable, have begun implementing Quick Response (QR) Codes as a means to direct citizens to additional information:

Action Plan

Objective: Revamp www.christiansburg.org.
Strategy: Contract with CivicPlus for redesign of website; oversee redesign process.
Timeline: F.Y. 2012-13

Objective: Continue to improve content offered via www.christiansburg.org.
Strategy: Comb every website page for inaccurate/out-of-date information and correct; identify areas of website that need additional information; add more listings and related information to capital projects page; seek additional ways to deliver more dynamic, helpful information to website visitors
Timeline: Beginning in March 2012; continuous

Objective: Increase outreach via Facebook.
Strategy: Post updates at least four times a week and add pictures monthly.
Timeline: Beginning in March 2012; continuous

Objective: Increase number of Town of Christiansburg Facebook "fans" to 1000.
Strategy: Continue to deliver dymanic, relevant content to the town's Facebook page and interact with fans who post comments or ask questions in a timely manner.
Timeline: By July 1, 2012

Objective: Implement social media management tool to coordinate timing of posts
Strategy: Investigate applicability of Hootsuite or other similar social media management tool.
Timeline: March/April 2012

Objective: Consistently send at least 10 press releases a month.
Strategy: Continue to communicate with all town departments to identify information in need of release, ranging from upcoming holiday schedules and events/classes to crime-related information and longer positive pieces.
Timeline: Continuous

Action Plan (continued)

Objective: Continue to increase citizens' positive perceptions of the Town.

Strategy: A) Write at least one positive press release/story about 'extracurricular' Town-related activity every month; publish online and pitch to local news media
B) Continue to streamline online posting procedures and publicize public meetings and any changes to town-provided services as soon as possible

Timeline: A) Beginning in March 2012; continuous B) Continuous

Objective: Hold at least three public information/input sessions annually

Strategy: Identify issues/projects in need of concerted efforts to inform citizens and/or gather citizen input; hold applicable meetings. Examples of issues/projects could include seeking citizen input on changes they'd like to see to the budget input/information dissemination process, upcoming capital projects, complex or controversial issues where the possibility of misinformation is heightened.

Timeline: Continuous

Objective: Ensure seamless dissemination of information 24-7, 365

Strategy: Train part-time public information specialist in all applicable areas to serve as a backup.

Timeline: Beginning in February 2012

Objective: Ensure preparedness for communication during crises and emergencies.

Strategy: A) Practice and achieve level of comfort with existing emergency communication channels
B) Continue to encourage citizens to sign up for the emergency notification system
C) Ensure applicable contacts and information are readily accessible at all times
D) Continue to develop relationships with other government PIOs to establish informal mutual aid capabilities
E) Investigate superior means of delivering emergency communications with citizens
F) Complete IS300 training through FEMA/VDEM
G) Participate in Town-/Region-wide table top exercise

Timeline: A-E) Continuous; F) October 2012; G) TBD

Action Plan (continued)

Objective: Investigate opportunities for improved internal communication.

Strategy: Work with town manager to assess viable means of reaching all internal stakeholders on a regular basis to keep them informed regarding applicable issues. Potential strategies may include email updates from the town manager or public relations officer, printed information, all-staff meetings, word-of-mouth from department heads, etc. The possibility of developing an intranet as a means of conveying information will also be explored.

Timeline: Beginning in March 2012; continuous

Objective: Continue to prepare applicable staff regarding strategic media relations.

Strategy: Coordinate additional strategic media relations training for applicable staff who were unable to attend F.Y. 11-12 training; continue to ascertain questions to be posed by news media and monitor interviews to ensure they stay on-message; continue to advise and prep staff regarding messaging before they speak to the news media or to the public

Timeline: F.Y. 2012-13 for media training; otherwise continuous

Objective: Ensure all employees know applicable protocols for a response if approached by members of the news media

Strategy: Develop and disseminate brief guide that includes contact information for public relations office and protocols to adhere to, as requested by specific departments.

Timeline: By May 2012; revise as applicable

Objective: Coordinate communication between public relations office and other town departments.

Strategy: Continue to foster strong relationships with all departments and encourage inclusion of the public relations office early in conversations/situations. This will help ensure shared knowledge and a consensus regarding the planned approach for dissemination of information.

Timeline: Continuous

Action Plan (continued)

Objective: Ensure cohesive, accurate, and professional image of the town is displayed.

Strategy: Monitor applicable marketing and news websites and publications; correct inaccuracies and/or suggest additional information, etc. Become or remain involved in creation/editing of Town marketing materials, letters, notifications, advertisements, etc.

Timeline: Continuous

Objective: Provide useful information in every utility bill message section

Strategy: Maximize the 32 character x 4 line space on each utility bill that the Town can include free of charge by anticipating the most important information that should be shared with citizens for the following two month period.

Timeline: Continuous

Objective: Send out at least three utility inserts with useful/important information to citizens.

Strategy: Contact departments well in advance of submission date to assess importance of upcoming events/issues that citizens need to know about. If the information is too detailed to include in the complimentary 32 character x 4 line space, include it in a utility insert.

Timeline: Pending budget approval beginning F.Y. 2012-13

Objective: Publish and disseminate garbage collection schedule for calendar year.

Strategy: Create insert for utility bill and print additional copies for residents who do not receive a utility bill; publish on the Town's website.

Timeline: March 2012

Objective: Pursue printed stories in additional publications.

Strategy: Identify issues/projects/topics of interest to share via additional outside publications that bring value to and show Christiansburg in a positive light.

Timeline: Beginning in May 2012; continuous

Action Plan (continued)

Objective: Pursue opportunities for dissemination of applicable information via the Montgomery County Public School system.

Strategy: Consult and coordinate with MCPS PIO to determine requirements and feasibility of reaching student audiences; identify and deliver applicable information as appropriate.

Timeline: March 2012; continuous

Objective: Continue to make Town Hall more approachable to citizens/visitors.

Strategy: Coordinate make-up customer service training and conflict management training; continue to provide superior customer service to all stakeholders encountered.

Timeline: February-April 2012; continuous

Objective: Evaluate potential for incorporating online citizen engagement/input tool into website; implement if feasible

Strategy: As a means to encourage citizen input and promote accessibility to Town issues, analyze feasibility of incorporating single-question surveys into the Town website via SurveyMonkey tool/software. Timely input regarding items currently under consideration by Town Council would specifically be sought. If necessary, evaluate potential alternatives to SurveyMonkey. If utilized, all feedback will be forwarded to Town Council prior to each meeting.

Timeline: April-May 2012; potential for continuous

Future Considerations

Twitter

Pros: Another tool to reach audiences via social media; quick updates are easy to post and could be simultaneously managed via Hootsuite; fosters interaction with followers; tweets can be retweeted and carried to a wider audience

Cons: Must be able to make a commitment to extremely frequent updating in order to gain and maintain relevance; audience may 'demand' immediate information when it may sometimes be inappropriate to comment at that time; limited audience - as of 2011, only 13% of adult online audiences use the service.* At best, the Town would only reach approximately 2,103 residents (13% of the Town's adult population) if every citizen who used Twitter followed the Town.

Anticipated time commitment: 5+ hours/week

Other outreach via social media/smart phone apps

Pros: Would be on the cutting technological edge of information dissemination practices; would appeal to residents who desire e-communication to receive information and find out more

Cons: Choices of apps/outreach platforms could have extremely limited audiences and/or the platform could fail to be the 'next big thing,' thus leading to an irrelevant delivery method that does not maximize efficiency and reach; would not appeal to more traditional audiences and may even alienate those 'just trying to keep up'; preliminary research indicates most platforms are similar to Twitter but still lack broader appeal

Anticipated time commitment: 5+ hours/week

*"Twitter Update 2011" from www.pewresearch.org.

Future Considerations (continued)

Relaunch/remodel Town blog

Pros: Develop following via social media platform. Relaunch - Provide opportunity to explain additional Town departments in detail. Remodel - Provide opportunity for more conversational commentary on Town issues, projects, and programs.

Cons: Time intensive; must be updated frequently in order to maintain relevancy. Relaunch - will eventually run out of topics if only writing about Town departments.

Anticipated time commitment: Relaunch - 10+ hours/month; remodel - TBD, but could readily be 10+ hours/month

Online newsletter

Pros: Succinctly delivers news content to subscribers in a single electronic document; no printing costs, though specific costs for software/program to create newsletter are unknown at this time.

Cons: Time intensive; a comparable professional newsletter published daily by Virginia Tech utilizes one full-time staff person and assistance/contributions from numerous other departments across campus; may have weak content if published too frequently and stale content if published too infrequently. Citizens can already receive all news content from the website by signing up for the News & Announcements Notify Me function.

Anticipated time commitment: Up to 30+ hours a week if published daily

Newsletter in utility bill

Pros: Reach approximately 9400 households/businesses in Town via relatively cost-effective means; will directly reach (almost) all citizens, regardless of whether they utilize the Internet and/or subscribe to the newspaper or not

Cons: Difficult to adequately anticipate all relevant content up to 2.5 months in advance; cost at least $3600 annually; not environmentally friendly.

Anticipated time commitment: Approximately 10 hours/month

Future Considerations (continued)

Periodic mailers to citizens

Pros: Will directly reach all citizens in Christiansburg, regardless of whether they use the Internet, subscribe to the newspaper, watch TV, or receive a utility bill

Cons: Expense; not environmentally friendly

Anticipated time commitment: 2-10 hours/mailer

Advanced ENS outreach capabilities

Pros: All vendor specific - Ease of use in creating and launching an ENS call, regardless of location; additional means of contacting citizenry via text, email, etc.; advanced notification capabilities via smartphone apps; work-load for keeping phone number database and mapping correlations updated shifts to vendor; no equipment to purchase or maintain; ability to test system at no cost to Town; subscribers have ability to manage their subscription themselves and select what types of calls they wish to receive; subscribers are automatically added to the phone number database with no multi-month lag time, as presently exists

Cons: Approximately $ 15,000 annually that is not presently budgeted; possibility of having to convert information a third time if the Regional 911 center includes a joint ENS program and a different vendor is chosen

Anticipated time commitment: Emergency specific

PEG (cable access) channel

Pros: Allows delivery of visual content that can be programmed however the Town wishes; productive format for reaching senior populations; could deliver Town Council meeting videos, interviews, information/event announcement slides, etc. directly into citizen's homes, depending on choice of programming

Cons: Expensive equipment to purchase ($ 13,000+) and maintain; according to Shentel, proper infrastructure is currently lacking and the cost to install is not written into existing cable franchise agreement; separate agreement with Cox Communications must be obtained in order to reach all cable subscribers within Town limits; citizens must have cable in order to view the channel; time intensive, with time commitment positively correlating to level of dynamic content

Anticipated time commitment: 10+ hours/week (minimum)

Future Considerations (continued)

TVs in common waiting areas of Town facilities with looped content

Pros: Provide informational content to visitors/those waiting in line at Town facilities via looped informational programming/videos/slides; potentially more cost effective than PEG channel

Cons: Cost of equipment/programming software; limited audience

Anticipated time commitment: 5+ hours/week, depending on content choices

Expanded use of surveys

Pros: Garner additional public input and gauge opinions on a wider scope of issues facing the Town; help convey that citizen opinions are welcome and useful; make more use of existing SurveyMonkey account

Cons: Too many surveys can cause the tool to lose its effectiveness

Anticipated time commitment: 10+ hours/survey (including promotion of survey)

For more information about this plan, please contact:

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