



Legislation Text

File #: 16-0249, **Version:** 1

Summary

To: Mayor and Commission
From: Chelsey Gordon
Date: 12/1/2016

Subject:
2016 Communications Survey Results

Summary:

In March and April, a communications survey was sent out to residents via a mailing, the town's website, social media, and an email blast. The intent of the survey was to better understand the communication preferences of our residents. This includes how residents would like to receive town information, preferences on communicating a concern to the town, what topics/issues they would like to hear more about, and overall feelings about current communication efforts. This informal survey created a baseline for town staff to evaluate current and future communication practices.

The results are presented in the attached file. General findings suggest that 79% of residents are satisfied with current communication practices but would like them to be more publicized and regularly updated. The majority of residents are currently receiving town information via the newspaper or word of mouth but would ultimately prefer news through email blast or utility mailings. Although the Code Red notification system was not listed in the survey, written comments suggested residents would also prefer to receive their information through that system. Residents also would prefer to communicate concerns to the town via phone or email. Public Safety, Road Construction, and general news are all topics residents wish to know more about.

This information was put into the town's strategic communications plan and are reflected in the plan's goals, strategies, and actions. Currently staff is working on a website redesign to enhance and improve current website functions, an email blast system through the website, and improvements to the Code Red notification system. Future plans also suggest looking at implementing a quarterly resident newsletter.

Previous Commission Action: None.

Background/Problem Discussion: None.

Expenditure Challenges None.

Financial Implications: None.

Recommendation: None. Discussion item only.

Proposed Motion None. Discussion item only