

Town of Farmington

COMMUNICATION IMPLEMENTATION PLAN

JUNE 11, 2019

TOWN MANAGER GOAL # 22

To appoint a working group to determine what a future ad hoc committee to improve communication and transparency would focus on.

- Report presented to Town Council on February 13, 2019 outlining examples of current initiatives and potential next steps.
 - Town Council determined that a committee is not required
 - Town Council requested action items & timeline of communication plan implementation.
- Town Council funds additional newsletters & PT Communication position in FY 2019-2020 budget



Communication Action Items & Timelines

Item	Status	Action Plan Category	Cost	Timelines
Conduct focus groups/workshops to solicit feedback on how residents communicate.	Planning Phase	Public Engagement	Supplies- \$100	Internal & External Interviews (August- December 2019)
Research and analyze a new platform for emergency & communication notifications- Everbridge is outdated	Planning Phase	Platforms	\$7,500	Not funded- FY 2020-2021
Research and analyze a community engagement platform- public participation website for Town projects/initiatives (include surveys, documents, timelines, Q&A, etc.)	Planning Phase	Platforms	\$20,000 - \$30,000	Not funded- FY 2020-2021
Prioritize information that needs to be more prominent on the website	Completed	Publications	\$0	Complete/Ongoing
Archive newsletters, annual reports, and budget information, rather than just posting the previous year	Completed	Publications	\$0	Complete/Ongoing
Develop a template to evaluate the level of engagement required for each Town project/initiative to ensure the appropriate level of communication is achieved	Planning Phase	Process	\$0	July 2019-January 2020
Link documents, reports, and presentations given to Town Council and use as communication tools	Completed	Publications	\$0	Archives complete- ongoing
Explore different ways to disseminate information to the public	Execution Phase	Public Engagement	TBD	Ongoing
Simplify long and complicated documents for easy understanding (ex: Town Budget)	Planning Phase	Publications	\$0	Ongoing
Part Time Communication Specialist Position	Execution Phase	All	\$20,000	Complete, funded beginning 7/1/19

COMPLETED ITEMS

Prioritize information that needs to be more prominent on the website.

- The “In the Spotlight” and the “Current News” section of the website have been updated to include the most relevant information, making it easily accessible for residents to find.
- Update the “Popular Links” Section to include “FHS Building Project Updates”
- Economic Development updates on the Town website

COMPLETED ITEMS

Archive newsletters, annual reports and budget information, instead of just posting the previous year

- The following newsletters have been archived on the website: Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018
- The following annual reports have been archived on the website: FY 2016-2017, FY 2015-2016, FY 2014-2015, FY 2013-2014
- The following budgets have been archived on the website: FY 2018-2019, FY 2017-2018, FY 2016, 2017, FY 2015-2016, FY 2014-2015

COMPLETED ITEMS

Link documents, reports, and presentations given to Town Council and use as communication tools.

- A “Document Central” page has been added to the Town Council’s subpage of the Town Website. Beginning July 1, presentations and documents, such as the infrastructure report, will be in a centralized location for easy access.
- The "Document Central" page serves as a repository for reports and documents for the Town Council

COMMUNICATION IMPLEMENTATION PLAN

Publications

Platforms

Process

**Public
Engagement**

PUBLICATIONS

- "Publications" refers to anything the Town produces- written, verbal, video, etc.
- The overall approach to publications has changed:
 - Simplifying long and complicated processes, information, publications, and presenting them in a way that is clear, concise, and easy to understand
 - Modernize existing documents
- New approach has already been implemented for various initiatives (ex: High School, Green Efforts, Economic Development, Capital Planning)
- Looking to implement for the entire organization (Process)

PLATFORMS

- Using newer technology to communicate
- Keeping up with technology & changing when they change
- Examples of platforms:
 - Emergency notification platform
 - Community engagement platform
 - Social media platforms

PROCESS

- Goal of the communication plan is to determine the best way to communicate information to the public
 - Evaluate the information that needs to be communicated to the public for each Town department
 - Determine the communication strategy to get this information to the public
 - Create publications to communicate this information
 - Simplify documents/ clear & concise
- Economic Development Example

PUBLIC ENGAGEMENT

- Once we have determined what information we need to communicate with the public; we need to learn how the public wants us to communicate with them.
- Conduct focus groups/workshops to solicit feedback on how people want to communicate and to verify that the information we are communicating is relevant
 - Town needs to be nimble and adaptive
 - Understand that not every resident communicates the same way

CONCLUSION

- Our philosophy on communication has changed:
 - Must be more adaptive, nimble, and willing to change
 - Embrace technology
 - Create concise publications -- proactive vs. reactive
 - Modernize existing publications
 - Verify information we are producing is relevant
- We need to have a communication plan that includes policies and process