

7. Strategic and Inclusive Public Services

7.2 Provide Effective Community Communications

Objective

Reach all members of your community through strategic communication.

What to Do

All elements must be completed to receive credit.

1. Inventory existing communication channels and assess their effectiveness.

Submit: A copy of your communications inventory.

E-911 Communications Center is the most important form of communication during and emergency.

The Greenwich Police Department E-911 Communications Center, has the capability to capture information immediately from a phone on which the caller is dialing 911. In situations where a child or someone frantically calls for assistance, the system will display the name, location and telephone number of the caller.

The communication staff consists of sixteen (16) trained civilian dispatchers that include two (2) Lead Dispatchers who oversee the daily operations of the Communication Center.

During the emergency situation, the number to call is (866) 245 4260. This is Emergency Message System for information only and activated during a declared emergency

On August 8th 2018 Town of Greenwich launched a new website www.greenwichct.gov. This new and improved tool quickly became the best and the most efficient way of communication between the town government and the public. Available options include the ability to text, post questions or comments, and submit complaints. The new website is not limited only to the government operations, but it is open to the events and happenings throughout the community and local organizations. In addition to the new website, the public is able to use a well-established email and phone system.

Greenwich Community Television, GCTV is used to record all major public meetings and hearings, keeping the public informed in the comfort of their homes.

<https://www.greenwichct.gov/> and <http://greenichtv.org/>

Local press and radio station remains as strong and important tools of communication in town. AM 1490 WGCH is a radio station licensed to serve Greenwich, Connecticut. The station is owned by Rocco and Susan Forte, through licensee Forte Family Broadcasting, Inc. It airs a News/Talk format. <http://www.wgch.com/desktop.php>

Greenwich Time – printed and delivered daily <https://www.greenwichtime.com/>

Greenwich Sentinel – weekly <https://www.greenwichsentinel.com/2018/07/19/greenwich-celebrates-founders-day-at-historic-feake-ferris-house/>
Greenwich Free Press – online news and entertainment <https://www.facebook.com/JHFDRV/>
Serendipity – magazine – parties and entertainment <https://serendipitysocial.com/greenwich/>
Greenwich – magazine – real estate and entertainment <https://serendipitysocial.com/greenwich/>

2. Engage community stakeholders in the process of developing a communications strategy to target audiences across your community. Outline how, when, and where you will make information publicly available. Describe how you will create and manage an accessible website and social media pages, an easily updatable community events calendar, and consider establishing a two-way communication channel for citizens to post content. Describe what type of information you will convey via printed or electronic brochures and booklets and why this is the best channel for such information.

Submit: A copy of your communications strategy.

The new website for the Town has been in works for the last year. Its final shape and form is a result of a joint effort of all department heads and community involvement. All department heads were trained and are able modify the information posted on the website. This way, the information is always up to date and does not need outside involvement of the website coordinator. The public has a chance to subscribe to agendas and newsletters as well as receive a notification about any posted changes to the ongoing projects. The new calendar includes not only the governmental meetings, but also educational/recreational events in town.


As stated above, the new website has the ability of two-way communication. The public is able to post comments or submit questions and/or requests to any of the Town of Greenwich departments using “Report a Problem” option found on the main page: <https://www.greenwichct.gov/848/Service-Request> . After being received, the question(s) and comment(s) are responded to by one of the assigned staff members. The public may also request to be notified via “Notify me” option: <https://www.greenwichct.gov/list.aspx>

Not only most of the departments maintain a Facebook page, but also many of the events organized by the Town are posted on the Facebook pages. <https://www.facebook.com/GreenwichConservationCommission/> , <https://www.facebook.com/events/332837000542820/> , and <https://www.facebook.com/GreenwichPolice/> The Town of Greenwich has a Facebook page: <https://www.facebook.com/townofgreenwich/> and Instagram <https://www.instagram.com/explore/locations/214066458/greenwich-connecticut/?hl=en> . The Town of Greenwich has also a Twitter account: <https://twitter.com/greenwichfirst?lang=en>

The main page of the new website has a calendar which is divided into “Greenwich Events” and “Public Meetings”: <https://www.greenwichct.gov/> There is an option to subscribe to iCalendar and also to be notified about events and meetings.

It appears that people spend more and more time on the front of their computer and cellphone than watching TV and reading a newspaper. Electronic form of information is fast and very reliable. The Town of Greenwich works very hard to reduce the waste by limiting printed information. Brochures and flyers could be easily read on cellphone and more accessible than posted on a community board. Here are some examples of brochures and flyers posted on the website: <https://www.greenwichct.gov/DocumentCenter/View/6709/greenwich-bag-ordinance-effective-09-122-2018-flyer> , <https://www.greenwichct.gov/DocumentCenter/View/6709/greenwich-tree-conservancy-you-cant-unchop-a-tree>, etc.

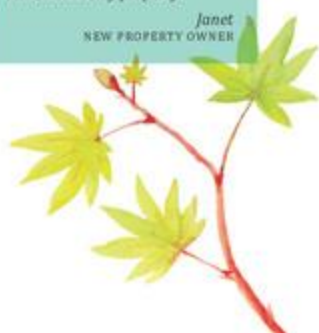
You Can't Unchop a Tree • You Can Protect It



DON'T LET THIS HAPPEN TO YOU...

"I wanted a new path at my house and before I knew it my landscaper had taken down trees I didn't realize I was losing. If I had been on-site when the work began, I would have been able to talk to my contractor about his plans to remove a number of trees. I have since learned that it will take 50 years to have that canopy back. The trees were one of the things I loved about my property."

Janet
NEW PROPERTY OWNER



WHAT YOU NEED TO KNOW

The **PLACEMENT OF TREES** is very important; trees protect each other. Clear-cutting weakens and can kill more than just the trees you remove.

Proper **SELECTION OF TREES** can help protect against:

- Flooding
- Power outages
- Damage to your property

DIVERSITY helps to protect your trees. Plant a variety of trees rather than growing a monoculture. Choose trees that are better designed to withstand:

- Blights
- Beetles
- Strong storms


PLANNING FOR CONSTRUCTION

Talk with your Architect, Engineer and Landscape Designer about which trees you want to save.

Make sure that septic and drainage systems are designed around savable trees.

Care should be taken to avoid:

- Compaction
- Damage from machinery
- Cutting across root zones when installing utility pipes
- Flooding of root systems




Protective fences should be erected as far out from the trunks of trees as possible to protect the root systems.

PROPER MAINTENANCE

Speak to your landscape and tree professionals about the proper care and feeding of both saplings and mature trees.

Make sure that irrigation heads are located where they will not hit your trees with every rotation.

VOLCANO MULCHING, pictured below, deprives your tree of oxygen and makes it vulnerable to pathogens, which may cause the tree to die. Use proper mulching techniques to keep mulch 2"-3" from the tree trunk. More than 3" of mulch prevents water from reaching the soil.



3. Implement your communications strategy.

Submit: Proof of implementation, such as examples and hyperlinks.

The above communication strategies specified in the attachment. See attached Civic Engage Module GCT pdf were implemented on August 8, 2018 which was the day of launching the new website for the Town of Greenwich. <https://www.greenwichct.gov/>

What is a Module?

A module is a building block of dynamic information. The CivicPlus Government Content Management System displays information in two places: Pages and Modules. Pages display static content that are updated and added to when necessary, Modules populate dynamic information that is linked throughout the site and related to the appropriate pages. Additionally, many modules have subscription options for your customers, allowing them to subscribe to updates to the calendar, agendas, etc. Information in Modules is generally brief and responsive to specific customer needs. This allows modules to be very use specific: events for the calendar, alerts for the alert center, agendas in the agenda center and so on. Modules are generally organized hierarchically by categories, which are populated with items. Often administrative users are given access to specific categories that fit their role, and permissions support this structure. Read about the various Modules and learn about how they can help you.

Agenda Center

The Agenda Center offers an uncomplicated way to create and display agendas for various civic organizations. The agenda Center can create agenda templates for repeated use, work flows to insure agenda accuracy, and the ability to enter minutes directly into each agenda. This functionality is combined with the ability to customize both the creation and organization of the Agenda Center.

Alert Center

The Alert Center graphically shows when there is an emergency / important notification in the area. Notifications or updates can be sent out through email and / or text messages from the Notify Me module.

Archive Center

The Archive Center module allows you to sort and store date sensitive documents in various lists that allow your users to easily find the specific document they are looking for. This is perfect for Reports, Budgets, and Newsletters. You can also create links for the “Most Recent” item as well as a page for viewing all items in the category. That link does not need to be changed when you upload something; it’s always current.

Bid Postings

The Bid Postings module provides a simple and easy to use method of posting your bids to the public. You can provide details about each bid, “attach” various documents to the bid posting, and even allow users to sign up to be notified when a new bid becomes available.

Blog

The Blog module opens up lines communications between administrators and citizens, increasing government transparency and citizen interaction.

Calendar

The Calendar allows you to post future events so your citizens can be aware of what is happening in your organization. You can also create multiple calendars for your departments and divisions so the main calendar is not as cluttered. People can subscribe to your individual calendars so when you post a new event, they will get an email with a brief description and a link to the full posting on your website. There is even a way for people to subscribe to your calendars through their own internet calendar like Google or Yahoo. When you update your calendar, their online calendar is automatically updated with the new event.

Community Connection

The Community Connection Module allows the public to connect with each other. They can create their own groups, post comments, and vote for any of the discussions that might be happening on the site.

Community Voice

The Community Voice Module allows your organization to create categories that citizens can post ideas to that will help innovate new ideas and discussion for improvement.

Document Center

The Document Center module houses your documents, forms, and other files that your users will need to access. You can create many different folders and sub-folders to organize your documents by department and division. Typically we won't direct site visitors to the document center; we will put a link to a specific document on a web page, FAQ Question, or Calendar event that will open the document without having to see the folder list.

Facilities & Reservations

The updated Facilities module has the options to allow the public to submit their events on to a calendar and submit facilities to be added. There is a custom registration form, updated calendar with reservations, can be connected to your online payment system, and an updated slideshow manager.

FAQs

FAQs are used to answer the most frequently asked questions about your organization directly from your website. This helps to cut down on phone and foot traffic. You can create multiple categories of FAQs so each department and division can have their own in order to help organize the FAQs and make them easier to locate by your users.

Forms

The Forms module is connected to the Request Tracker module, allowing you to create custom forms for each request/concern you'd like residents to submit online.

Form Center

In the Form Center you can create online-fillable forms from scratch using simple drag-and-drop functionality. Note: Form Center is not secure, so any form that asks for secure information such as Social Security Numbers, HIPPA-protected information, bank account information, etc., should be revised to not include that information or should not be built in the Form Center module.

Info Advanced

Info Advanced is an area on the website that is created for special features that a client wants to add to their website, like a Mayor's Corner, contact information boxes, advertising, etc.

Job Postings

The Job Postings module allows you to post available jobs and their details in a very easy to access manner. There are also options in this module to allow the user to download a job application, subscribe to new job posting notifications, and email their resume to the person of your choice. There is also a link to our Online Job Application that is very similar to Monster.com or CareerBuilder.com. It will walk the prospective employee through an interview process that will produce a generic job application with all of their information filled out. We can add your logo and organization name to the application, or we can take your existing application and use the Job Application module to fill it out for you (for an additional cost).

My Dashboard

My Dashboard gives website visitors the ability to personalize their dashboard to stay updated on news, events and information they care about. It features drag and drop functionality as well as the use of widgets.

News Flash

The News Flash module allows you to post organizational news items that are important to your citizens right on your home page. You can also create different categories within your News Flash and place them on specific pages as well. Site visitors can subscribe through email to get your updates and announcements as they happen.

Notify Me

The Notify Me module allows users to sign up for email lists that you have created. This allows you to send out a mass email to everyone on the subscription list with just a few easy steps. Bids, Blogs, Calendar, Jobs, and News Flash all have an automatic Notify Me component that needs little input from you. The other side of Notify Me will let you have your own “distribution” email list so you can send electronic newsletters, announcements, and even a “joke of the day” email if you wish.

Photo Gallery

The photo gallery allows you to showcase photos from in and around your organization. We can also turn on the ability for site visitors to upload their own photos (pending confirmation). Very similar to Flickr.com where you will have a slideshow of the photos in your album and site visitors can vote on their favorite pics.

Quick Links

The Quick Links module allows you to place links to related and often requested information directly on the page of your choice. The entire collection of these links is contained within the actual module and is unlimited in the amount of categories and links that you can provide to your users. The links can be to interior pages of your website, to documents and forms, or to outside websites.

Real Estate Locator

The Real Estate Locator module lists residential and commercial properties within the local community. The residential properties are separated from the commercial properties and each have their own search functionality. Community members can post and manage their own real estate listings by setting up their profile and paying a small subscription fee (optional). Once a profile is set up the community member can post and manage their properties 24 hours a day.

Request Tracker - in transition

The Request Tracker allows for follow-up communication between you and the user. You can create as many different categories as you would like in order to help the user locate their specific problem and report it easily. Good examples are “Report a pothole” or “Street light outage” where someone can report the problem and you will communicate through emails sent from the system. You will also be able to see statistics of how quickly requests are being completed by request or even employee.

Resource / Business Directory

The Resource (Business) Directory module allows you to list contact information for businesses in your area, and place them into categories, which makes it easier for the user to locate. Very similar to the “Yellow Pages” section of a phone book with the exception that your staff will create the categories that the listings will fit into.

Staff Directory

The Staff Directory allows you to show a listing of departments and divisions along with their phone numbers on the initial page, and also provide a listing of individual employees and their contact information. Think of this module as the “White Pages” of the phone book. You decide who is or is not listed in the directory and you can list as much or as little information as you want.

Add-On Modules

CivicSend

Our CivicSend Module is a communication system for organizations interested in powerful multi-channel audience engagement via a Template & Quick Message Type. At release, the Template Message Type will allow an admin user to create and send a template to a NFM list via email and text while also having the ability to link the template to a Facebook post; all within one workflow. The Quick Message Type allows an admin user to bypass the template creation stage and quickly send a plain text message to a NFM list via email and text while also having the ability to quickly post the message to Facebook as well.

CivicMedia

CivicMedia allows you to upload your organizations videos to an easy-to-use, easy to navigate place on your website. You can also use the Media Center to stream live video onto the website from your meetings and events.