

Proposed Communications Strategic Plan

February 10, 2020



Background

- Workshops held in March, April & May 2019
- April 2019 Staff Hired
- May 29, 2019 Resolution
- April-June 2019 Research and Assessment
- July 2019 Communications Methods Survey
- August 2019 Work Plan Retreat
- October 16, 2019 Town Council
Presentation/Discussion on Survey Results





Key Principles Guiding This Plan

- We believe in an open and transparent Town government.
- We believe in being the best and most credible source of information about the Town of Falmouth.
- We believe in coordinating a proactive and timely approach to disseminating information that is relevant and useful to residents in a format that meets their needs.
- We believe in fostering positive, respectful, and constructive discourse with residents and stakeholders.
- We believe in promoting positive relationships and establishing productive partnerships, between the Town government, residents, businesses, community organizations, and schools.



Communications in Government

- Delivery of services
- Statutory requirements vs. effective communications
- Effective communication can increase engagement
 - Establishes relevance
 - Encourages participation
 - Solicits feedback
 - Builds consensus when possible
 - Increases resident satisfaction





Current Tactics & Tools

- Public meetings
- Social media (multiple Facebook and Twitter sites)
- E-mails/e-mail blasts/E-Alerts
- Town of Falmouth website
- Videos (online on the website and YouTube)
- Falmouth Community TV
- Automated phone system
- Falmouth Focus newsletter
- Department newsletters
- Posters and flyers
- Newspaper articles
- Paid print advertisements
- Presentations and programs
- Press releases
- Publications (reports, guides, brochures, etc.)
- Handouts at meetings
- Banners and signage
- Town employees
- Residents
- Town Councilors
- Neighborhood Watch and other neighborhood-based groups
- Mass mailings/direct mail
- Reverse 911 call with recorded message
- Special events and programs
- Tax bill inserts
- Online calendars and event postings



Current Strengths & Challenges

- Strengths

- Staff
- Website
- Reach
- Mindset
- Community

- Challenges

- Audience
- Branding
- Volume of information
- Changing technologies
- Expense





Goals of this plan

- Effectively and efficiently inform residents about Town activities, programs, policies, and services
- Improve communications between the Town and its residents
- Increase resident engagement in Town government





Action Steps

Action steps to attain these goals fall under three broad categories:

1. Establish Consistent, User-Friendly Messaging Systems and Communication Processes
2. Utilize New, Expanded, and Updated Communication Methods
3. Increase Engagement in Town's Communication Methods and Reach



1. Establish Consistent, User-Friendly Messaging Systems and Communication Processes

Establishing consistency across departments will project professionalism and competence, set expectations for both staff and the public, alleviate confusion, and facilitate the distribution of reliable information to residents.

- Branding
- Website
- Social media policy
- Crisis communications plan
- Public engagement process

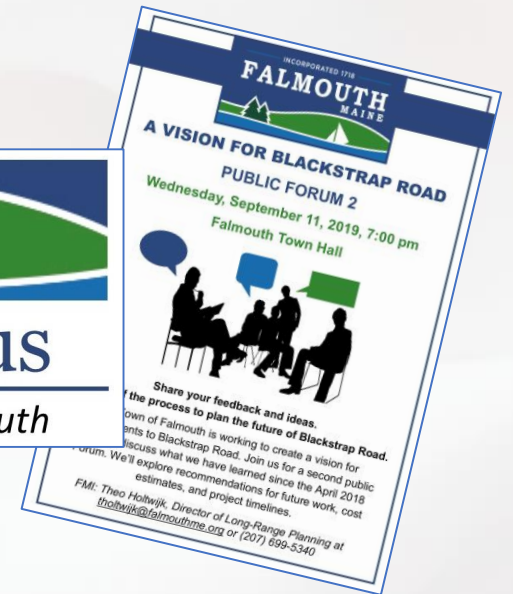
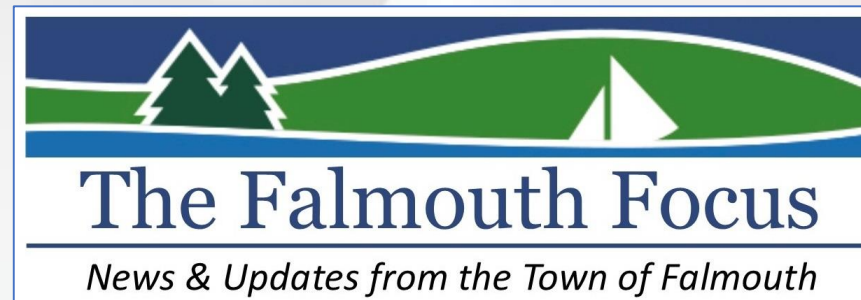




2. Utilize New, Expanded, and Updated Communication Methods

New and expanded communications methods can help the Town reach constituents more easily and effectively, with a wider variety of tools that capture a greater share of residents by engaging them in the method they most prefer.

- Newsletter
- Print advertising
- Website
- Surveys
- Text & phone alerts

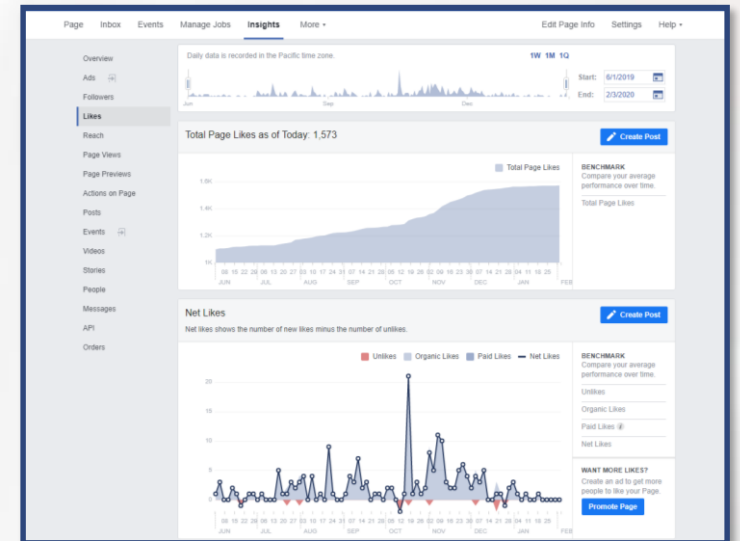


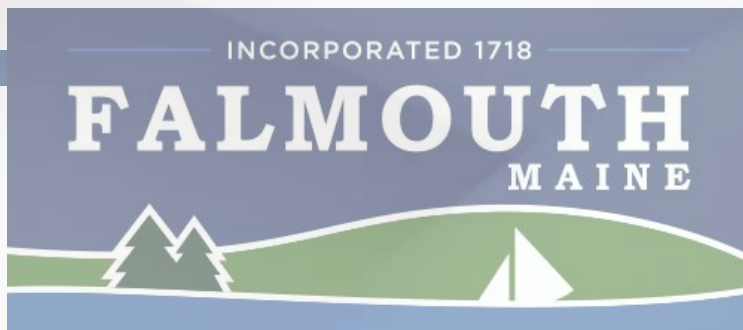


3. Increase Engagement in Town's Communication Methods and Reach

Focus staff and resources to increase and expand communications, engagement, and reach by proactively and accurately communicating information regarding Town programs and services through a framework of unified, layered, multi-pronged communication methods.

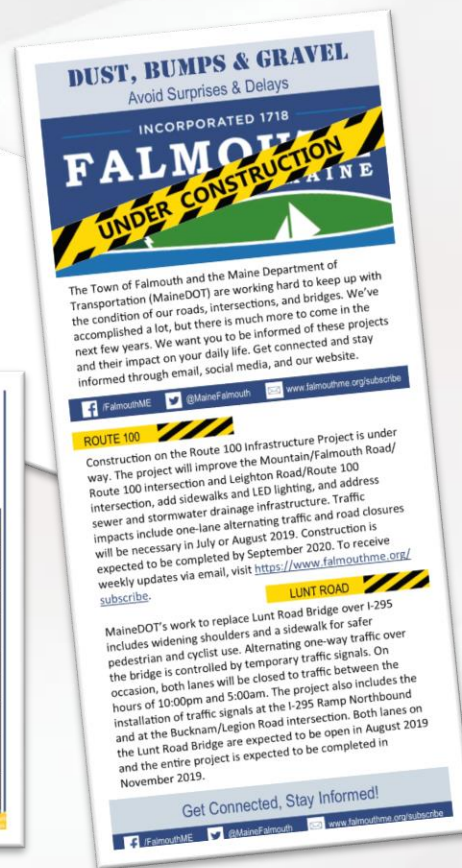
- Regular, timely, consistent, and relevant communications
- Coordinate across departments and platforms
- Use analytic tools to increase social media engagement and E-alert subscriptions
- Promote participation and volunteerism
- Continue partnering in programming and events
- Develop engaging public forum formats that encourage and elicit participation and feedback



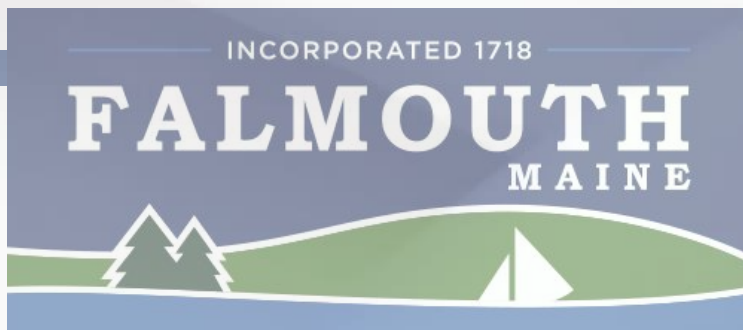


Efforts Currently Underway

Increased Activity
Branding
Weekly Forecaster Ad
Bi-Weekly Newsletter
Website Review
Special Events & Collaboration
Processes
Professional Development



ROAD CONSTRUCTION				
For the most up-to-date information on road construction projects and road closures in Falmouth, visit falmouthme.org . Or, subscribe to E-Alerts at falmouthme.org/subscribe to get updates right in your inbox.				
Project	Type of Work	Location/Notes	Status	September 2019
Burrows St. Improvements	Rehabilitation	Middle Road to Falmouth Road	Done ✓	
Foreville Rd. (Hazel St. Johnson Rd. Avon Rd. Providence Ave)	Reparing	Regular Maintenance	Completion by Mid-September 2019	
Lunt Road Bridge	Bridge Rehabilitation	Lunt Road at I-295 Overpass, DOT Project	Completion by end of 2019 season	
Blacktrap Road Bridge	Bridge Rehabilitation	Bridge over Presumpscot River, DOT Project	Completion by end of 2019 season	
Route 100 Project	Reconstruction	Portland Line to the Lunt Bridge (1.802 north of Mountain Rd) Road Closure 9/9-10/19	To be completed in 2020	
Blacktrap Road	Rehabilitation	Beginning at Mountain Road heading north approx. 4.400	Completion by Mid-October 2019	
Middle Road	Reparing	Lunt Road to the Presumpscot River Bridge, PACTS Project	Begin September 8 Completion by November 2019	
Muirfield Road Rail Crossing	Final Surfacing and Paving	Plan Am Railways Project Road Closure—Thursday, September 12, 7am-7pm	One day only September 12	
Woodville Road Rail Crossing	Final Surfacing and Paving	Plan Am Railways Project Road Closure—Thursday, September 19, 7am-7pm	One day only September 19	
Fordy Road Sidewalk	Sidewalk	Sidewalk Extension and Safety Upgrades	September-November 2019	
Bucknam Road	Reparing	Route 1 to Legion Road, Middle Road to Railroad Tracks	September-October 2019	



Thank You

Comments and feedback may be directed to
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