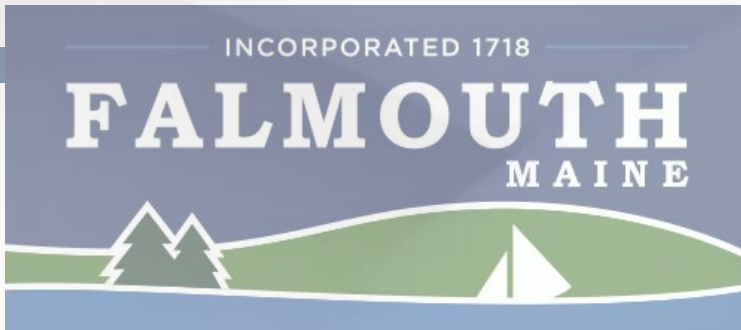


Proposed Communications Strategic Plan
February 10, 2020



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 2019 Town Council Presentation/Discussion on Survey Results
- February 10, 2029 Town Council Presentation/Discussion of Proposed Strategic Communications Plan





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, Twitter & Instagram)
- 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, ordinance review/changes, and services
- Enhance 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

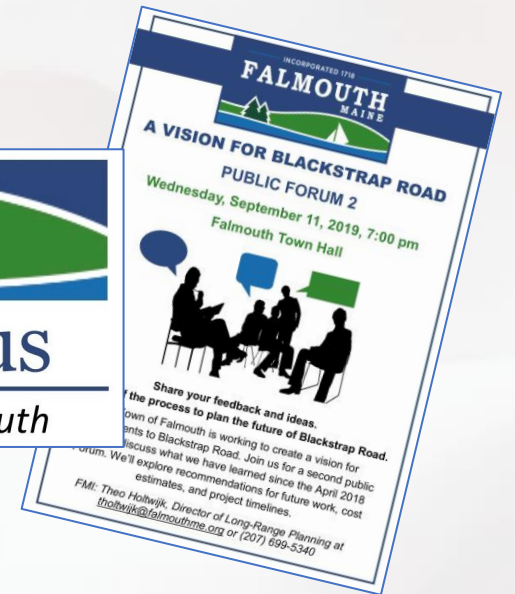
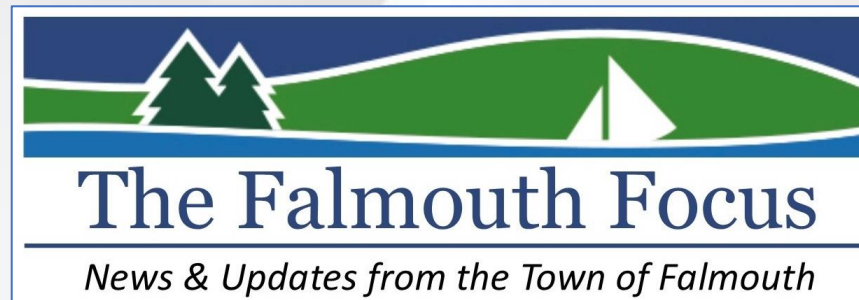




2. Utilize New, Expanded, and Updated Communication Methods

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

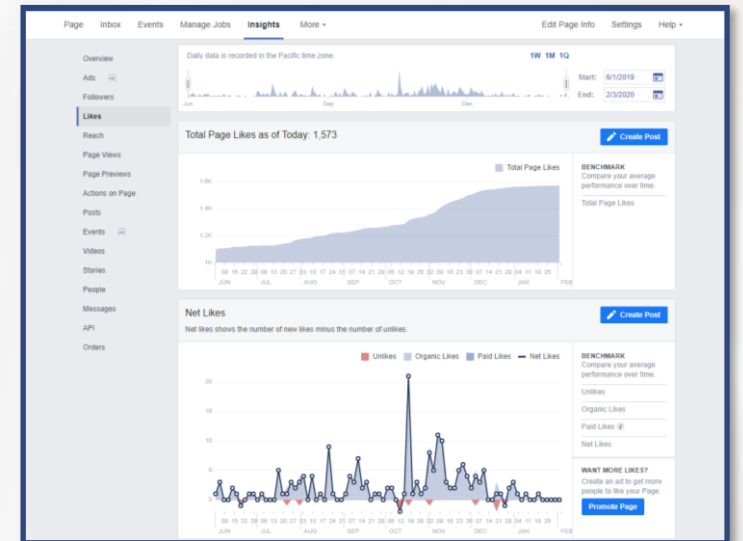




3. Increase Engagement in Town's Communication Methods and Reach

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 & Revision
- 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
Forestry St. Improvements	Rehabilitate	Middle Road to Falmouth Road	Done ✓
Forestry St. Intersect W. Falmouth Rd from Old Woodbury Rd	Regrading	Single Maintenance	Completion by Fall September 2019
Lunt Road Bridge			
Shelburne Road			
Route 100 Phase 1			
Backbay Road			
Maple Road			
Murfield Road/Back Bay			
Woodruff Road/Back Bay			
Punkin Road Station			
Buckham Road			

Budget Meetings & Workshops

The Town of Falmouth will hold the following Fiscal Year 2020-2021 budget meetings at Town Hall:

- March 13, Noon, School Budget
- March 16, 5:30pm, School Budget (to be held at Falmouth Elementary School)
- March 25, 5:30pm, Town & School Budget
- April 1, 7:00pm, Public Hearing
- April 13, 7:00pm, Council Vote to Approve

With the exception of the April 1 Public Hearing, public comment is not typically heard at these budget development meetings. Those who would like to offer input prior to the Public Hearing may contact any Town Councillor or the Town Manager at: falmouthme.org/townmanager. More information and updates will be available at: www.falmouthme.org/finance/pages/ty-20-21-budget.

April 1 Public Hearing on Budget

At the March 9 Town Council meeting, the Council voted to schedule a public hearing regarding the FY2020-2021 budget for both Town and schools to take place on Wednesday, April 1, at 7:00pm in the Council Chambers at Town Hall. The public is encouraged to provide input on the budget during this public hearing. Items under consideration include significant staffing increases for Falmouth Fire/EMS. To offset budget increases, the Council will consider increasing mooring fees at Town Landing and raising the price of Town Trash bags to better align with actual waste disposal costs. The public hearing is an opportunity for residents to weigh in on the proposed budget and accompanying fee increases. The proposed budget can be found online at: www.falmouthme.org/finance/pages/ty-20-21-budget.

Public Hearing Notices

- The Falmouth Town Council will hold a public hearing on Monday, March 23, 2020 at 7:00pm at Town Hall in the Council Chambers to hear public comment on an application for a new liquor license for Madden's.
- The Falmouth Town Council will hold a public hearing on the FY21 Municipal and School Department Budgets on Wednesday, April 1, 2020 at 7:00pm at Town Hall in the Council Chambers.

Take Note

Nomination papers are available from the Falmouth Town Clerk's Office. Residents interested in running for either Town Council or School Board must submit nomination papers with a minimum of 25 and a maximum of 100 signatures no later than 5:00pm Tuesday, April 13. The Municipal election will be held on Tuesday, June 9, for the purpose of electing:

- Two (2) people to the Town Council for three (3) year terms, and
- Three (3) people to the School Board for three (3) year terms.

Rescheduled Short-Term Public Forum, March 18, 7pm

The Town of Falmouth invites the public to participate in a forum discussion regarding short-term results in Falmouth. In the 2019-2020 Council Work Plan, the Council directed the Ordinance Committee to explore options surrounding the development of short-term rental regulations. This research was presented to the Town Council at their January 13 meeting. At the meeting, the Council directed staff to hold a public forum. We encourage the public to join us in this initial conversation and provide feedback on this issue.

Route 88 Intersections Forum 2, March 18, 7pm

This forum will include a review of the Route 88 intersections project (Johnson Road/Town Landing Road/Deer Road Intersections), Forum 1 results, and an opportunity to provide feedback on various specific proposed improvement packages. Project information can be found at: falmouthme.org/2019-2020-council-work-plan. Project information can be found at: www.falmouthme.org/2019-2020-council-work-plan.

Note: Both meetings will be held in the Council Chambers at Falmouth Town Hall, 1441 Maggie Farming, 202-699-3329 or info@falmouthme.org.

Public Forum

The Town of Falmouth and the Maine Department of Transportation (MaineDOT) are working hard to keep up with bridges. We've come in the form of these projects and stay on schedule. To receive information on these projects, visit www.falmouthme.org.

Project is under way on Falmouth Road/Route 100 and address the traffic and road closures situation in 2020. To receive information on these projects, visit www.falmouthme.org.

DUST, BUMPS & GRAVEL
Avoid Surprises & Delays
INCORPORATED 1718
FALMOUTH MAINE
UNDER CONSTRUCTION

The Town of Falmouth and the Maine Department of Transportation (MaineDOT) are working hard to keep up with bridges. We've come in the form of these projects and stay on schedule. To receive information on these projects, visit www.falmouthme.org.

ATTENTION FALMOUTH NEIGHBORS!
IMPORTANT NEWS FROM YOUR TOWN COUNCIL

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MaineDOT's work to replace Lunt Road Bridge over I-295 includes widening shoulders and a sidewalk for pedestrian and cyclist use. Alternating one-way traffic over the bridge is controlled by temporary traffic signals. On occasion, both lanes will be closed to traffic between the hours of 10:00pm and 5:00am. The project also includes the installation of traffic signals at the I-295/Ramoth Road and at the Buckham/Legion Road intersection. Both lanes on the Lunt Road Bridge are expected to be open in August 2019 and the entire project is expected to be completed in November 2019.

APRIL EARTH MONTH EVENTS

- Rhubarb is up
- Spring Peeper Chorus
- Ever heard of Scrit?
- Raccoons are nesting
- Stay connected with nature
- Plant peas
- Join a nature group
- Earth Day 50th Anniversary!
- Red maples flower
- Learn about solar energy
- Tree swallows returning
- Explore Falmouth Land Trust
- Enjoy a Meatless Monday
- Watch the Bald Eagle Cam
- 30th anniversary Friends of Casco Bay
- Trout flies bloom

LIVING LAWN

THE NEW BEAUTIFUL



Communications During COVID-19

- Opportunity to Implement Crisis Communications Plan
- Fast Paced/Immediate Action Required
- Regular Updates
- Inter-Departmental Communications Strengthened
- Fully Utilized Established Channels
- Expanded Reach

Remote Services During the COVID-19 Pandemic

Business Resources During the COVID-19 Outbreak

Senior Resources During the COVID-19 Outbreak

Camper screening for COVID-19

ASK YOURSELF

EMERGENCY MANAGEMENT FALMOUTH 1718

2019 NOVEL CORONAVIRUS (COVID-19) Information and Updates

Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.

Month	Organic	Paid
JAN	~500	~100
FEB	~1000	~200
MAR	~2500	~500
APR	~1500	~300
MAY	~1000	~200



Thank You

Comments and feedback may be directed to
Erin Cadigan at ecadigan@falmouthme.org or
207.699.5346