

Communications Survey Report November 2020



Communications Method Survey

- Distributed in October
 - Mailed to all residents in October
 - Promoted on social media & *Focus*
 - Advertised in *Forecaster*
- 201 respondents
- 47% answered via the hard copy

FALMOUTH MAINE
INCORPORATED 1718

Falmouth Communications Survey
How are we doing?

Over the past year, the Town of Falmouth has made communicating with residents a priority. Among other initiatives, we have increased the frequency of public forums/discussions, E-Alerts, social media posts, and print mailings. In addition, we launched a bi-weekly digital newsletter, *The Falmouth Focus*, and began placing weekly notices in the *Northern Forecaster*. We'd like to know how effective these efforts have been in keeping you informed about Town business. Please take a moment to complete the form below or take the survey online at: www.surveymonkey.com/271falmouthcommunicationsurvey. Completed surveys can be dropped off at Town Hall or mailed to: Town of Falmouth, 271 Falmouth Road, Falmouth, ME 04105. Please submit surveys by October 30, 2020.

1. How knowledgeable do you consider yourself to be about Town business? Choose one.
 Extremely Knowledgeable Very Knowledgeable
 Only Slightly Knowledgeable Not Knowledgeable At All
 Somewhat Less Knowledgeable Moderately Knowledgeable

2. Compared with a year ago, how would you rate your knowledge of Town business? Choose One.
 Much More Knowledgeable Somewhat More Knowledgeable
 Somewhat Less Knowledgeable Much Less Knowledgeable
 Increased Personal Interest Same Level of Knowledge
 Other Communication Efforts Made by the Town Unsure

3. If you stated "Much More" or "Somewhat More Knowledgeable," what would you attribute this change to?

4. Rank the frequency with which you rely upon the following delivery methods for gathering information from the Town.

Delivery Method	Most Frequently	Very Frequently	Frequently	Sometimes	Not At All
Town Website					
Facebook					
Twitter					
E-Alerts Via E-mail					
The Falmouth Focus E-Newsletter					
Advertisements in The Forecaster					
Town Council Meetings					
Town Meeting Minutes					
Public Forums/Discussions					
Fact Sheets/Brochures					
Cable TV Channel Announcements					
Information Mailed to Your Home					
Other					

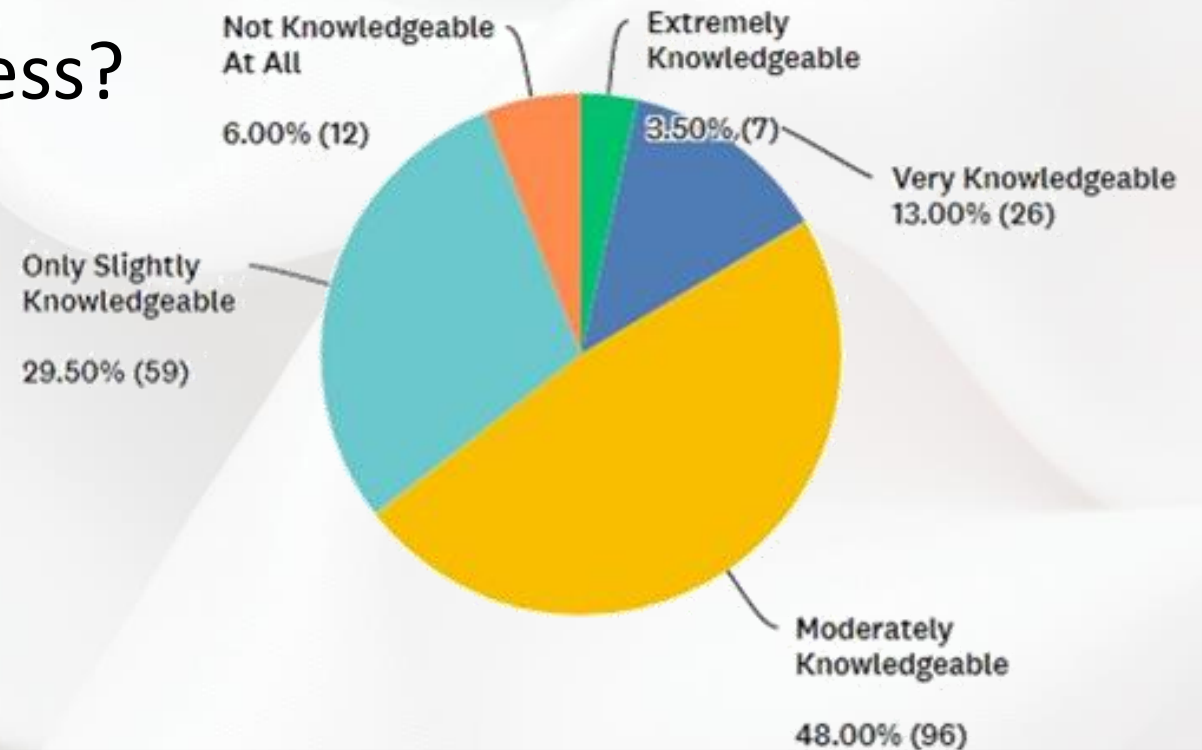
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Survey Results

How knowledgeable do you consider yourself to be about Town business?

- 64.5% said they were Extremely, Very, or Moderately Knowledgeable
- 35.5% said they were only Slightly or Not Knowledgeable at all

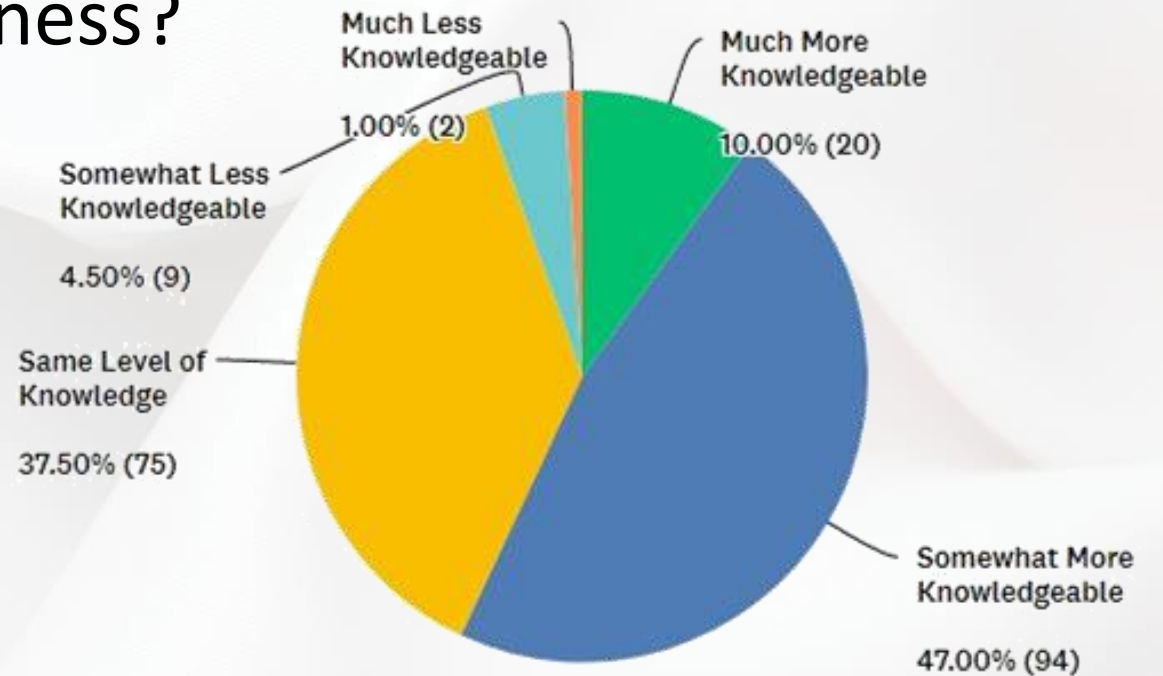




Survey Results

Compared with a year ago, how would you rate your knowledge of Town Business?

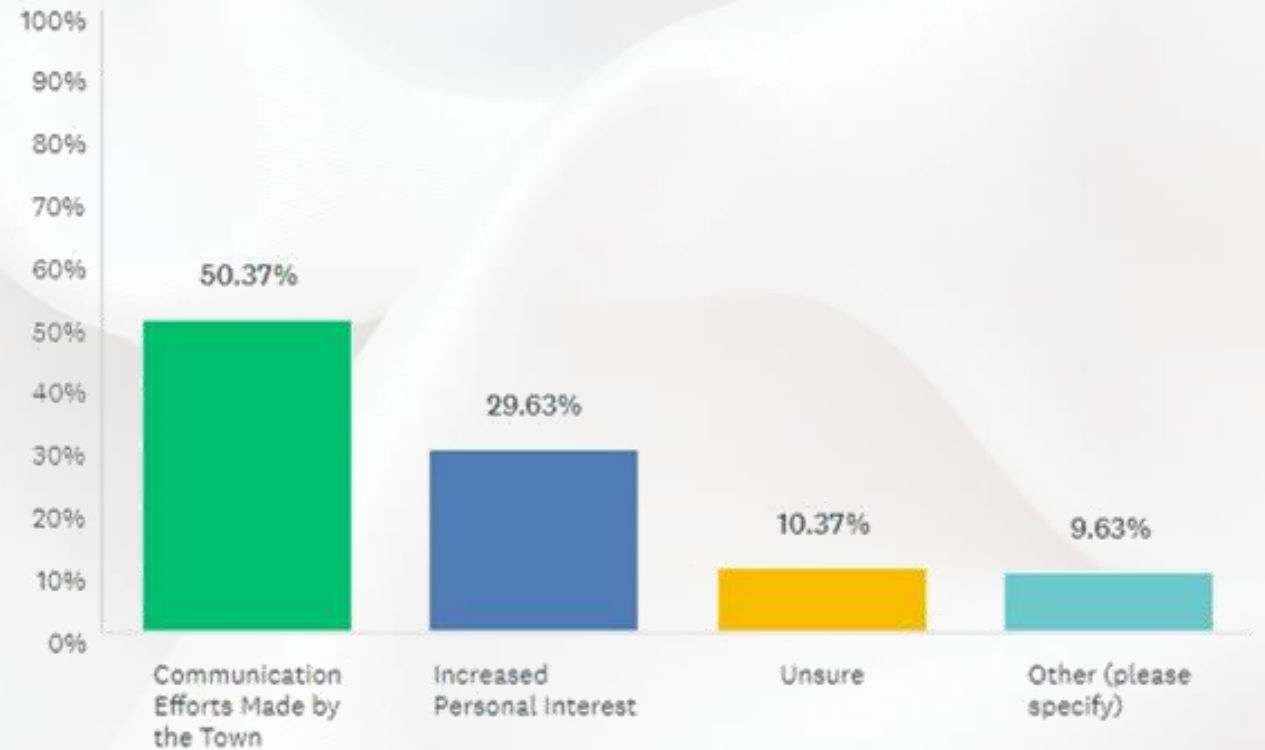
- 57% said they were Much More or Somewhat More Knowledgeable
- 37.5% said Same Level
- 5.5% said they were Somewhat Less or Much Less Knowledgeable





Survey Results

If you stated “much more” or “somewhat more knowledgeable,” what do you attribute this change to?

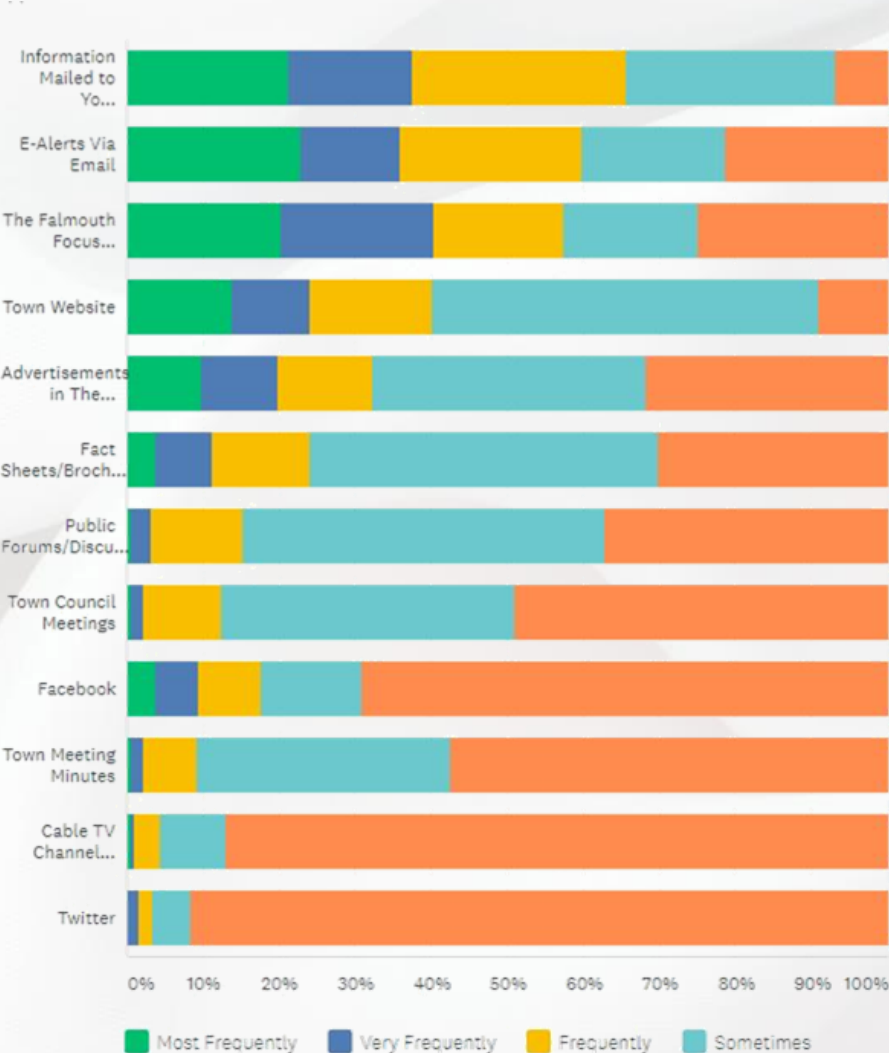




Survey Results

Frequency with which you rely on the following delivery methods.

- Mailed Notices (66%)
- E-Alerts (61%)
- *Falmouth Focus* (57%)
- Website (40%)

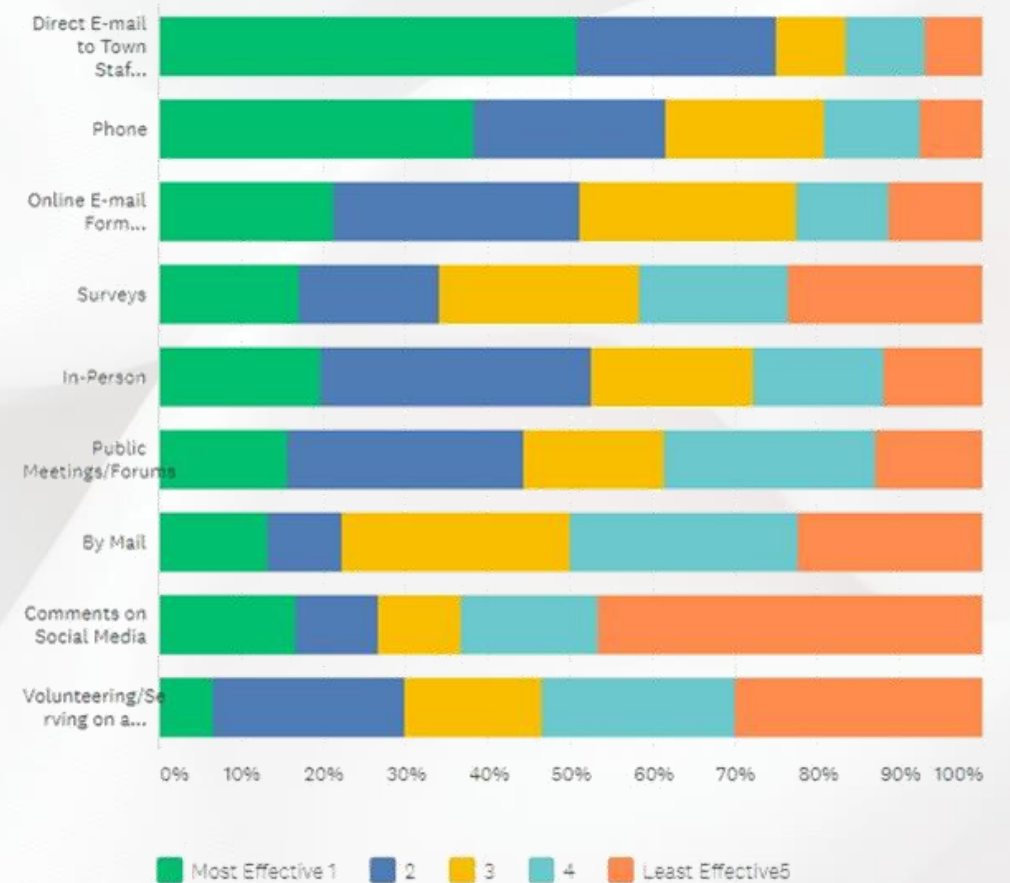




Survey Results

Top 5 most effective way to communicate concerns/thoughts to the Town

- Direct Email (84%)
- Phone (81%)
- Online Email Form (78%)
- In Person (72%)
- Public Meetings/Forums (61%)
- Surveys (59%)

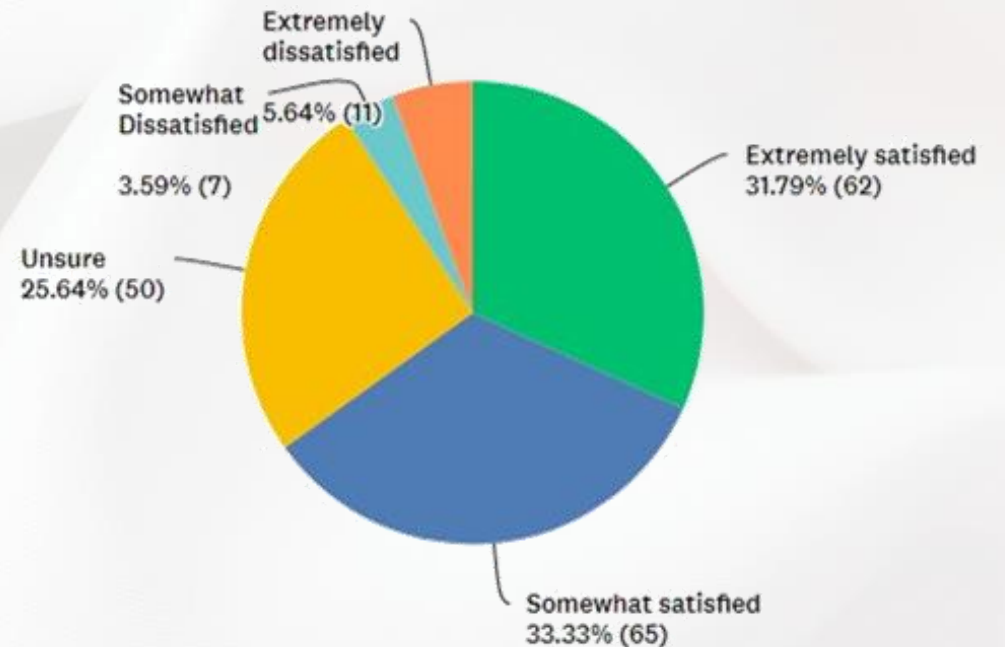




Survey Results

How satisfied are you with the opportunities to provide feedback to the Town?

- 65% said they were Extremely or Somewhat Satisfied
- 26% said they were Unsure
- 9.23% said they were Somewhat or Extremely Dissatisfied

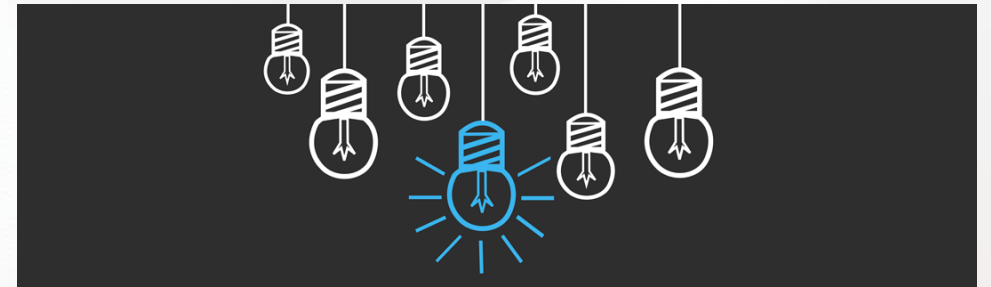


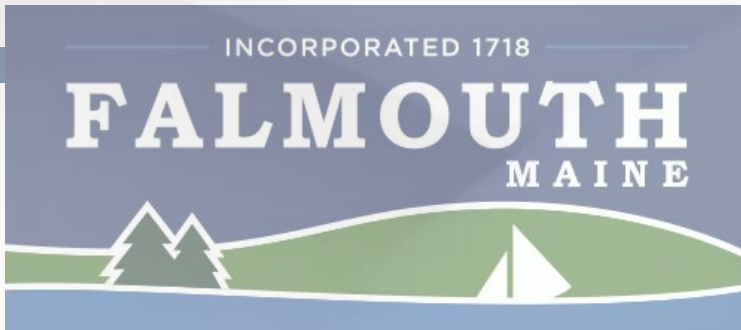


Survey Results

Suggested ways to give feedback

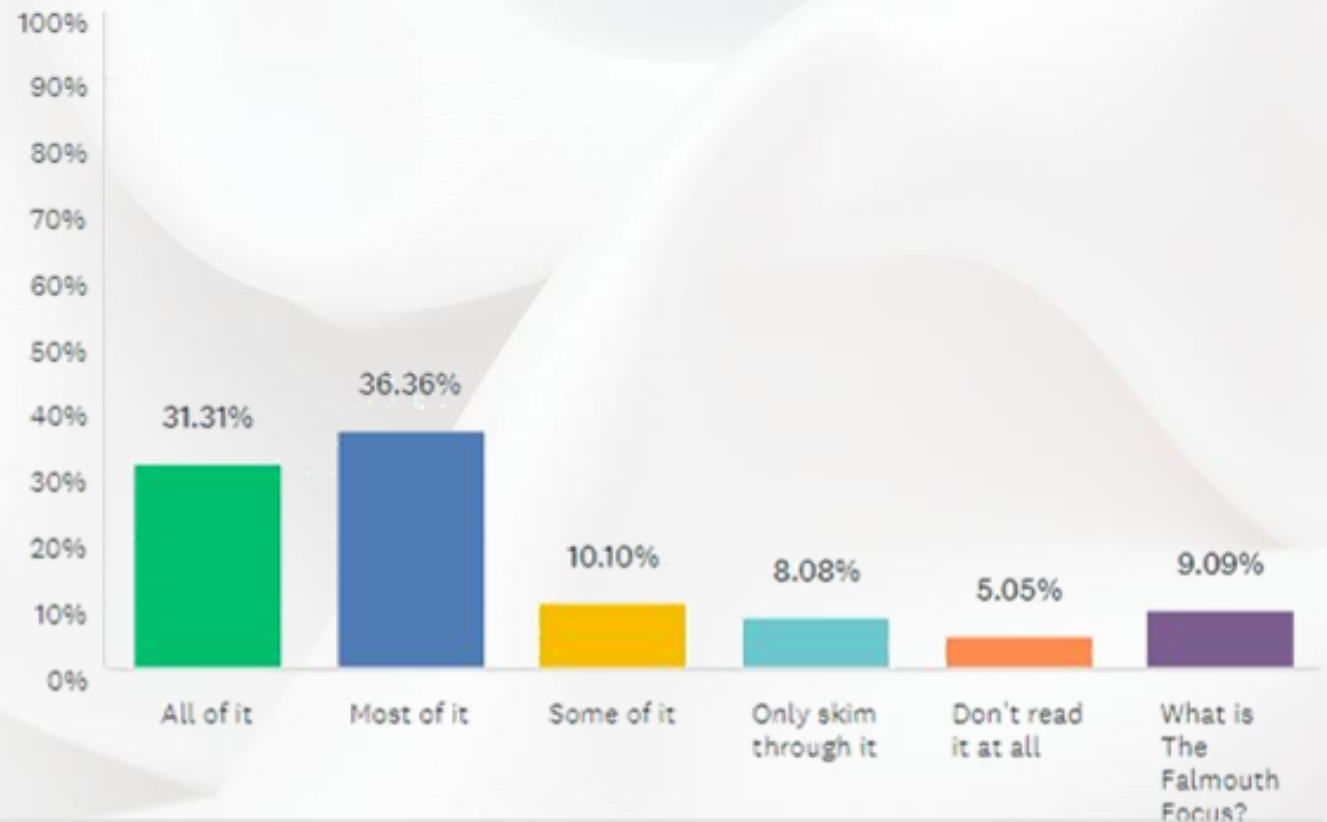
- More surveys; short, issue-specific surveys
- More public meetings/forums
- Continue zoom/virtual option for public meetings
- Interactive discussion boards on website
- Suggestion/Comment box
- Proactively seek input on significant projects
- Neighborhood reps, meetings, or geographic representation on council
- Text options





Survey Results

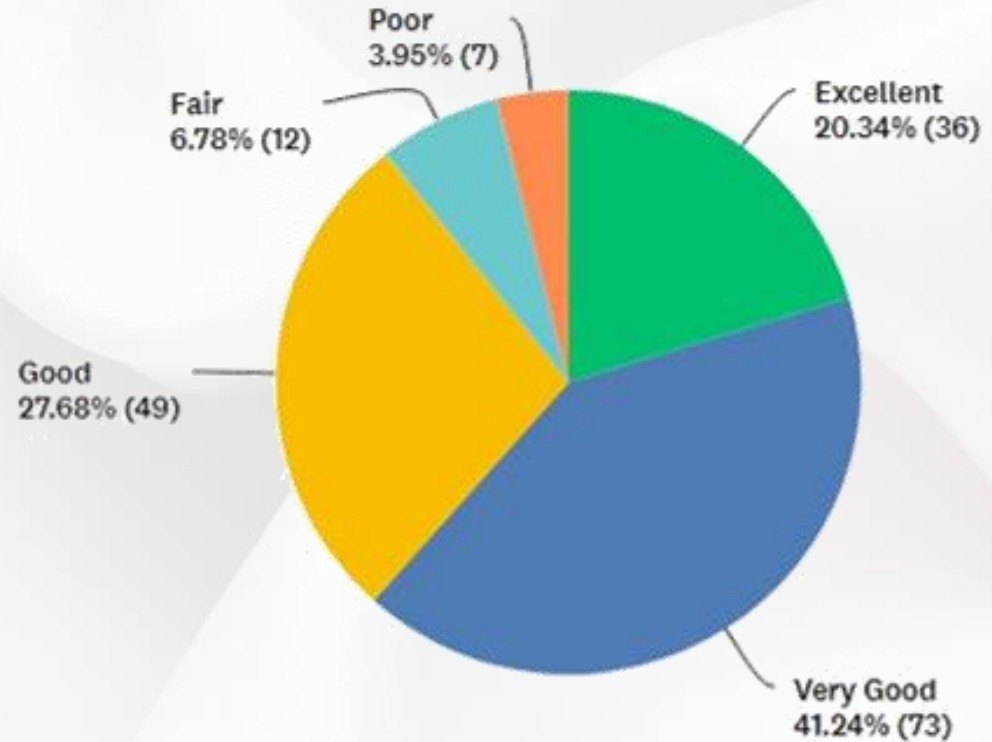
How much of a typical *Falmouth Focus* newsletter do you read?

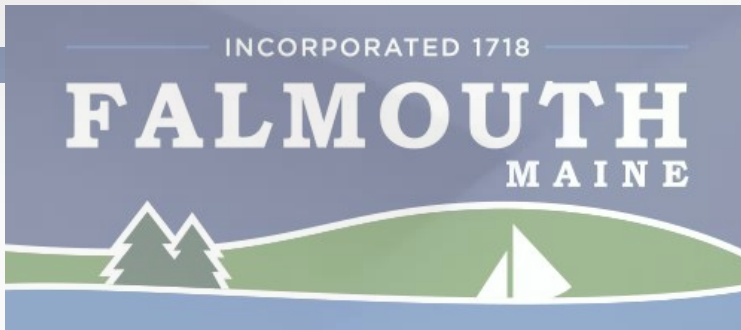




Survey Results

What is your overall evaluation of the *Falmouth Focus* newsletter?



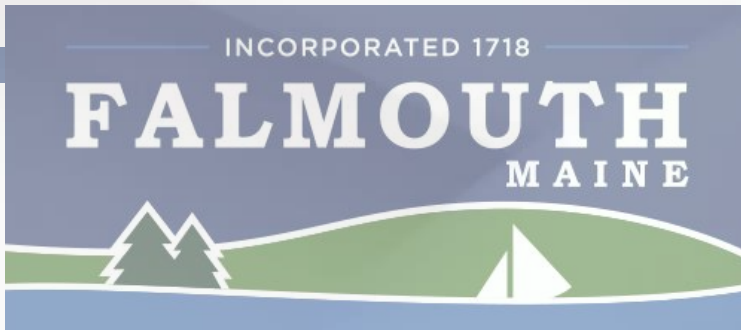


Survey Results

Suggestions to improve the *Falmouth Focus* newsletter

- Shorten; use bullets
- Improve layout
- Mail and email more often
- Include more viewpoints, fun facts, & department FAQs

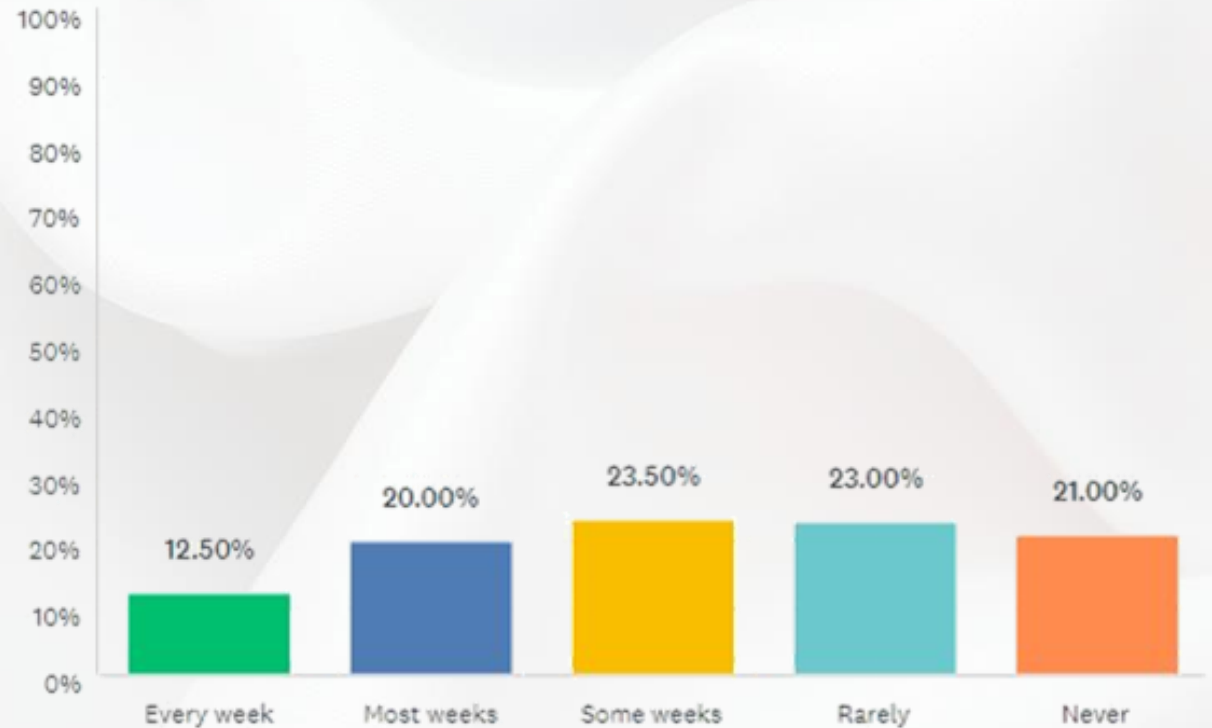




Survey Results

How often do you read
Town of Falmouth
ads/notices in the
Northern Forecaster?

- 32.5% Every, Some, or Most Weeks
- 54% Rarely or Never

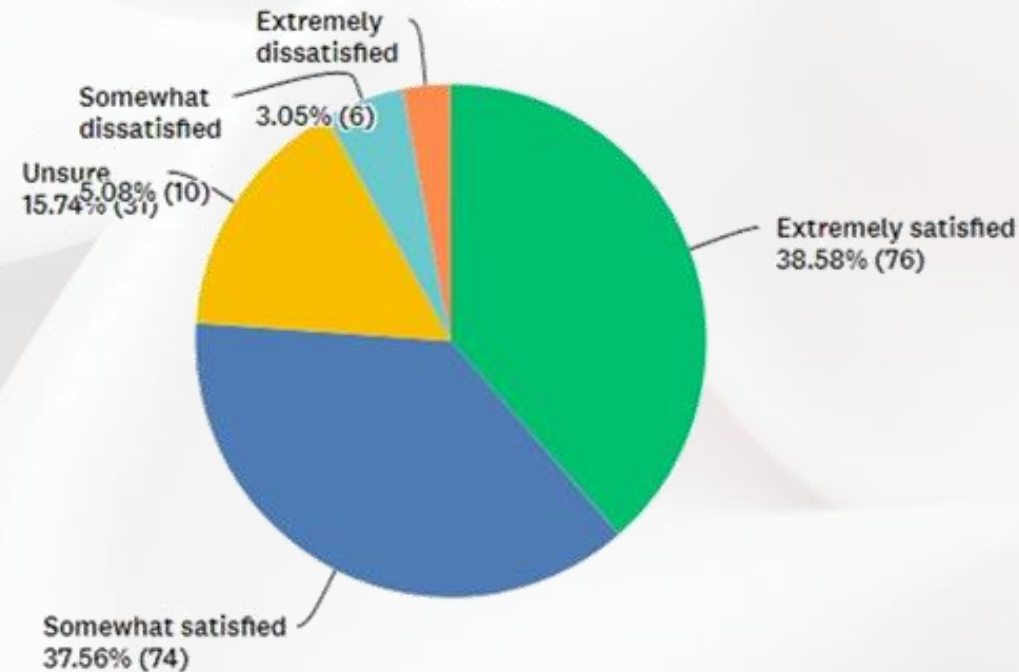




Survey Results

Overall, how satisfied are you with the Town of Falmouth's efforts to communicate important information to its residents?

- 76% said they were Extremely or Somewhat Satisfied
- 16% said they were Unsure
- 8% said they were Somewhat or Extremely Dissatisfied





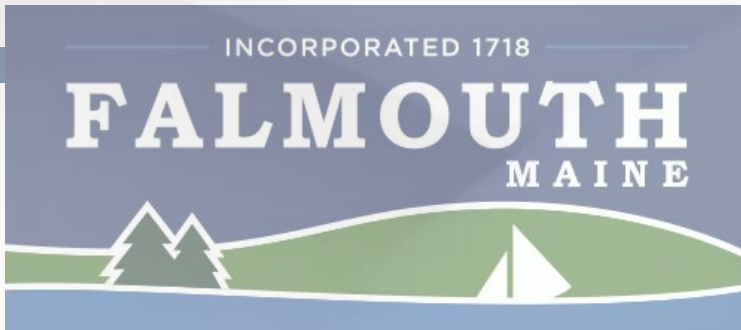
Survey Results

FEEDBACK



Why are you dissatisfied?

- Not enough communication on significant projects
- Not given enough time for comment/response
- Hard to reach right person
- Lack of response to phone call or email
- Want more emails, mailings, and info
- Website is hard to navigate
- Don't feel heard



Survey Results

What can we do better in our communication efforts?

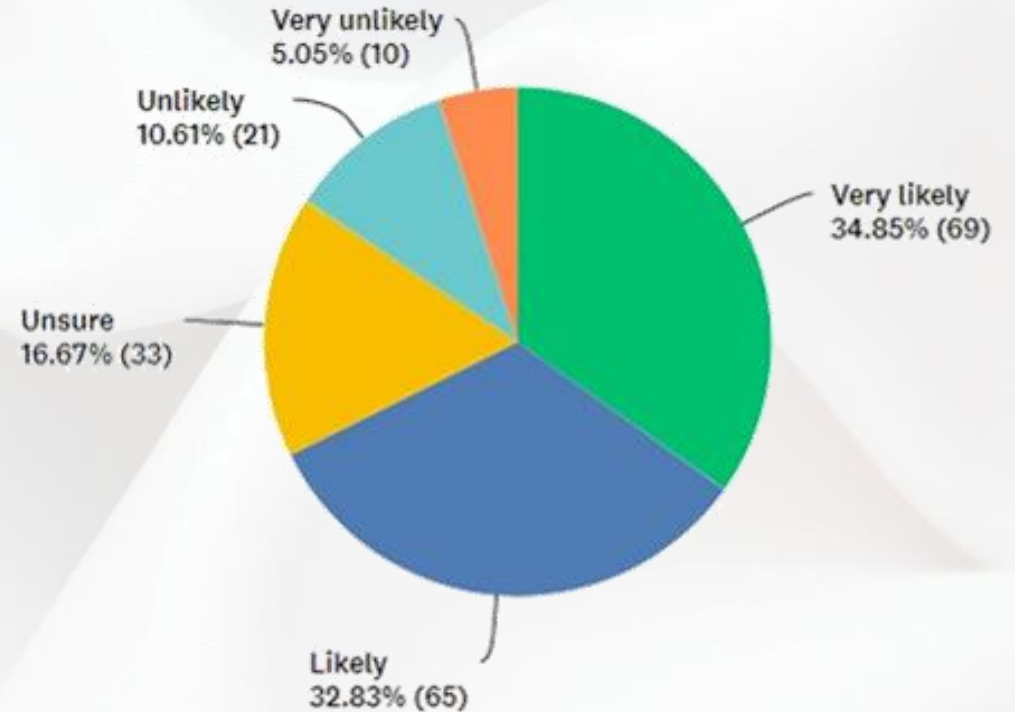
- Better notification of impactful construction projects
- Improve phone system
- Continue/expand zoom, virtual options
- Improve/streamline website
- Increase mailings, surveys, emails, & social media posts
- Listen to residents

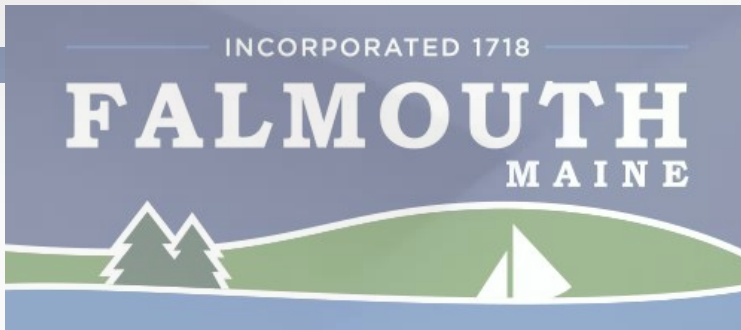




Survey Results

How likely are you to take part in Falmouth's Vision & Values Project?

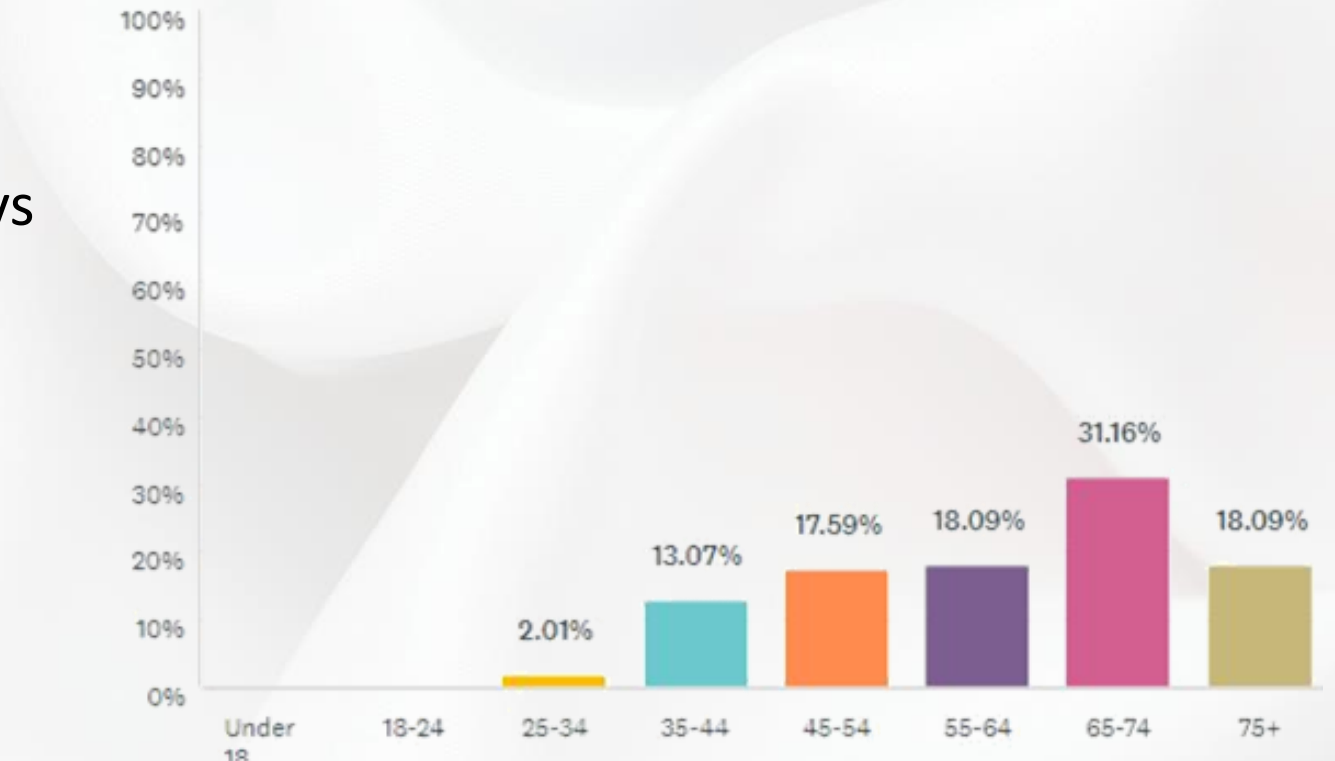




Survey Results

Ages of respondents

- Vast majority of hard copy surveys completed by those over 65
 - Clear preference for print media over digital





General Takeaways

- Overall positive, constructive responses
- Appreciation for efforts made
- Residents want to be engaged and be heard
- Continue to use variety of approaches
- More is good
- Greater lead time/more proactive on important projects

