

**Winchester Town Meeting  
Communications Study Committee**

**Part A: Preliminary Inventory of Suggested Communication  
Solutions**

**Part B: Preliminary List of Criteria for Winnowing Communication  
Solutions**

<p><b>Part A: Preliminary Inventory of Suggested Communication <u>Solutions</u></b></p>
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*Key*

**Main Communication Paths**

- *Suggested solutions (from surveys, best practices reviews, etc.)*

**Between Town Government & Residents ...**

- Reorganize web pages to match customer perspective not Town Gov't org. perspective
  - Survey residents regularly re communication needs
- Implement better "Search" function
- Create "one-minute" videos about Town Gov't, TM, etc.
- Post daily news/meetings blurbs
  - Constant Contact
  - Social media outlets
- Use Robo calls (sparingly) to notify residents about key meetings (Town Meeting, etc.)
- Mail newsletter with tax, excise and W&S bills
- Leverage third-party resources; e.g., routinely forward Town press releases, news blurbs, etc., to WPSchools, Jenks Newsletter, area newspapers, Town Common web page, etc.)

**Within Town Government ...**

- Develop Town gov't communications plan
  - Coordinate with WPSchools' communications plan
  - Create guidelines, etc. for who communicates what, when, to whom, how, etc.

*Working notes for Committee discussion.*

- Recognize diversity in our community and set up multiple communication channels as needed
- Hire public information officer
- Reformat, standardize and update all board, commission and committee web pages
- Authorize, train and require board officer/s to post meetings.
  - Provide more information about meeting topics.
- Authorize, train and require board officer/s to update board web pages.
- Create a system of tracking resident requests that enables employee to handle resident inquiries & provide quick feedback (i.e., “close the loop”).

**Between Town Government and Town Meeting ...**

- Provide guidelines, templates and training to all boards, commissions and committees on effective TM presentations
  - (e.g., problem, solutions, recommended solution, justification, impacts, costs and benefits, etc.)
- Re-purpose the Town Manager's public hearing as a State of the Town information session and public hearing (xx weeks before both Spring and/or Fall Town Meetings?)
  - Require very brief presentations ["one-minute" video trailers (3 mins and 5-slides limits?)] for all key (non-consent) articles
  - Limit debate(?) but provide contact information for article sponsors so that TMMembers and public can submit questions, request additional information prior to TM, etc.
  - Post videos for online viewing and follow-up Q&A email to sponsors.
- Require more perspective on financial trends and regional and local factors driving town needs and expenditures as part of FinCom report.

**Within Town Meeting ...**

- Develop curriculum and training (including "one-minute" videos) about how TM works (procedures, decorum, etc.) as onboarding for newly elected members of Town Meeting
- Require TMMembers to subscribe to push news feeds (and subset of board notices depending on interests)
- Hold “mid-term” precinct meetings to identify emerging neighborhood and town-wide issues

**Between Town Meeting Members and Precinct Constituents ...**

- Provide contact information for precinct chairs (e.g., town email address)

*Working notes for Committee discussion.*

- Require posted precinct information meetings before Fall and Spring Town Meetings
- Set up precinct booths at Town Day.

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<b>Part B: Preliminary List of <u>Criteria</u> for Winnowing Communication Solutions</b>
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**Solution**

- What is the proposed communication solution?
- Is it a recognized best practice, especially for local government?

**Issue**

- What specific issue/s does the proposed solution address?

**Audience**

- What is the intended audience?
- What is the projected audience share?

**Roles and responsibilities**

- Who is responsible for implementing and operating the solution?
- Do they have the necessary legal/ regulatory authorization?

**Technology**

- What technology is required?
- What is the compatibility with current and legacy systems?
- What is the half-life of the technology?

**Process**

- What is the production process (steps for composition, dissemination, etc.)?
- What is the cycle time (minutes, days, weeks)?

**Staffing**

- What Town staffing is required (FTEs)?
- What staff skills and training are required?
- What consultant expertise is required?

**Cost**

- What will it cost to implement?
- What are the lifecycle costs (operation, maintenance...)?

**Funding/Revenue**

- What funding is available?
- What revenues are available?

**Effectiveness**

- How effective is the solution in communicating information to intended audiences?

**Efficiency**

- How do the benefits of the proposed solution compare to effort and expenditures?

**Comparison**

- Are there alternative solutions that are more effective or more efficient?

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