
Winchester Town Meeting Communications Study Committee

***Public Listening Session
April 13, 2022***

***Tara Hughes, Precinct 1
Shukong Ou, Precinct 2
Lance Grenzeback, Precinct 3
Connie McGrane, Precinct 4
Carol Savage, Precinct 5
Dorothy Simboli, Precinct 6
Jennifer Haefeli, Precinct 7
Catherine Bauer, Precinct 8***

***Betsy Wall, At-Large
Joyce Westner, At-Large
Roger Wilson, At-Large***

Ex-Officio:

***Beth Rudolph, Acting Town Manager
Frank Hackett, Superintendent
Andrew Marron (Alt)
MaryEllen Lannon, Town Clerk***

Winchester Town Meeting Communications Study Committee

Email: WinchesterCSC@gmail.com

***Web page: https://www.winchester.us/847/Communications-
Study-Committee***



**TOWN
BOARDS**



**TOWN
MEETING**



**TOWN
RESIDENTS**

Poor communications impact —

■ Town Meeting

- Increasing debate time
- Increasing risk of costly, ineffective decisions

■ Town Government

- Increasing staff costs and volunteer time
- Reducing effectiveness of town services

■ Public

- Eroding trust and discouraging participation in Town government
- Reducing voter turnout in town elections

Residents are telling us—

- **Hard to find information**
- **Town website difficult to navigate**
- **Town does not send out succinct and timely blurbs on issues**
- **Difficult to follow issues across our nearly 70 boards and committees**
- **Town information not reaching many residents, business and civic groups**

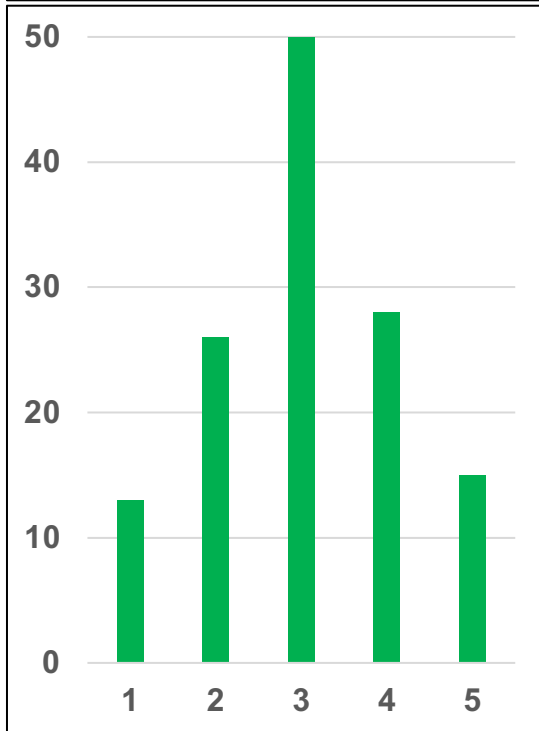
Town Meeting Members are telling us —

- **Insufficient information on how town government works**
- **Motion books and presentations often don't support well-informed debate**
 - **“Either too much or too little, and too late”**
- **Articles often lack context and understandable financial impact information**
- **No guidance on how to communicate within Town Meeting and constituents**

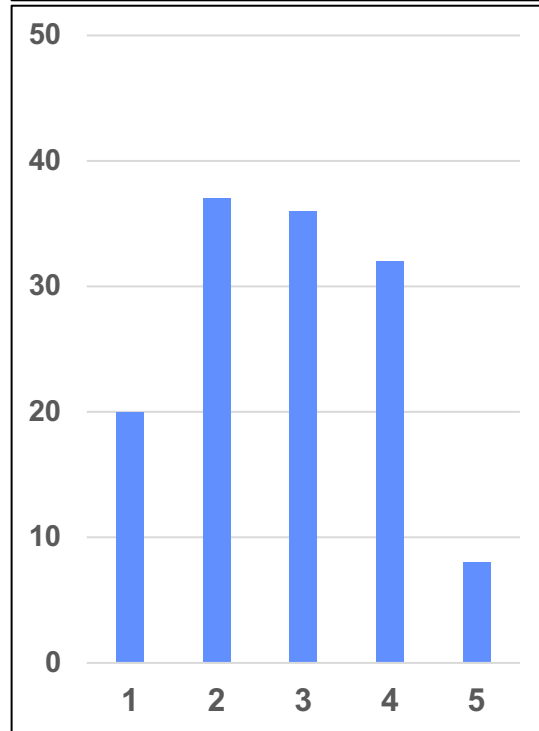
Town Meeting Communications Survey

Ratings: 1 = Insufficient to 5 = Sufficient

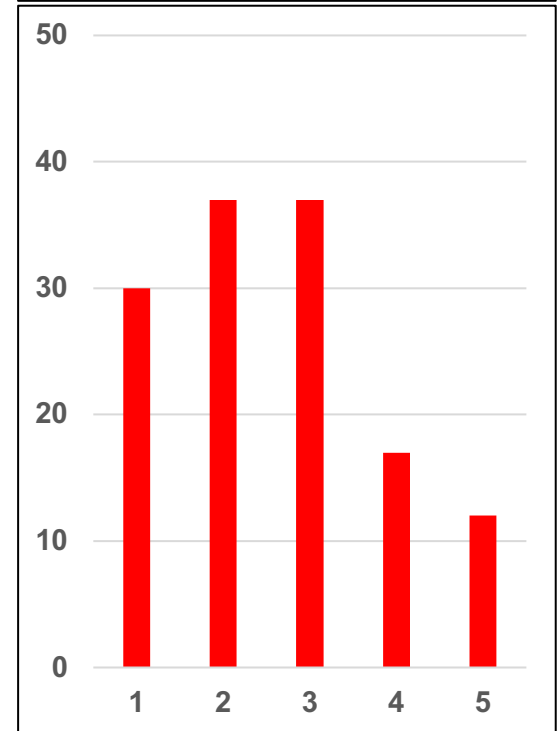
Question 1:
**Communications between
Town Gov't and
Town Meeting**
(Average = 3.0)



Question 2:
**Communications
within
Town Meeting**
(Average = 2.8)

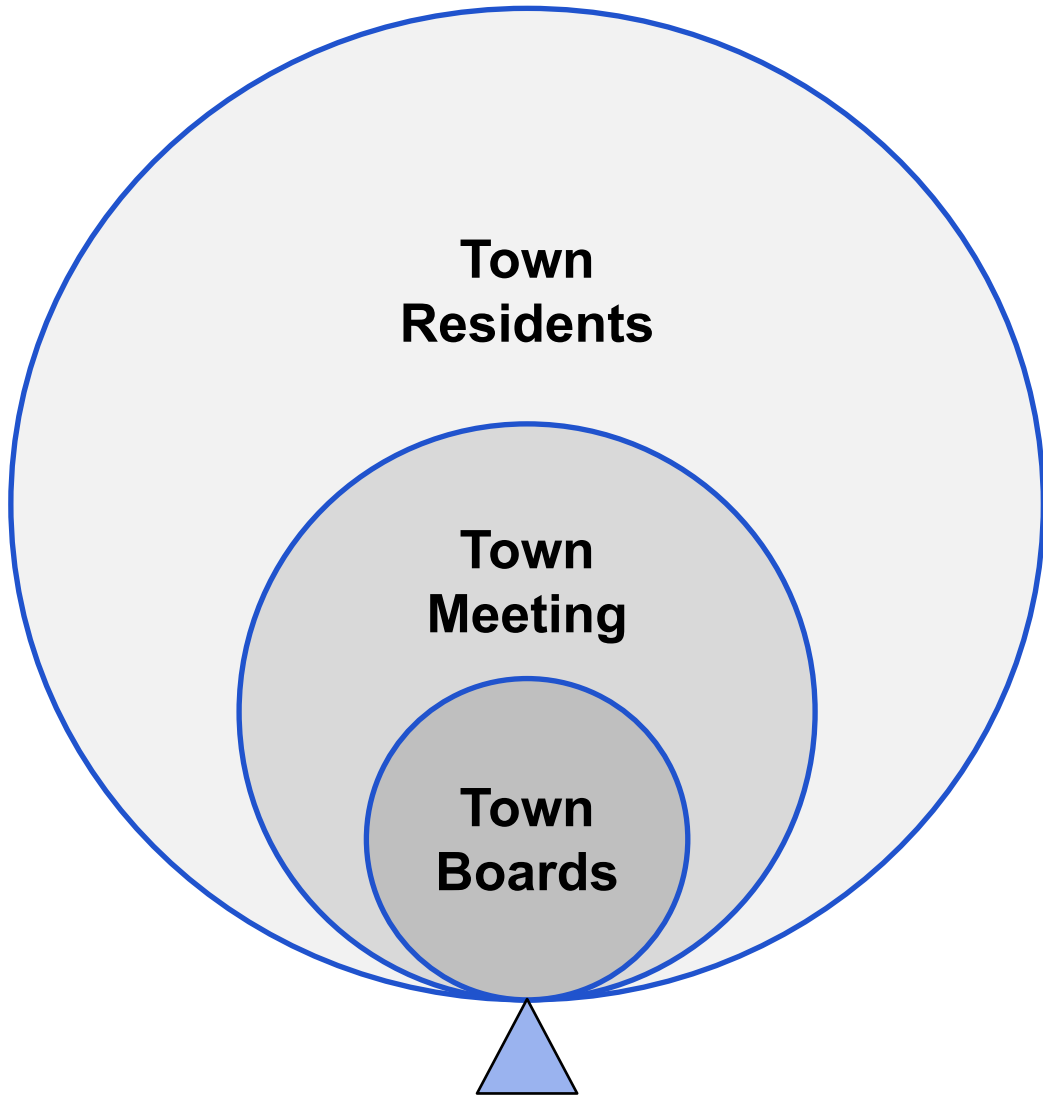


Question 3:
**Communications between
Town Meeting and
Precincts**
(Average = 2.6)



Town Boards are telling us —

- **No formal communication plans; informal discussions the norm**
- **Very limited volunteer and staff time for communications**
- **Difficult to communicate among committees**
 - **Each works in its own silo**



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