Town of Enfield

Public Communication Plan

2015

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Enfield
CONNECTICUT

Purpose

In an effort to better understand how residents currently access information from the Town of Enfield and their level of satisfaction in the current process, the Town developed a set of questions that will assist staff and elected officials in establishing protocols to improve the Town's communication strategy.

Since the Town of Enfield uses its website, local newspapers, *Enfield Television (E-TV)*, social media, and other forms of communication, it is necessary to understand how residents make use of these sources and their level of satisfaction of each. Thus, the questions to the survey centered on resident's overall satisfaction, sources of information, recommendations for new sources, Enfield Television and residents satisfaction, the Town of Enfield website and residents satisfaction, and meetings and how they can be improved.

The intent of the survey was to get direct feedback from residents. That information would be reviewed, shared with staff and elected officials, and be the basis for a new communications plan for the Town of Enfield. The plan will be vetted through staff and Town Council for approval and initiation. Recommendations will be viewed as action items to be studied and acted on by all levels of the organization.

Executive Summary of 2015 Public Communication Survey

The Town of Enfield conducted a survey of residents from November 24, 2014 until January 31, 2015. The collection of surveys included the mailing of 1,200 surveys to randomly selected residents with pre-stamped return envelopes, surveys distributed to the Town Clerk's Office, Senior Center, Libraries, and other Town departments, and a weblink was displayed on the Town's main website page. A total of 493 surveys were completed and received, with the majority of completed surveys being hard copy at 319. There were 174 electronically completed surveys.

The purpose of the survey was to establish how people currently receive their Town news and information and if there is a recommendation for a better source. Also, the survey was intended to gauge the public's current satisfaction level with the various platforms of information sharing currently being exercised.

Questions included:

- How do you currently get your news and information about the Town of Enfield government?
- If you could choose a different way to receive your information about the Town of Enfield, what would be your preferred source?
- What is your level of satisfaction about the information you receive pertaining to the Town of Enfield government news/information?
- Have you visited the Town of Enfield website?
- When you visited the Town of Enfield website, what type of information were you looking for?
- How can the Town of Enfield improve its website?
- Which, if any, Town department social media feeds/pages do you follow?
- Have you watched E-TV (Enfield Television)?
- What is your level of satisfaction with the information presented on E-TV?
- How can E-TV be improved?
- Have you attended any Town of Enfield meetings in the past year?
- Which meetings did you attend?
- What suggestions do you have for improving Town of Enfield meetings?
- How can the Town of Enfield improve communication with its residents?

Results Summary

Results of the survey lead to the following conclusions:

- Overwhelmingly, residents get their news and information about the Town of Enfield from the local/online newspaper (73.24%).
- A majority of respondents do not wish to change how they receive their news about the Town (44.42%); second largest vote requests more direct e-mail updates (27.68%).
- 71.46% of residents are very satisfied (7.82%) or satisfied (63.64%) with the information they currently receive from the Town of Enfield

- *Website*
  - 75% of respondents have visited the Town of Enfield website and are primarily seeking information about Recycling/Yard Waste (67.04%) or the Calendar of Events (59.44%).

- *Social Media*
  - 72.64% of respondents do not follow any of the Town of Enfield departmental Facebook or Twitter feeds.
    - 10% of respondents follow the Enfield Police Facebook page
    - 7.78% of respondents follow the Enfield Public Library Facebook page
    - 6.63% of respondents follow the Enfield Senior Center Facebook page

- *Enfield Television (E-TV)*
  - 57.40% of respondents do not or have not watched E-TV.
  - 83.18% of respondents are very satisfied (12.83%) or satisfied (70.35%) with E-TV

- *Meetings*
  - 75.73% of respondents have not attended a Town meeting in the past 12 months
  - Of those who answered in the affirmative to the above question, 37% attended Town Council meetings, with Board/Commission (23%), Public Hearing (23%), and Board of Education (20%) also being attended.

- *Attitudes*
  - 43.83% of respondents rate the Town as "excellent" (4.89%) or "good" (38.94%) in its ability to communicate with its residents
  - 33.83% of respondents rate the Town as "fair" in its ability
  - 13.19% rated the Town as "poor," and 9.15% selected, "don't know."

Open-ended Questions (and typical responses)

- *How can the Town of Enfield improve its website?* (100 responses)
  - Update more frequently
  - Make less confusing
- *How can E-TV be improved?* (67 responses)
  - Create guide of programming/Publicize more
  - Improve sound quality
- *What suggestions do you have for improving Town of Enfield meetings?* (51 responses)
  - Improve advance notice of meetings/Use of calendar
- *How can the Town of Enfield improve communication with its residents?* (130 responses)
  - More frequent communication
  - Use of e-mail or direct mail

Summary of Recommendations to Improve Town Communication

After reviewing the survey results and discussing with Town staff, the research indicated that the Town must improve its communication efforts to better meet the needs and expectations of the residents by using multiple methods of communication. The Town's plan for improved public communication focuses on five areas:

1. Electronic/Internet Experience
2. Social Media
3. Enfield Television
4. Meetings and Citizen Engagement
5. Consistent Communication

1. Electronic/Internet Experience

Goal: To have a high-quality, informative experience when visiting or using the Town of Enfield's website that allows for ease of use, accessibility, and intuitive positioning of information.

Objective 1: Have need-to-know and important information available at first sight of website.

> *Action 1:* Make better use of "Enfield's Latest News."

> *Action 2:* Make better use of rolling slideshow for the most critical information.

Objective 2: Create quick links or enhanced "How Do I…" menu options.

> *Action 1:* Make better use of "Enfield's Latest News."

> *Action 2:* Update "How Do I…" menu as requests or concerns come in on hard navigation.

Objective 3: Easier navigation within website.

> *Action 1:* Color daughter pages.

> *Action 2:* Have important "departmental" information front and center of department pages.

2. **Social Media**

Goal: To have an inclusive, informative social media presence through Facebook, Twitter, YouTube and other social media platforms that meets the needs of the public and provides information as if they were receiving information from any other source.

Objective 1: Create a Social Media Policy.

> *Action 1:* Draft policy.
>
> *Action 2:* Review and comment by General Government subcommittee.
>
> *Action 3:* Acceptance by Town Council.

Objective 2: Have all relevant departments using at least one form of social media.

> *Action 1:* Determine the best fit platform(s) for each department.
>
> *Action 2:* Train staff on use and according to Social Media Policy.
>
> *Action 3:* Set up and advertise each department's social media option(s).

Objective 3: Have a department-designated staff person responsible for social media updates and training for other staff of that department.

> *Action 1:* Train appropriate staff on use.
>
> *Action 2:* Create contingency plans for effective communication and social media outreach so use continues during emergencies or staff changes.
>
> *Action 3:* Make use of CivicSend whenever relevant.

3. **Enfield Television**

Goal: To provide residents with high-quality access to public meetings, both live and recent, through television, the website (streaming), and social media (past meetings - YouTube) and to have a visual resource for information and Town updates.

Objective 1: Create weekly schedule/calendar of events.

Action 1: Compile all upcoming shows into one calendar (on screen and online).

Action 2: Create internal processes that make sure monthly schedules, when possible, are available to the public.

Action 3: Use all media platforms to distribute and publicize calendar .

Objective 2: Improve sound quality of programming.

Action 1: Educate users to speak only when microphone is on.

Action 2: Identify and invest in equipment that enhances intentional sound and diminishes unwanted sounds/noise.

Objective 3: Update equipment, as necessary.

Action 1: Identify equipment that is failing or near its useful life as well as equipment that would enhance audio/visual quality.

Action 2: Create Enfield Television five-year capital plan.

4. **Meetings and Citizen Engagement**

   Goal: To schedule and hold regular council, board, and commission meetings that are properly publicized and open to the public and their comments in order to hear directly from residents their concerns and opinions to help elected and appointed officials make informed decisions.

   Objective 1: Identify new opportunities to seek resident feedback on current and future initiatives.

   > ***Action 1:*** Utilize website features to gain immediate resident feedback.

   > ***Action 2:*** Research other software options that allow for more open meeting formats.

   > ***Action 3:*** Explore option of expanding format of Citizens Academy for direct feedback.

   Objective 2: Review council, board, and commission public comment protocol and make recommendation for change, if any.

   > ***Action 1:*** Review current protocol with General Government subcommittee.

   > ***Action 2:*** Solicit feedback from board/commission members on their protocols and how to improve.

   > ***Action 3:*** Explore how other communities manage public comment periods at meetings.

   > ***Action 4:*** Make recommendation for council meetings and extend recommendation to other boards/committees.

   Objective 3: Increase advertising of board/commission vacancies.

   > Action 1: Obtain actual board/commission vacancy list.

   > Action 2: Establish regular, monthly advertising of vacancies *(WebLetter?)*.

   > Action 3: Explore option of promoting vacancies through E-TV "commercial."

5. **Consistent and Predictable Communication**

    Goal: To provide residents with information on a regular basis through a dedicated format, while making use of all media platforms to ensure all residents can and have the ability to receive any and all information provided by the Town.

Objective 1: Reformat quarterly *Webletter* into a monthly newsletter.

   Action 1: Develop content for regular newsletter.

   Action 2: Educate department directors to new format.

   Action 3: Advertise reformatted newsletter to increase subscribers.

   Action 4: Make use of all media formats for distribution.

Objective 2: Make all information available electronically and in hardcopy.

   Action 1: Direct specific communications to be distributed using CivicSend.

   Action 2: Explore option of monthly newsletter insert in Senior Center publication.

   Action 3: Have all information presented in a "print ready" format.

Objective 3: Advertise all media platforms

   Action 1: Brand social media per each press release and other information sharing opportunities

   Action 2: Use other media platforms to advertise alternative media (e.g. Twitter promoting E-TV)

   Action 3: Have all advertisements link to feeds, information, websites, or other using links, QR codes, or other transferring content.

Survey Results
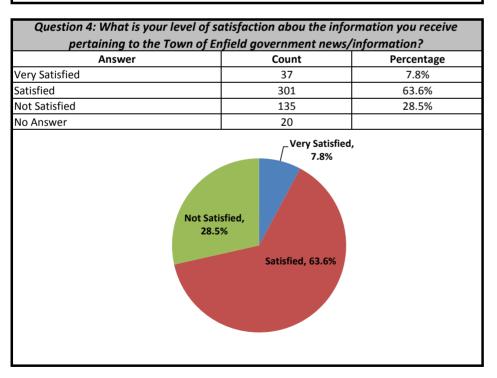
Summary Detail

The following pages contain the full, detailed results of the survey.
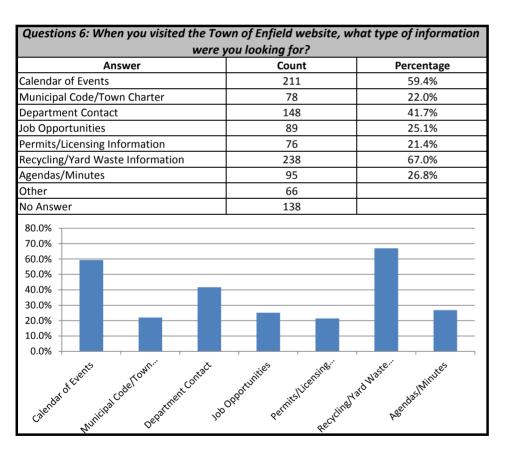
Question 1: Do you live or work in the Town of Enfield, CT?		
Answer	Count	Percentage
Yes	464	96.9%
No	15	3.1%
No Answer	14	

Question 2: How do you currently get your news and information about the Town of Enfield government?		
Answer	Count	Percentage
Attend Town Council/Board/ Commission meetings	28	5.8%
Local/Online newspaper	353	73.2%
Mail	138	28.6%
Neighbor/Co-Worker	94	19.5%
Radio/Television	158	32.8%
Twitter/Facebook	74	15.4%
Watching E-TV (Enfield Television)	79	16.4%
Website/Internet	174	36.1%
Other	17	
No Answer	11	

Question 3: If you could choose a different way to receive your information about the Town of Enfield, what would be your preferred source?		
Answer	Count	Percentage
No change	207	44.4%
Mail	88	18.9%
E-mail	129	27.7%
E-TV (Enfield Television)	19	4.1%
Website/Internet	62	13.3%
Local newspaper/online newspaper	58	12.4%
Twitter/Facebook	22	4.7%
Town meetings	3	0.6%
Radio/Television	23	4.9%
Other	23	
No Answer	27	

Question 4: What is your level of satisfaction abou the information you receive pertaining to the Town of Enfield government news/information?		
Answer	Count	Percentage
Very Satisfied	37	7.8%
Satisfied	301	63.6%
Not Satisfied	135	28.5%
No Answer	20	

Question 5: Have you visited the Town of Enfield website?		
Answer	**Count**	**Percentage**
Yes	361	75.5%
No	117	24.5%
No Answer	15	

No, 24.5%

Yes, 75.5%

Questions 6: When you visited the Town of Enfield website, what type of information were you looking for?		
Answer	**Count**	**Percentage**
Calendar of Events	211	59.4%
Municipal Code/Town Charter	78	22.0%
Department Contact	148	41.7%
Job Opportunities	89	25.1%
Permits/Licensing Information	76	21.4%
Recycling/Yard Waste Information	238	67.0%
Agendas/Minutes	95	26.8%
Other	66	
No Answer	138	

Question 7: How can the Town of Enfield improve its website?		
Answer	Count	
Answered	100	
No Answer	393	

The most common suggestions included:

Update more frequently

Make easier to navigate

Make easier to find things

Add more options

Seems fine/looks good

Question 8: Which, if any, Town department social media feeds/pages do you follow?		
Answer	Count	Percentage
Adult Day Center on Facebook	5	1.2%
Department of Public Works on Twitter	19	4.5%
Emergency Management on Facebook	25	5.9%
Emergency Management on Twitter	11	2.6%
Enfield Police on Facebook	45	10.6%
Enfield Public Library on Facebook	33	7.8%
Family Resource Center on Facebook	7	1.7%
Magic Carpet Bus Service on Facebook	6	1.4%
Recreation Department on Facebook	17	4.0%
Senior Center on Facebook	27	6.4%
Senior Center on Twitter	5	1.2%
Town Manager on Facebook	20	4.7%
Town Manager on Twitter	12	2.8%
Assistant Town Manager on Twitter	9	2.1%
None of these	308	72.6%
Other	27	
No Answer	69	
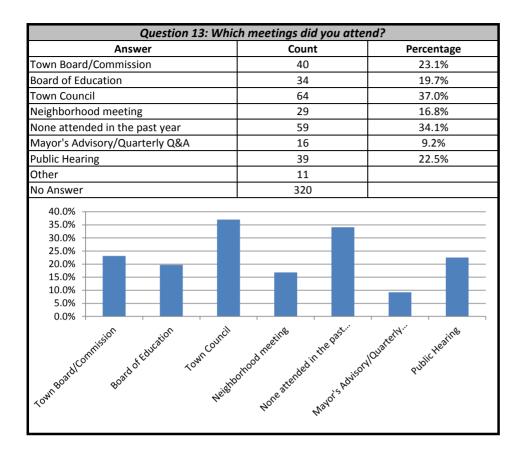
Question 9: Have you watched E-TV (Enfield Television)?		
Answer	**Count**	**Percentage**
Yes	204	42.5%
No	276	57.5%
No Answer	13	

Question 10: What is your level of satisfaction with the information presented on E-TV?		
Answer	**Count**	**Percentage**
Very Satisfied	29	12.8%
Satisfied	159	70.4%
Not Satisfied	38	16.8%
No Answer	267	

Question 11: How can E-TV be improved?		
Answer	**Count**	
Answered	67	
No Answer	426	

The most common suggestions included:
    Update the equipment
    Make available on all cable providers
    Improve sound quality
    Publicize list of upcoming programming
    Promote the channel

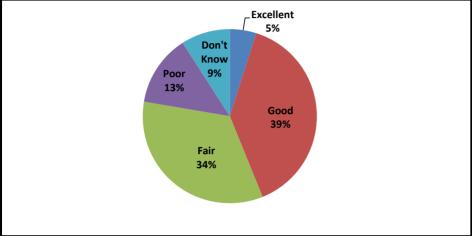| Question 12: Have you attended any Town of Enfield meetings in the past year?		
Answer	**Count**	**Percentage**
Yes	116	24.3%
No	362	75.7%
No Answer	15	

Question 13: Which meetings did you attend?		
Answer	**Count**	**Percentage**
Town Board/Commission	40	23.1%
Board of Education	34	19.7%
Town Council	64	37.0%
Neighborhood meeting	29	16.8%
None attended in the past year	59	34.1%
Mayor's Advisory/Quarterly Q&A	16	9.2%
Public Hearing	39	22.5%
Other	11	
No Answer	320	

Question 14: What suggestions do you have for improving Town of Enfield meetings?		
Answer	**Count**	
Answered	51	
No Answer	442	

The most common suggestions included:

    Better advanced notice of meetings

    Publicize calendar of meetings better

    More public involvement

    Better meeting management

Question 15: How well does the Town of Enfield communicate with its residents?		
Answer	**Count**	**Percentage**
Excellent	23	4.9%
Good	189	38.9%
Fair	159	33.8%
Poor	62	13.2%
Don't Know	43	9.1%
No Answer	23	

Question 16: How can the Town of Enfield improve communication with its residents?		
Answer	**Count**	
Answered	130	
No Answer	363	

The most common suggestions included:

Use direct e-mail

Put more information in newspaper

Make more information available

Create more regular newsletter

Use all media types to provide information