



**CITY OF
STAMFORD**

innovating since 1641

Communications Special Committee Report

December 3, 2018

The Communications Special Committee

President Quinones charged the Committee
with preparing a plan
to improve communication between
the Members of the Board of Representatives
and the Residents of Stamford.

Executive Summary

- **Conclusion: No Single Medium Can Reach All Constituents**
- Review of Current Outreach Programs by City Departments
- Review of Current Board of Reps Website and outreach
- Outreach Options Available to Board of Representatives Members
- FOIA Regulations
- Recommendations for Board Action



- **Print Circulation:** less than 10,000 Daily
- **Online Circulation:** ?
- **Facebook Followers:** 14,230
- **Facebook Messenger:** <https://m.me/stamfordadvocate>
- **Twitter:** 48,900 Followers @StamAdvocate
- **Instagram:** 1,528 Followers

A regional, rather than a local Stamford newspaper as the previous logo change indicates



How Effective Is The Stamford Advocate In Publicizing Public Hearings and Upcoming Meetings?

- Ads Purchased in the Stamford Advocate Print Edition
- Ads Purchased in the Stamford Advocate Online Edition
 - Where are the online notices?
 - How does a person get to the notices?
- Should these ads be the sole way to reach our constituents?
- What else can/should be done to extend reach?

Local News



Boy Scouts sued over former Stamford scoutmaster who allegedly...



Experts: Prevention of Claxton's suicide not possible in Conn.

Cops: Stamford police catch felon with 40-caliber gun, serial...

Stamford: Greenwich man charged with animal cruelty, accused...

At 'Yappy Hour,' Stamford's Bartlett Arboretum goes to...

MOST POPULAR

- 1 Stamford: Greenwich man charged with animal cruelty, accused of leaving dog in hot car
- 2 Chinese restaurant prepares for Stamford mall opening
- 3 Boy Scouts sued over former Stamford scoutmaster who allegedly abused troop members
- 4 Lawyer: Accused wife-killer in Stamford takes own life
- 5 Three killed in Hamden crash
- 6 Cops: Stamford police catch felon with 40-caliber gun, serial no. scrubbed
- 7 Experts: Prevention of Claxton's suicide not possible in Conn.

Classified MARKETPLACE

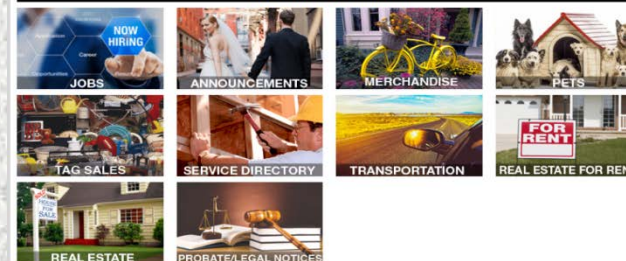
Home

PLACE AN AD SIGN IN REGISTER



Search Marketplace

BROWSE CATEGORIES



Connecticut Public Notices

Powered by MyPublicNotices.com

Tuesday, July 24, 2018

ABOUT THIS SITE

MyPublicNotices.com in collaboration with participating newspapers and the Connecticut Daily Newspapers Association provides online access to public notice advertisements from throughout Connecticut.

Contact us to learn how to become a participating newspaper.

WHAT ARE PUBLIC NOTICES?

Public Notices are advertisements placed in newspapers by the government, businesses, and individuals. They include:

- government contracts
- foreclosures
- unclaimed property
- community information
- and more

Click here to learn more.

Search Public Notices

Complete one or more of the following fields:

(All Dates) ▼

Date Range

(All Categories) ▼

Category

Keyword(s)

(All Connecticut newspapers) ▼

Newspapers

Search

Having trouble? View our Search Tips

Or Browse Recent Notices From:

- Advocate, The
- Berlin Citizen
- Bethel Beacon
- Bloomfield Journal
- Branford Review
- Bristol Press
- Brookfield Journal
- New Haven Register
- New Milford Times
- Newington Town Crier
- News-Times
- North Haven Citizen
- North Haven Post
- Norwich Bulletin

Connecticut Public Notices

Powered by MyPublicNotices.com

Tuesday, July 24, 2018

Home

Print Selected Notice(s)

Page 1 of 59 (1,463 total results)

Revise your Search

Search Results

Show

25 ▼

notice headings ▼

Go

NOTICE OF PUBLIC SALE OF PERSONAL PROPERTY EXTRA SPACE

NOTICE OF PUBLIC SALE OF PERSONAL PROPERTY Extra Space Storage will hold a public auction to sell personal property described below belonging to those individuals [More](#)

Appeared in: **StamfordAdvocate** on Tuesday, 07/24/2018

☐ Select notice to print

NOTICE THE POND AND LAKE CONNECTION WILL BE MAKING AN

NOTICE The Pond and Lake Connection will be making an aquatic pesticide application to control algae and/or aquatic weeds at 209 Lynam Rd., Stamford, CT. [More](#)

Appeared in: **StamfordAdvocate** on Monday, 07/23/2018

☐ Select notice to print

Social Media



Twitter Accounts (10 members)





Stamford Police Department



- **Website** - stamfordct.gov/police
- **Facebook** - 7,429 Followers - facebook.com/StamfordCTPoliceDepartment/
- **Twitter** - 4,648 Followers twitter.com/StamfordPolice
- **Instagram** – 1,246 Followers
- **YouTube**
- **Press Releases**



STAMFORD BOARD OF REPRESENTATIVES

- boardofreps.org/
- Maintained by the **Board Office & Clerk**
- Web address should be on all business cards
- More graphics/buttons?



Search



Bob



Home



Events

Events

Calendar

1

Birthdays

Discover

Hosting

4

+ Create Event

7:00 PM

Zoning Board Public Hearing On Chick-Fil-A

Mon Jul 30



1 Going · 1 Interested

✓ Going

➦ Share

✎ Edit

TUE, JUL 31

Nothing planned.

Find things to do

WED, AUG 1

4:00 PM

Stop the Bleed: Bleeding Control Course

6:00 PM

Wed Aug 1 · Tully Health Center



You like Stamford Health

✓ Interested

➦ Share

7:00 PM

Land Use/Urban Renewal Committee of the Stamford Board of Reps

Wed Aug 1 · Stamford Government Center



1 Going · 0 Interested

✓ Going

➦ Share

✎ Edit

Next Door For Public Agencies

Public Agencies

Updates

Agencies



Communications Special Assistant to the Mayor Elizabeth Carlson, City o...



#TransportationTuesday Light Re-Timing

This #transportationtuesday, have you noticed that you get more green lights when driving down High Ridge Road? We have implemented the re-timing of this corridor. But... you have to drive the speed limit to see the results.



About public agencies

Nextdoor partners with public agencies across the country, providing them a way to share important updates with neighbors.

If you'd like to introduce us to your local public safety officials, please [email our team](#).

Media Opportunities for the Board of Representatives

Active

- BOR Website
- Link from City Website

Possible

- Facebook
- Next Door
- Channel 79

Possible

- Twitter
- Instagram
- Snapchat (10)

Recommendations

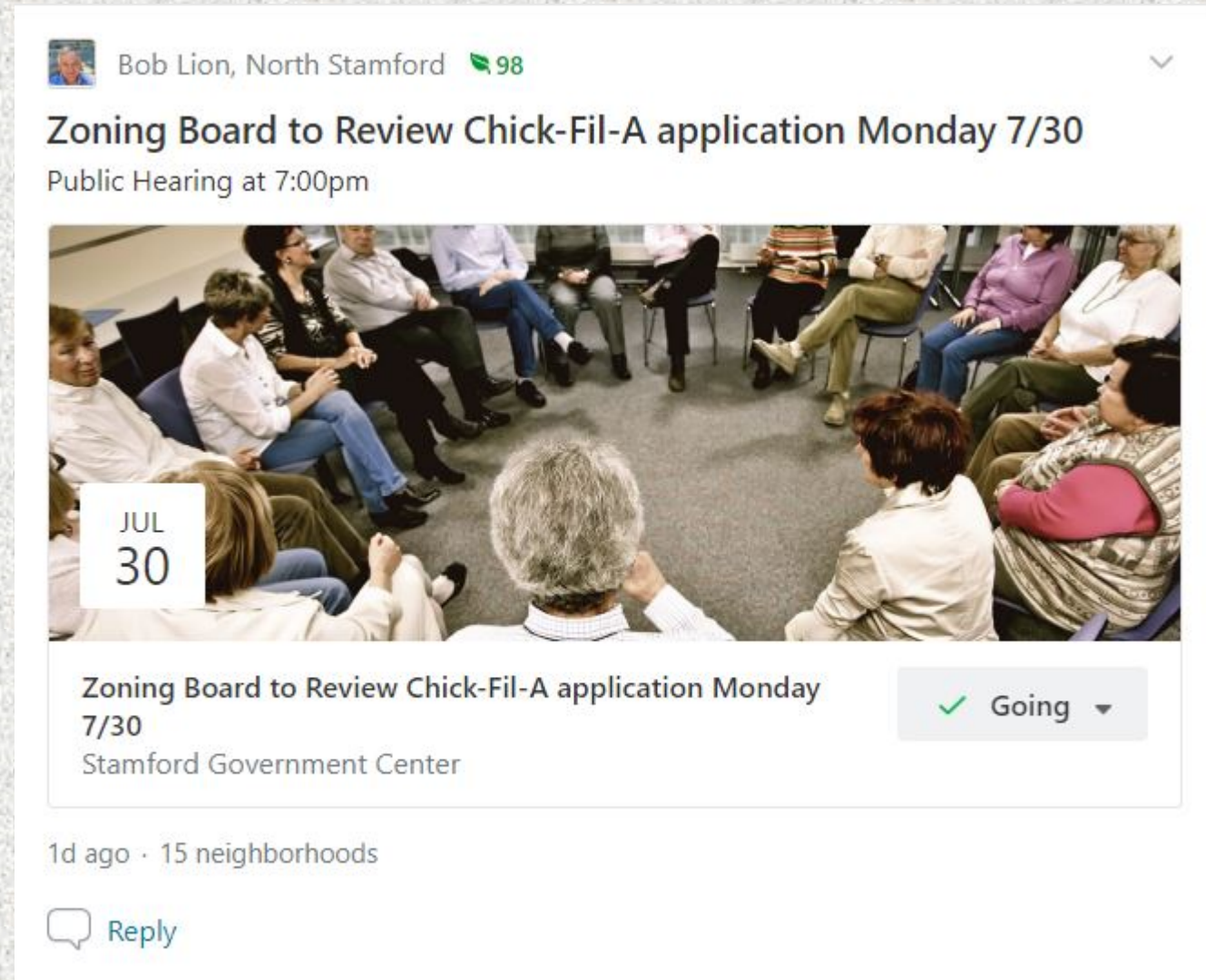
- **Inform Residents About Upcoming Committee & Board Meetings on All Available Platforms**
- **Establish a BOR Facebook Page**
- **Establish a BOR City-Wide Next Door Account**
- **Establish a BOR Twitter Account**

Recommendations

- ✓ **30-Minute Public Participation In Monthly Board Meetings**
- **30-Minute Public Participation in Committee Meetings**
- **Semi-Annual Open Board Meetings For Public Comments**
- **Communications Allowance Part of Annual Budget Request**

Recommendations

- **Platform Upgrade to BOR Website**
- **Publish Upcoming Meetings in the Advocate & on Social Media**
- **All Reps Compile E-mail list of Constituents**
- **All Reps Should Engage via Multiple Platforms**



Government Channel 79

Step 1

Rotating

PowerPoint Slides



STAMFORD BOARD OF REPRESENTATIVES

[Home](#) | [About the Board](#) | [Agendas & Minutes](#) | [Calendar](#) | [Communications](#) | [Committees](#) | [Board Members](#) | [Useful Links](#) | [Resolutions](#)



Matt Quinones
President

(203) 977-4024

Government Center
4th Floor

www.BoardofReps.org

See a Problem?
Want it Fixed?

StamfordCT.gov/FixIt

(203) 977-4140



Report a Pothole If you see a pothole in Stamford, report it here	Recycling & Garbage Request missed garbage or recycling pickup
Tree Services Report a tree, a fallen branch removal, or an obstruction due to overgrown vegetation	Traffic, Lights & Signals Report speeding issues and light outages
Housing Concerns Report illegal housing, overcrowding, blight, & zoning concerns	Citizen Feedback & Claims Submit a compliment, complaint or a claim
WPCA Sewers FOR ALL EMERGENCY REQUESTS CALL (203) 977-4596 or (203) 943-1476	Search All Services Search all other services provided by the City of Stamford

Mill River Park

Connecting People & Nature



<http://www.MillRiverPark.org>

Questions From Committee Members

- What Will Be Programmed On Channel 79?
- What Staffing is Required?
- How Will the Channel Be Funded?
- Will Board Meetings Be Shown Live?

Resources/Media

- A9CC – Area 9 Cable Council a9cc.org

- Altice USA



- NBC Sports



- Charter Communications



- Frontier Communications



- ITV



Resources/Local

- UCONN



- AITE



- J.M. Wright Tech



- Sacred Heart



- Volunteers



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