



**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.

S30.001

<http://www.boardofreps.org/data/sites/43/userfiles/committees/steering/items/2018/s30001.pdf>

Committee Members

Bob Lion, Chair

Nina Sherwood, Vice-Chair

Raven Matherne

Eric Morson

Bradley Michelson

Susan Nabel

Mavina Moore

John Zelinsky

Contents

- 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
- Recommendations for Board Action
- **Conclusion: No Single Medium Can Reach All Constituents**

Current Outreach Efforts By City Departments

- ✓ Website**
- 1. Facebook**
- 2. Next Door**
- 3. Twitter**
- 4. burbio**
- 5. Instagram**
- 6. YouTube**
- 7. Press Releases**



Stamford Police Department



- **Website** - stamfordct.gov/police
- **Facebook** - 7,779 Followers
 - [@StamfordCTPoliceDepartment](https://www.facebook.com/StamfordCTPoliceDepartment)
- **Twitter** - 4,648 Followers twitter.com/StamfordPolice
- **Instagram** – 1,623 Followers [stamford_police](https://www.instagram.com/stamford_police)
- **YouTube** – 246,018 views
 - [youtube.com/channel/UCvegA8w-PLYSNOHTdrup3Cw/feed](https://www.youtube.com/channel/UCvegA8w-PLYSNOHTdrup3Cw/feed)
- **Press Releases**

City Departments That Utilize Twitter



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.

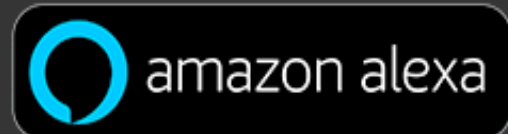
If you'd like to introduce us to your local public safety officials, please [email our team](#).

FOLLOW CALENDARS ON


 burbio[®].com


NEVER MISS AN EVENT AGAIN!

FREE TO SIGN UP & DOWNLOAD




Burbio Calendar Is Used By City Departments




My FeedMy CalendarCreate Group Calendar



Home > Connecticut > Stamford > Town of Stamford Recycling and Sanitation Calendar

Following

 Add All Events to My Calendar

Share   

About Us






Contact Information

Stamford, CT 06902

[Visit Website](#)






Saturday November 3 8:30am - 2:00pm EDT

Special Drop Off at Scofieldtown Road Operations facility
<https://www.stamfordct.gov/node/152591/events/upcoming>

☐ Select Share:     Image 

Monday November 12 All Day

Veteren's Day Transfer Station & Katrina Mygatt Recycling center close
Regular Garbage and Recycling pickup. (Click here for further schedule information)
<https://www.stamfordct.gov/node/152591/events/upcoming>

☐ Select Share:     Image 

**Review of Current
Board of Representatives Outreach
Via Website and Newspaper**



STAMFORD BOARD OF REPRESENTATIVES

- boardofreps.org/
- Maintained by the **Board Office & Clerk**
- *Not* part of the City Website
- ***Web address should be on all business cards***

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

- Public Notices Purchased in the Stamford Advocate Print Edition
 - **Required by Charter**
 - Cost: \$300 to over \$4,000 per notice depending on length
 - \$13,695 in fiscal 17/18 - Expected to be much higher in 18/19 due to activity
- Public Notices Purchased in the Stamford Advocate Online Edition
 - Where are the online notices?
 - How does a person get to the notices?
- Should these notices be the sole outside medium to alert our constituents to key hearings and meetings ?
- Notices are posted on our website.
- What else can/should be done to extend reach?



- **Print Circulation:** less than 9,000 Daily
- **Online Circulation:** Website and E-Edition numbers unavailable
- **Facebook Followers:** 14,230
- **Facebook Messenger:** <https://m.me/stamfordadvocate>
- **Twitter:** 48,900 Followers @StamAdvocate
- **Instagram:** 1,644 Followers

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



How To Find Public Notices in the Advocate Online

stamford advocate News Sports UConn Nation Business Real Estate Entertainment Living Obituaries Blogs Classifieds Jobs Cars

Local News

New Canaan routs rival Darien to reach FCIAC girls soccer final.

Friend says Rackover confessed to killing Stamford man

Old questions for Stamford's new train station parking plan

Stamford Jewish school sends stars of hope to Pittsburgh

Stamford police: Woman used knife to steal man's beer

Stamford felon charged with stashing stolen gun in parked car

Pedestrian struck in Stamford High crosswalk

Today in Stamford history: Oct. 29

Stamford vigil attendees show strength in the face of hatred

'Great American Read' winner beloved at Ferguson Library

Crime Stories

Police: Bridgeport men caught making drug deal in Stamford

Stamford felon charged with stashing stolen gun in parked car

Tip leads Stamford police to illegal gun

Trial shifts to relationship between men accused of Stamford...

Stamford parks panel, mayor clash over patrol plan

Police: Stamford raid nets big PCP dealer

Gun felon found with drugs, pistol in Stamford

Police pursuit ends in drug bust in Stamford's South End

Two robberies reported in Stamford over weekend

Cops: Woman assaulted during drunken card game in Stamford

State Stories

Prison, public safety leaders to leave before Malloy's exit

Officials confirm 2 small tornadoes in New England

Police: Man took pain medicine prescribed to his dogs

Tornado strikes Fishers Island

Final day to register to vote before Election Day approaches

Sandy Hook shooting becomes focus in governor race

Mother of 4 gets 3 years in prison for identity theft

Red Sox fans celebrate latest title; parade on Wednesday

Family of student who died at eating contest sue university

2 plead guilty in scheme to manufacture illegal guns

Unrecognizable
Miss Penny St...
by Taboola

TE VAS

Classified MARKETPLACE
SERVING FAIRFIELD, LITCHFIELD, MIDDLESEX AND NEW HAVEN COUNTIES

Home PLACE AN AD SIGN IN REGISTER

CLICK Place your ad

BROWSE TAG SALES

Search Marketplace

BROWSE CATEGORIES

- JOBS
- ANNOUNCEMENTS
- MERCHANDISE
- PETS
- TAG SALES
- SERVICE DIRECTORY
- TRANSPORTATION
- REAL ESTATE FOR RENT
- REAL ESTATE
- PROBATE/LEGAL NOTICES

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
- unclaim
- communi
- 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

Home Tuesday, July 24, 2018

Print Selected Notice(s)

Revise your Search

Page 1 of 59 (1,463 total results)

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

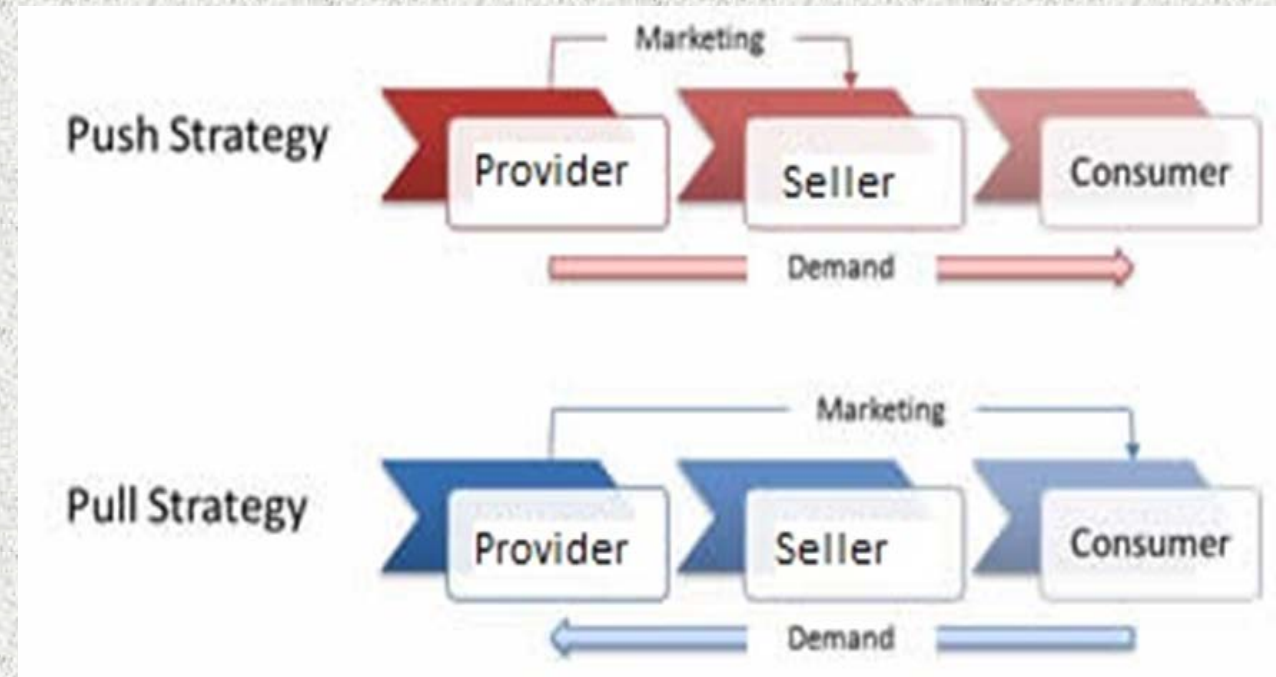
NOTICE The Pond and Lake Connection will be making an aquatic pesticide application to control algae and/or aquatic weeds at 209 Lynam Rd., Stamford, CT. More

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

☐ Select notice to print

We Must Move to a Push Strategy

- A Push Strategy is an outreach plan where we get information **to** the resident that does not require action by the resident
- A ***Pull*** Strategy requires an action starting **from** the resident



Government Channel 79 Overview

Board & Commission Meetings Are Already Available on Demand via StamfordCT.gov/stamford-videos

Stamford Videos

All Board and Commissions Videos

Elected Boards

- Board of Education
- Board of Finance
- Board of Representatives

Land Use

- Environmental Protection Board
- Historic Preservation Advisory Commission
- Planning Board
- Zoning Board
- Zoning Board of Appeals

Public Safety, Health & Welfare

- Camera Review Committee
- Food Service Committee
- Fire Commission
- Health Commission
- Police Commission
- Social Services Commission
- Animal Control Center Task Force

Ethics, Personnel and Pension

- Board of Ethics
- CERF
- Custodian Pension
- Fire-Fighters Pension
- OPEB (Other Post Employment Benefits) Board of Trustees
- Police Pension Board
- Personnel Commission

Energy, Economic Development and Transportation

- Arts and Culture Commission
- Energy Improvement District
- Traffic Advisory Committee
- Traffic District

City Facilities/Other

- EGB Golf Commission
- Harbor Management
- Parks & Recreations Commission
- Property Revaluation Review Committee
- Stamford Access 4 All
- Tax Abatement Committee
- Transportation, Traffic & Parking
- WPCA

Channel 79 Content & Oversight

- Channel 79 Is Non-Partisan and Overseen by a Group of Citizens, Technical Personnel and Department Heads
- A Technical Position Should Be Established to Ensure Reliability for Both Channels 79 & 78 (BOE)
- Programming Should Include Recorded Meetings, Department Overviews and Live Events (when possible)
- Staffing Funded by Grants

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>

Resources/Media That Can Provide Financial and Technical Assistance

- A9CC – Area 9 Cable Council

a9cc.org

- Altice USA



- NBC Sports



- Charter Communications



- Frontier Communications



- ITV



Local Resources That Can Provide Technical & Operational Assistance

- UCONN



- High Schools



ACADEMY OF INFORMATION
TECHNOLOGY & ENGINEERING
Empowering Students to Shape the Future!

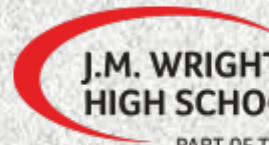


STAMFORD
High School



WESTHILL
High School

- J.M. Wright Tech



PART OF THE CONNECTICUT
TECHNICAL HIGH SCHOOL SYSTEM

- Sacred Heart



Sacred Heart
UNIVERSITY

- Volunteers

Outreach Options For The Board of Representatives

Media Opportunities for the Full Board of Representatives

Active

- BOR Website
- Link from City Website
- E-Mail*
- Town Halls*
- Phone Calls*
- Direct Mail*
- *Rep initiated

Options

- ⑩ Facebook
- ⑩ Next Door
- ⑩ burbio
- Twitter
- ⑩ Channel 79
- ⑩ Press Releases

Should The Full Board Have A Twitter Account?




Shall We Use a Board Facebook Account To Post Upcoming Meetings?

The screenshot shows a Facebook interface with a search bar at the top. On the left sidebar, the 'Events' section is active, showing a calendar view for the month of July. The main content area displays a list of upcoming events. The first event is 'Zoning Board Public Hearing On Chick-Fil-A' on Monday, July 30, at 7:00 PM, with 1 person going and 1 person interested. The second event is 'Stop the Bleed: Bleeding Control Course' on Wednesday, August 1, from 4:00 PM to 6:00 PM, at Tully Health Center, with the user 'You like Stamford Health' marked as interested. The third event is 'Land Use/Urban Renewal Committee of the Stamford Board of Reps' on Wednesday, August 1, at 7:00 PM, at the Stamford Government Center, with 1 person going and 0 people interested.

Facebook interface showing upcoming events:

- Events** (Calendar view: 1 event)
- 7:00 PM Zoning Board Public Hearing On Chick-Fil-A**
Mon Jul 30
1 Going · 1 Interested
Buttons:
- TUE, JUL 31**
Nothing planned. [Find things to do](#)
- WED, AUG 1**
 - 4:00 PM - 6:00 PM Stop the Bleed: Bleeding Control Course**
Wed Aug 1 · Tully Health Center
You like Stamford Health
Buttons:
 - 7:00 PM Land Use/Urban Renewal Committee of the Stamford Board of Reps**
Wed Aug 1 · Stamford Government Center
1 Going · 0 Interested
Buttons:

Shall Burbio Be Used to Inform Residents of Upcoming Meetings?


My FeedMy CalendarCreate Group Calendar


nuing.


[← Discover Local Calendars](#)

Calendars I Follow

- ☒ Academy of Information Technology and Engineering
- ☒ Avon Theatre Film Center
- ☒ Innovate Stamford
- ☒ League of Women Voters of Stamford
- ☒ Mill River Park Collaborative
- ☒ Roxbury Elementary School
- ☒ SilverSource, Inc.
- ☒ Stamford Chamber of Commerce
- ☒ Stamford Community Calendar
- ☒ Stamford Downtown
- ☒ Stamford Innovation Center
- ☒ Stamford Museum and Nature Center
- ☒ Stamford Public Education Foundation
- ☒ Stamford Public School District

 **NEW!** [Check out local business events and deals!](#)

Thursday October 25 All Day
B Day
<https://www.stamfordpublicschools.org/node/75763/events/upcoming>
[Academy of Information Technology and Engineering](#) .
 [Share](#)

Thursday October 25 All Day
Second Grade Field Trip
<https://www.stamfordpublicschools.org/calendar/upcoming>
[Stamford Public School District](#)
 [Share](#)

Thursday October 25 All Day
K In School Visit - Acting Out w/Miss Karen
<https://www.stamfordpublicschools.org/calendar/upcoming>

Recommendations

- ✓ 30-Minute Public Participation In Monthly Board Meetings**
- BOR Members Should Expand Their Outreach**
- BOR Should Work with the City to Collect Opt-in Emails Sortable by District.**
- Public Participation in Committee Meetings?**

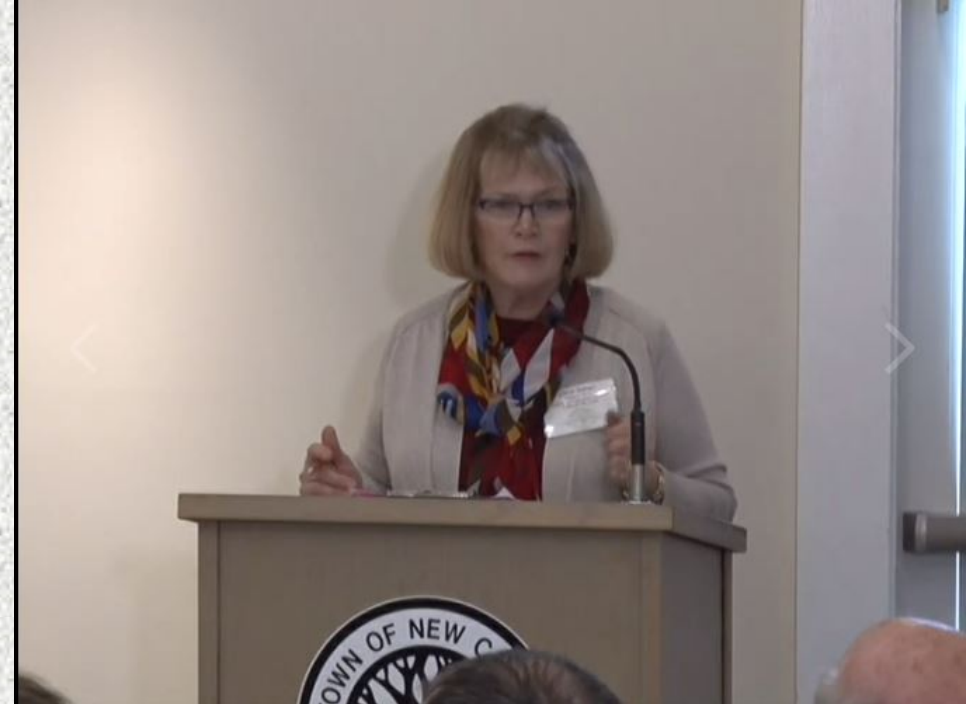
Recommendations

- Inform Residents About Upcoming Committee & Board Meetings on Several Available Platforms**
- Establish a BOR Facebook Page**
- Establish a BOR City-Wide Next Door Account**
- Establish a BOR Twitter Account**
- Publish Board Calendar Online in Burbio**

Recommendations

- Modernize the Look BOR Website If Possible**
- Annual Communications Allowance of \$1,000 Per Representative (or District) Should Be Part of Annual Budget Request.**
- BOR To Be Part of Channel 79 Steering Group**

Change Video to Switchable One-Camera View



**We have the switcher in place and
grant funds to have someone use operate it**

Resolutions For Consideration

- 1
- 2
- 3



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innovating since 1641

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December 3, 2018