



**CITY OF
STAMFORD**

innovating since 1641

Special Committee, Communications Report: Part 1

December 3, 2018

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Special Committee, Communications Report: Part 1

Creation of Special Committee



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RESOLUTION NO. _____
CREATING A SPECIAL COMMITTEE TO
ADVANCE COMMUNICATIONS BETWEEN
THE BOARD OF REPRESENTATIVES OR CITY GOVERNMENT
AND RESIDENTS

Resolution S30.001

**Creation of Special Committee
for Communications**

WHEREAS, in order to effectively execute its responsibilities, the Board of Representatives must successfully communicate with the residents of the City of Stamford, both to educate constituents about current and pending law changes as well as to receive input on the issues affecting residents' lives; and

WHEREAS, it is in the best interests of the City that communication systems and processes be enhanced and developed that will strengthen the dialogue between the Board of Representatives or city government and city residents while promoting additional investments in government transparency.

NOW THEREFORE BE IT RESOLVED by the 30th Board of Representatives of the City of Stamford that the President of the Board of Representatives of the City of Stamford appoint a special committee to recommend the enhancement and development of systems and processes that will improve how the Board of Representatives and city government communicate with the residents of Stamford, CT; and

BE IT FURTHER RESOLVED that the committee consist of not less than five (5) members; and

BE IT FURTHER RESOLVED, that such special committee shall meet on a monthly basis at the discretion of the chair of the committee; and

BE IT FURTHER RESOLVED, that such special committee shall report back to the Board of Representatives with recommendations for investments and improvements that will advance communications between the Board of Representatives or City government and the residents of Stamford, CT. The recommendations may include but are not limited to the following:

1. Proposed Legislation
2. Initiatives and/or investments within the Board of Representatives' office, its members, and/or Leadership
3. Initiatives and/or investments by city departments

BE IT FURTHER RESOLVED, that the report of such special committee shall be placed after the reports of the Standing Committees on the agenda of the monthly Board of Representatives meeting.

This resolution will take effect upon enactment.





Communications Committee: Meeting Dates, Minutes, & Videos

November 1, 2018	Minutes	Video
September 24, 2018	Minutes	Video (Pt. 1 & Pt. 2)
August 23, 2018	Minutes	Video
June 27, 2018	Minutes	Video
May 22, 2018	Minutes	Video (Pt. 1 & Pt. 2)
May 7, 2018	Minutes	Video
May 2, 2018	Minutes	Video
March 22, 2018	Minutes	Video
March 15, 2018	Minutes	Video



Special Committee, Communications Report: Part 1

Research



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Technology Management Services: Communications Overview

- Max McFarlane in the IT Department responsible for maintaining websites and some social media
- The department uses a content management company which coordinates Board of Education and City websites, although not the Board of Representatives' website; this results in a uniform look and feel
- The City maintains 49 urls, many of which are not exposed to the public, such as the Kronos time and attendance system
 - This is a handout from Michael Pensiero with more information about City websites:
<http://www.boardofreps.org/data/sites/43/userfiles/committees/communications/items/2018/c30005.pdf>
- The Board of Education has a website and each school has its own website





Technology Management Services: Communications Overview

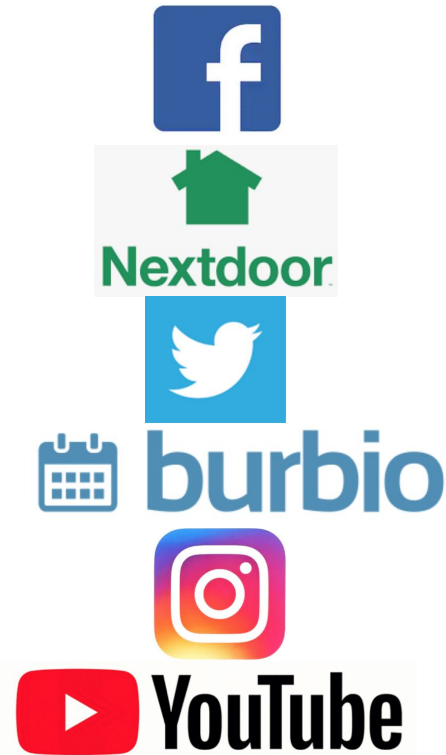
- The City has in excess of 10,000 email addresses collected, which is usually for a specific purpose
- Harvesting the email addresses to use for other communication processes may be difficult given email policy, in addition, systems don't necessarily communicate with one another
- Some of the webpages are overseen by the federal government and the City does not have access to the information
- They are waiting for Altice to allow access to the channel feed via computer and regarding how to broadcast the meetings over cable
- There is a State system for calling residents in an emergency upon a community's request – that information is concealed within the State and there is no access to it by the City





City Departments: List of common outreach methods

- Website
- Facebook
- Next Door
- Twitter
- burbio
- Instagram
- YouTube
- Press Releases





City Departments: Examples of Twitter Accounts



Tweets	Following	Followers	Likes	Lists
817	28	5,518	25	1

City of Stamford
@CityofStamford
Stamford, CT

Tweets **Tweets & replies** **Media**

City of Stamford Retweeted
Stamford EconDevelop @StamfordEconDev · Nov 16
 SpringWorks Therapeutics' drug for tumors in connective t
 foot track status. [bit.ly/2eAoqM](#) #Biotechnology #innova



Tweets	Following	Followers	Likes
472	21	4,796	6

Stamford Police
@StamfordPolice

Tweets **Tweets & replies** **Media**

Stamford Police @StamfordPolice · Nov 21





1,132 Tweets

Tweets	Following	Followers	Likes
1,132	134	4,284	82

Stamford Fire
@SFDPIO
The official Stamford (CT) Fire

Tweets **Tweets & replies** **Media**

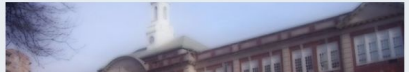

Stamford Fire @SFDPIO · Nov 19
We love to hear from those we serve and protec



Tweets	Following	Followers	Likes	Lists
2,537	220	4,275	2,769	1

Stamford Schools
@SPSSuper
Superintendent of Schools

Suggested



Tweets	Following	Followers	Likes
649	602	462	70

Stamford EconDevelop
@StamfordEconDev

Tweets **Tweets & replies** **Media**

Stamford EconDevelop @StamfordEconDev · Nov 16



Following	Followers
13	28

Stamford Health
@health_ct
Joined July 2014

@health_ct hasn't Tweeted



City Departments: Examples of Burbio Calendars

City of Stamford

Home > Connecticut > Stamford > City of Stamford

Monday December 24 All Day

Christmas Eve- THE TRANSFER STATION / SCALEHOUSE AND KATRINA MYGATT RECYCLING CENTER WILL CLOSE AT 11:00AM. Normal Garbage and Recycling pickup. (Click here for further schedule information)

Garbage and Recycling Schedule 2018 October 8, 2018 Monday, Columbus Day Transfer Station and Katrina Mygatt Recycling Center closed. Regular Scheduled Garbage and Recycling collection. November 12, 2018 Monday, Veteran's.....[More](#)

Tuesday December 25 All Day

Christmas Day-ALL CITY OFFICES AND FACILITIES ARE CLOSED! NO GARBAGE OR RECYCLING PICKUP! (Click here for further schedule information)

Garbage and Recycling Schedule 2018 October 8, 2018 Monday, Columbus Day Transfer Station and Katrina Mygatt Recycling Center closed. Regular Scheduled Garbage and Recycling collection. November 12, 2018 Monday, Veteran's.....[More](#)

Tuesday January 1 All Day

Westhill High School

Home > Connecticut > Stamford > Westhill High School

Monday November 26 All Day

G+ Day: 2,3,CT,4,5,6,7

<https://www.stamfordpublicschools.org/node/75793/events/upcoming/westhill-high-school/events/212033>

Tuesday November 27 All Day

A Day: 1,2,3,4,5,6

<https://www.stamfordpublicschools.org/node/75793/events/upcoming/westhill-high-school/events/211443>

Wednesday November 28 All Day

Half Day for Students: 1-7

<https://www.stamfordpublicschools.org/node/75793/events/upcoming/westhill-high-school/events/212003>



City Departments: Examples of Next Door Accounts

Nextdoor

Sign in

City of Stamford is on Nextdoor, the private social network for neighborhoods.

Sign up for Nextdoor

Connecticut / Stamford / Stamford Public Agencies / City of Stamford



City of Stamford

More info...

Subscribe

Activity



Recycling

Communications Special Assistant to the Mayor Elizabeth Carlson from City of Stamford · 2 Aug

We've had some questions recently about accepted items that can be recycled here in Stamford. That list has changed slightly as of July 1st, because of a new recycling contract. The most up-to-date list can be found here: <https://www.stamfordct.gov/recycling-and...> We've heard there may be other websites that list recycled items for Stamford. I can't speak to the accuracy of those lists. But be assured that the list below has been double checked by our Recycling & Sanitation Department with the City's vendor.



FOIA & Liability Issues: Social Media

- Records retention is required under FOIA for all government business (this is a challenge for Snapchat, which is intended to go away)
- It is a formal and complicated and process to destroy records
- Government business done on private accounts are also subject to FOIA
- Email and Facebook communications among members could be considered meetings under FOIA
- Curating content is an issue – Can't take down content you don't agree with; there must be universally applicable neutral principles which don't eliminate information based upon protectable content (e.g. can prohibit vulgar postings, but can't make judgments);
- Could subject to 1st Amendment challenges





FOIA & Liability Issues: Social Media

- Libby and Kathy Ruther are the only ones who have access to post on the City Facebook page as the City, but anyone can post comments (comments are still subject to FOIA)
- Someone has to monitor the content
- Who has authority to make decisions about content, given the variety of points of view; it should be limited to basic information about what is going on
- A meeting under FOIA is a proceeding of the body; which tends to be discussing an item on the agenda (there are dueling court decisions about whether a quorum is needed); the FOI Commission takes a very broad view of proceedings
- There was a recent decision about President Trump's Twitter account that held that since he is using it for government communications, he can't block someone from access to it





FOIA & Liability Issues: Social Media

- The recent Supreme Court case on the travel ban spent a great deal of time reviewing the President's Twitter account; social media is available to be reviewed
- On the State level there have been campaign finance violation issues raised in connection with the use of social media
- There is also the concern about slander and libel claims raised by comments on social media
- Comments on social media might raise issues from participating in subsequent appeals of Zoning Board decisions depending upon what the member says (this is different from the court cases on this which specifically address members speaking at the Zoning Board hearings and then participating in the appeal)
- Representatives, as elected officials, can express their opinions on social media





Police Department: Communications Overview

- SPD currently has a Facebook page, a Twitter account, and a website.
- Facebook is used primarily for press releases and other news;
- Twitter is used primarily for traffic alerts
- Website is used primarily for forms and other information. (The permit process is widely used on the website).
- Social media has to be of benefit to the citizens, and most of the current social media is one way.
- The SPD would like to eventually use Twitter for alerting public to crimes.
- Best way to contact SPD for non-emergencies is 203-977-4444, which is answered 24/7.
- Ideally there needs to be a full-time position managing and monitoring social media.





Police Department: Links & Statistics

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





Mayor's Office: Communications Overview

- Overview can be found here:
http://www.boardofreps.org/Data/Sites/43/userfiles/committees/communications/items/2018/c30002_carlson.pdf
- Press releases for the Mayor or Managers & Directors are sometimes news related and sometimes information related
- The website has the capability of sending emails blasts (list has about 1-200 people)
- Libby Carlson is working on collecting emails from the website to send bi-weekly emails through Mailchimp
- Variable Message Boards are used throughout the City in English and Spanish
- CTAAlerts reverse 911 system is for emergency events and has about 68,000 contacts or updating residents who opt-in on an issue in a specific location





Mayor's Office: Communications Overview

- There is an emergency hotline residents can call into during an emergency (203) 977-8840
- There has not been an attempt to combine the email lists from all departments
- The Mayor's Calendar goes out to people who have asked to be on the list
- Mayor's Night In is not generally on social media, but could be
- These events and request for emails could be in The Advocate, but might be considered ads which need to be paid for
- The Mayor's Office is not usually notified about requests that are made to Citizens' Services





Board of Representatives: Communication Overview

- **Website:** www.boardofreps.org
 - Maintained by the Board Office & Clerk
 - Not part of the City Website
- **Stamford Advocate** for public notices
 - Print Circulation: less than 9,000 Daily
 - Online Circulation: Unknown
 - **Public Notices Required by Charter**
 - Cost: \$300 to over \$4,000 per notice depending on length
 - \$13,695 total spent in fiscal 17/18 - Expected to be much higher in 18/19 due to activity
 - To Find Public Notices in the Online Edition
 - Stamford Advocate Home Page -> Marketplace -> Probate/Legal Notices -> Search: Advocate, The -> <http://ct.mypublicnotices.com/PublicNotice.asp?Page=SearchResults>

stamford
advocate





Board of Representatives: Communications Overview

- **Videos** (all Board & Commissions)
www.stamfordct.gov/stamford-videos

- **Other Communication Tools** used by Reps
 - Twitter
 - Facebook
 - NextDoor
 - Town Hall meetings
 - Direct Email
 - Phone

Stamford Videos

All Board and Commissions Videos

Elected Boards	Land Use	Public Safety, Health & Welfare
<ul style="list-style-type: none"> • Board of Education • Board of Finance • Board of Representatives 	<ul style="list-style-type: none"> • Environmental Protection Board • Historic Preservation Advisory Commission • Planning Board • Zoning Board • Zoning Board of Appeals 	<ul style="list-style-type: none"> • Camera Review Committee • Food Service Committee • Fire Commission • Health Commission • Police Commission • Social Services Commission • Animal Control Center Task Force
Ethics, Personnel and Pension	Energy, Economic Development and Transportation	City Facilities/Other
<ul style="list-style-type: none"> • Board of Ethics • CERF • Custodian Pension • Fire-Fighters Pension • OPEB (Other Post Employment Benefits) Board of Trustees • Police Pension Board • Personnel Commission 	<ul style="list-style-type: none"> • Arts and Culture Commission • Energy Improvement District • Traffic Advisory Committee • Traffic District 	<ul style="list-style-type: none"> • EGB Golf Commission • Harbor Management • Parks & Recreations Commission • Property Revaluation Review Committee • Stamford Access 4 All • Tax Abatement Committee • Transportation, Traffic & Parking • WPCA





Board of Representatives: Resources & Media

- **Resources & media** that can be utilized to help the Board strengthen communications
 - A9CC – Area 9 Cable Council a9cc.org
 - Altice USA
 - NBC Sports
 - Charter Communications
 - Frontier Communications
 - ITV
 - UCONN
 - High Schools
 - J.M. Wright Tech
 - Sacred Heart
 - Volunteers

a9cc.org

optimum.
a brand of altice



Charter
COMMUNICATIONS



UCONN
STAMFORD



**J.M. WRIGHT TECHNICAL
HIGH SCHOOL**
PART OF THE CONNECTICUT
TECHNICAL HIGH SCHOOL SYSTEM

 **Sacred Heart
UNIVERSITY**



Special Committee, Communications Report: Part 1

Actions



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Communications Committee: Public Participation Sessions

- **Public participation sessions** established before Regular Board Meetings with LR30.036. www.boardofreps.org/lr30036.aspx

| Revised by Committee 6/21/18

New entry:

Article V.E.3. "Time for Public Comment."

a. As set forth in [Article V.A.1.f], there shall be a period for public comment, subject to the following procedures.

i. The public comment period shall not exceed thirty (30) minutes

ii. The President shall establish the amount of time allocated per speaker, which shall not exceed three (3) minutes per speaker.

iii. Speakers shall sign in prior to the start of the meeting, indicating their name and the ~~topic~~ current agenda item they wish to address. [Speakers may address any topic which has not been subject to a prior public hearing of either the Board or a Board committee].

iv. Prior to the beginning of the public comment period, the Board may, by a majority vote, decide to shorten, cancel, or extend the public comment period.

v. The President may, in the President's sole discretion, organize the order of speakers in any manner the President sees fit for the purposes of good order and efficiency.

b. The President may keep good order and decorum in any manner authorized by Roberts Rules of Order, and, for the avoidance of doubt, may shorten or cancel the speaking time of any speaker during the public comment period deemed in the President's sole discretion to be disruptive or unruly.

c. This section [•] shall expire ~~on December 4, 2018~~ after the 6th regular Board meeting after adoption.





Communications Committee: Channel 79

- **Channel 79** re-established with rotating slides.

Mill River Park
Connecting People & Nature



<http://www.MillRiverPark.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

STAMFORD BOARD OF REPRESENTATIVES

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(203) 977-4024

**Government Center
4th Floor**

www.BoardofReps.org

Matt Quinones
President



Special Committee, Communications Report, Part 1

Statement & Recommendations for Further Analysis & Communication



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Communications Committee: Statement

The Committee will not, at this time, present any proposed legislation or formal recommendations for action by the Board but will, in the coming months, with the overarching principle that our communications strategy should be a 'Push Strategy' rather than a 'Pull Strategy,' analyze and present to the Board consideration of action for the following 5 items.





Communications Committee: Recommendations for Further Analysis & Consideration

1. Amend **LU30.036** (public participation at Regular Board Meetings) to become **permanent**.
2. Propose a strategy to implement the **City-wide collection of constituent emails**.
3. Investigate and **recommend social media strategies** for the Board & Board Office.
4. Analyze potential **re-establishment of a Communications Allowance**
5. Recommend level of Board involvement in **Channel 79 management**





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**Special Committee, Communications
Report: Part 1**

The End