

Tony Plante

From: Jarrod Maxfield
Sent: Saturday, February 18, 2017 10:39 AM
To: Tony Plante
Subject: Re: Communications Discussion

I forgot to mention part of this discussion/process should look into the details and wants/needs for a dedicated Town Communications position.

Jarrold

Sent from my iPad

On Feb 17, 2017, at 2:02 PM, Jarrod Maxfield <jarrodmaxfield@windhammaine.us> wrote:

Tony,

Here is the information you requested. I apologize for the delay, please schedule this as it make sense.

This is by no means a complete concept and process but I have tried to lay out what I feel the issue is and how we can begin to explore it and any possible solutions and/or additions that can help us.

The idea of discussing communication comes from the reoccurring issues the town faces when it comes to communication and how we scan turn this around to help our town be more successful. These issues can come in multiple forms such a resident complaints due to lack of information, charges of willful withholding of information (or the perception of such), wasted time and effort from Town Counsel and Staff on projects that ultimately fail due in part to many, if not a majority, of town residents having no idea of an issue or the facts, reasons and needs that drive that project. Our communication, and sometimes lack of, creates issues we see but I also feels limits us in what we could have done, essentially lost opportunities.

Basic Goal: We should have a base goal in our local government of being as open and transparent as possible and share important and relevant information in a timely and effective manner.

I would like the Counsel to explore some of the following so we can get an understanding of where we are, where are going and where we want to go.

Communication Methods:

1. What methods do we use now? (i.e. Newspaper, Email lists, Town Website, TV 7 etc)
 - 1A. Can current methods be better managed and utilized to accomplish the goal?
 - 1B. Who decides what content or information is shared and when? Is it department by department or is there a centralized process for data release?
 - 1C. Once data is released in static environments like the website, who determines how long it stays? Who reviews, deletes and updates this information?
2. What methods do we not use we would like to explore? (i.e. Social Media, Apps, Offline methods, Community Groups and Outreach etc)
 - 2A. The same ABC from above would apply to this as well.

2B. Do new communication methods open up opportunities for various media types for information release, say a video vs a written statement.

3. What can we communicate?

3A. The town cannot "sell" a project or show a side in an issue or project, but what can we do, where are those lines?

3B. What viewpoints can we facilitate through our channels?

4. What do we WANT to communicate?

4A. Do different departments have different needs and goals for information and communication flow? How can the Counsel / Town staff help?

5. How can town communications be turned into a two way street, create conversations and feedback?

5A. How do residents easily and effectively create new conversations and issues with the town?

If we lay this out and make a plan and flow for information and communication we can alleviate some of our issues, open up some opportunities and create a more cohesive community.

I am sure there are other points and subjects I have missed but I hope this is a good starter for the conversation to move us forward.

Let me know if you or anyone has any further questions.

Thanks

Jarrold

Sent from my iPad

On Feb 1, 2017, at 4:25 PM, Tony Plante <atplante@windhammaine.us> wrote:

Jarrold,

Attached is a place-holder cover sheet for the discussion about communications, etc., for next Tuesday. Can you elaborate a little more on the nature of the discussion you'd like the Council to have, anything you'd like to have for background information, and any desired outcomes/directions as a result?

Thanks.

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