



*Est. 1809*

# **BERKELEY HEIGHTS**

Berkeley Heights Communications Committee  
2019 Priorities

# Agenda



- Overview
- 2019 Objectives
- Website Update
- Q&A

# Overview

# Communications Committee



## Team members:

Peter Bavoso, Council Member

Stephen Yellin, Council Member

Donald DeFabio (12/31/20)

Sander Raaijmakers (12/31/19)

Lucinda Hayes (12/31/21)

Jim Skidmore (12/31/20)

Herman Matfes (12/31/21)

Liza Viana (not elected)

Gail Nelson (Secretary) (12/31/19)

Caroline Yodice (12/31/19)

Bob Parker (12/31/19)

Pam Yoss (Chair) (12/31/20)

# Overview



The Berkeley Heights Communications Committee is responsible for supporting Berkeley Heights Township to inform the community about its local government, community-wide events run by the Township, and to the extent possible, public events run by non-profit local organizations.

# 2019 Objectives

# 2019 Objectives



- **Formalize Township Communications**
  - Work with the Township to help establish formal communications policy and procedures for Township communications including the communication needs of, and process for Township Board and Committee communication.
  - Further develop Township branding guidelines and ensure compliance.
  
- **Township Social Media**
  - Work with the Township to define & implement Township Social Media Policy
  - Consider initiating Township Instagram and Twitter updates.
  
- **Newsletter**
  - Write, edit and distribute monthly updates to BH residents via email and paper newsletter. Evaluate frequency and adjust if needed.
  
- **Be Heard - Listening Sessions - Coffee & Conversation**
  - Continue to create informal opportunities for residents to interact with their Mayor and Township Council members.
  - Continue to research and explore additional opportunities for residents to “Be Heard” informally.

# 2019 Objectives - Continued



- **Survey Residents**

- Define and execute a Township-wide survey to define resident needs for communication in terms of content, methods of communication and frequency. Consider expanding scope based on Town Council needs.
- Leverage experience from 2017 “Be Heard” survey

- **Video**

- Determine best use for, and establish process around filming video to promote Township business, projects and community.

- **Media Relations**

- Support Township to assist in determining when press releases are needed to keep residents informed about Municipal business including Board and Committee updates.
- Draft, review with necessary approvals and distribute.
- Drafted to date in 2019: Warren Developments update, February Township Newsletter, Mayor at Suburban Chamber of Commerce Kick off Meeting, YMCA pool update.

- **Township Events**

- Attend Township Events such as concerts and the Street Fair to educate residents about Township priorities.
- Create communication material such as posters around Township business including redevelopment.



# Website Update

# Current Website is...



- **Confusing** - hard to use
- **Not mobile** (smartphone or tablet friendly)
- **Inflexible** - has a fixed structure
- **Challenge** to update (3rd party needed)
- **Difficult** to find what you need
- **Limited** ability to support growing and changing resident and Township needs

# What We Did...



- Market research
- Candidate refinement
- Town presentation and feedback
- Partner selection
- Project initiation

# Current Status



- On boarded parenter with numerous planning and design sessions
- Developed new architecture to best leverage the modern platform
- Ensured maximum mobility (any platform, anywhere)
- Collaborated with leadership and town administration on key functionality
- Trained town administration and staff on managing and updating site to streamline communication
- Incorporated multiple search based capabilities to facilitate resident experience
- Enhanced notification and subscription capabilities

# Where We're Going....



## Making Life easier ...

- Online form submission
- Online issue reporting
- Online feedback
- Frequent communication
- Robust content
- Flexible calendaring
- Community sources

## Coming next...

- Online payments
- Modern rec
- Request tracking
- AND MUCH MORE!!!

2018 costs and timing

# Budget allocation request



<b>Initiatives</b>	<b>Cost</b>
Newsletter Printing	\$1,500
Website Maintenance	\$0
Livestreaming	\$1,500
Video Equipment/Set Up???	\$3,000
<b>TOTAL</b>	<b>\$6,000</b>

Q&A



Thank You

# Township Social Media



- Work with the Township to define a Township Social Media Policy based on surrounding and similar town best practices.
- Implement policy and work with the Township Administrator and staff to update residents via the Township and Communications Facebook pages.
- Post updates to Berkeley Heights privately run community forums as defined by policy.
- Support the social media posts of Township officials posts as appropriate.
- Consider initiating Township Instagram and Twitter updates.



# Be Heard - Listening Sessions (Coffee & Conversation)

- Continue to create informal opportunities for residents to interact with their Mayor and Township Council members.
- Schedule sessions as needed, starting with quarterly and evaluating during the year. Continue to research and explore additional opportunities for residents to “Be Heard” informally.

# Survey Residents



- Define and execute a Township-wide survey to define resident needs for communication in terms of content, methods of communication and frequency.
- Leverage experience from 2017 “Be Heard” survey

# Educate Residents



- Based on the results of the Township Survey, define and execute a communications plan to meet defined resident needs. This may involve writing, video, and/or multi-media channels.

# Website



- Drive the update of the Township website platform and launch Phase 1 in 2019.
- Define Phase 2; establish plan and timeline for rollout.

# Video



- Determine best use for, and establish process around filming video to promote Township business, projects and community.

# Newsletter



- Write, edit and distribute monthly updates to BH residents via email and paper newsletter. Evaluate frequency and adjust if needed.
- Continue to distribute paper version of newsletter.
- Promote wider distribution across Township.
- Stats:



# Media Relations



- Support Township to assist in determining when press releases are needed to keep residents informed about Municipal business including Board and Committee updates.
- Create a version control and approval process.
- Draft, review with necessary approvals and distribute.
- Drafted to date in 2019: Warren meeting, Newsletter Feb, Mayor's Roundtable, YMCA pool

# Township Events



- Create communication material such as posters around Township business including redevelopment and staff booth at Township events, such as concerts and the Street Fair.

# Proposed 2019 calendar\*



## JAN

Email newsletter

## FEB

Email newsletter

## MAR

Email newsletter  
Listening Session #1

## APR

Email newsletter  
Website launch

## MAY

Email newsletter

## JUN

Email newsletter  
Listening Session #2  
Street Fair & Rubber Ducky info table

## JUL

Email newsletter  
Summer concerts info table

## AUG

Email newsletter  
Summer concerts info table

## SEP

Email newsletter  
Listening Session #3

## OCT

Email newsletter

## NOV

Email newsletter

## DEC

Email newsletter  
Listening Session #4

\* Will be updated based on staffing