



Sustainable Jersey's New Public Information & Engagement Actions

CITIZEN ENGAGEMENT

- 1. Improve Public Engagement in Municipal Government** – increases opportunities for citizens to participate in decision making process with governing body (up to 15 pts)
 - Increase publication of public meetings and post relevant materials prior to meeting ... giving public enough time to review
 - Collect public input on key issues/proposals through varied means (i.e. digital platforms and public info sessions)
 - Stream public meetings live and/or record and post online
 - Increase interactions between governing body members & the public
 - Adopt rules for citizen input & move public comment portions to beginning of meetings
- 2. Improve Public Engagement in Planning & Zoning** – increases opportunities for citizens to participate in decision making process with planning and zoning boards (up to 15 pts)
 - Increase publication of public meetings and post relevant materials prior to meeting ... giving public enough time to review
 - Collect public input on key issues/proposals through varied means (i.e. digital platforms and public info sessions)
 - Stream public meetings live and/or record and post online
 - Post digitized copies or interactive applications of key land use documents on website
- 3. Online Municipal Public Service Systems** – improves the public's interface with public services by providing real time info on service delivery and allowing the public to report, request and track services (up to 15 pts)
 - Provide basic information about public services on website &/or mobile app
 - Develop a system for the public to report issues, place a request, pay fines, apply for permits, and make it all trackable

COMMUNICATIONS

- 4. Municipal Communications Strategy** – gets towns to develop an SOP for using available communications channels & regularly maintain the website (10 pts)
 - Inventory all public communication channels being used by & available to the municipality and its residents (traditional & digital media, community posting boards & community networks)
 - Best practices for municipal websites (ease of use & regular maintenance)

5. **Emergency Communications Planning** - develops a plan for towns to get info out during declared & non-declared emergencies & builds an internal process for such communications (up to 15 pts)
 - Utilize varied communications channels to disseminate important updates (traditional & digital media, text and email, sign boards, community posting boards & community networks)
 - Create a process for citizens to sign up for emergency alerts
 - Test the communication channels & public notification system at least once through a real emergency or testing exercise

6. **Vulnerable Population Identification for Emergencies** – creates of a plan to identify the vulnerable populations and stakeholders who can help get info out during emergencies (10 pts)
 - Identify individuals with disabilities and other access & functional needs within the community and market “NJ Register Ready” to register them so that they can receive updates during emergencies
 - Keep a list of key stakeholders that can help get word out to other at risk & vulnerable pops
 - Use alternative communication formats for people w/ special needs

ACCESS TO PUBLIC INFORMATION

7. **Digitizing Public Information** – ensures the posting of highly requested public info online, in digital format (10 pts)
 - Post information of high demand on the municipal website

8. **Open Data Inventory & Management** –creates a policy that would set up internal and public sharing of government data (up to 15 pts)
 - Take stock of data sets that exist in your town
 - Share them with the public through your website
 - Engage the public to hear what data is important to them and collaborate to create useful applications