

Public Information & Engagement Actions

Attempts to assist towns in enhancing the following areas:

- ✓ broadening the communication reach for important news
- ✓ providing ways for leaders to engage citizens on quality of life decisions
- ✓ increasing public access to essential municipal information:
 - proposals being considered by decision makers
 - high demand public information in easy to find locations and usable formats
- ✓ creating internal & external efficiencies
- ✓ emergency communications planning, including strategies to reach vulnerable & special needs populations



PIE Actions: Communications

Municipal Communications Strategy (10 pts)

- Inventory all public communication channels being used by & available to the municipality and its residents
- Best practices for municipal websites (ease of use & regular maintenance)

Benefits:

- ✓ Increased chance of public seeing your message; broader reach
- ✓ Streamlined way to get message out
- ✓ Saves money – free platforms



PIE Actions: Citizen Engagement

Improve Public Engagement in 1) Municipal Government, and 2) Planning & Zoning

- Create notification process for public to receive relevant updates
- Increase publication of public meetings and post relevant materials prior to meeting ... giving public enough time to review
- Stream public meetings live and/or record and post online
- Adopt rules for citizen input
- **1) only:** Move public comment portions to beginning of meetings
- **1) only:** Increase access & interactions with governing body
- **Extra 5 pts:** Collect public input on key issues/proposals through varied means

Benefits:

- ✓ Citizens are more informed
- ✓ Decision makers have greater access to public



PIE Actions: Citizen Engagement

Online Municipal Public Service Systems (10-15 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
- Make it all trackable

Benefits:

- ✓ Expands capacity & reach of staff
- ✓ Provides internal performance metrics
- ✓ Improves customer service
- ✓ Gives public a sense of ownership



PIE Actions: Access to Public Info

Digitizing Public Information (10 pts)

- Posting of highly requested public records & information on municipal website in digital format

Benefits:

- ✓ Creates efficiencies – reduces calls & OPRA requests
- ✓ Saves money – decreases costs for staff time, printing, etc.
- ✓ Ease of use for the public

