



# communicating in 21<sup>st</sup> c government

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Station Manager, Montclair TV34

Founding Member, Jersey Access Group



**Matt Hersh (@MatthewBHersh)**

Director, Jaffe Communications



# use of technology

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- Reach a wider swath of constituents
- Recent Pew Research Study
  - 84% of Americans Use Internet
  - 96% of 18-29 year olds
  - 93% of 30-49 year olds
  - 81% of 50-64 year olds
  - 58% of 65+
- Race/community type/income/education



# use of technology

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- 64% of Americans own smart phones, up from 35% in 2011
- 4-in-10 looked up info on government services
- Age difference in using smartphone to lookup info about community and local events
- 17% of smartphone users have used smartphone to report a problem in their community (potholes, missing street sign)

*Source-2014 Pew Research Study*



# local govt. info search

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Go first to find info about local govt services?

- 36% visit town website
- 25% visit town hall in person
- 8% phone town hall
- 5% visit another website

*Source: Monmouth University Poll of New Jersey Residents-Feb 2011*

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# local govt. info search

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When you needed info in the past year?

- 58% searched internet
- 55% visited town hall in person
- 34% phoned town hall
- 25% attended a meeting
- 17% sent an email
- 12% sent a letter

*Source: Monmouth University Poll of New Jersey Residents-Feb 2011*



# local govt. info search

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- Age differences in the modes that New Jerseyans use to get local info
- Older residents most likely to call and visit town hall
- Younger residents most likely to use internet to look up local info

*Source: Monmouth University Poll of New Jersey Residents-Feb 2011*



# e-government in new jersey

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- Monmouth analyzed 540 websites in 2012
- 3-coder teams searched for 86 content items
- “Ease of use” evaluated through average search time for key pieces of information: “mayor” contact information, building permit information, municipal budget, and trash/recycling information.



# e-government in new jersey

## *most common content*

% of Websites	Content
98	City council member names
97	Name of the mayor (or equivalent)
96	City hall address
94	Clerk name
92	Police department information
91	Departments
91	Tax assessor
91	Tax collector
90	Clerk phone
88	Fire department information
87	City council schedule
85	City hall phone
85	Ordinances/codes
85	City budget
83	Departments phone
81	Local school information
79	City council minutes/transcripts
79	Recycling pick-up schedule
79	Recycling/trash regulations
79	OPRA request form





# e-government in new jersey

## *least common content*

% of Websites	Content
25	Private utilities (power/gas)
25	Pay taxes
24	Tax rates
23	Citizen advisory committees application process
20	Citizen advisory committees minutes/transcripts
20	City hall email
18	Facebook
17	Citizen advisory committees agenda
14	Twitter
13	Suggestion box
13	OPRA online requests
12	Videos (YouTube etc.)
11	Local hospital information
9	Bus. administrator/city manager bio/message
6	City council meetings video
3	City council meetings audio
3	Crime statistics
3	Blogs
2	Citizen surveys
1	Apply for dog license online
0	Apply for permit online



# what does this mean?

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- Technology is an important and useful tool for municipalities in engaging communities...
- ...but, there are still demographic differences in who uses it and for what
- Need for a diversified approach to reaching local community



# katya wowk (@kawowk3)

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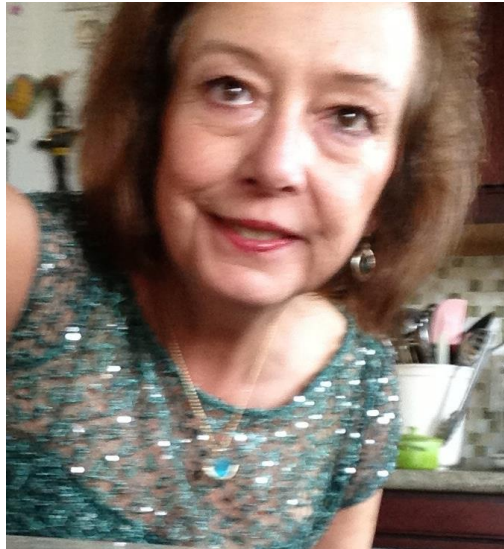
- ✓ Communications Director for Montclair Township for past 11 years
- ✓ currently serves on the board of directors of the National Association of Government Web Professionals, representing the Northeast region
- ✓ past-president of the Government Web Professionals of New Jersey (GoWProNJ)

View Katya's presentation: <http://bit.ly/Katyaslides>



# sharon colucci (@TV34Montclair)

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- ✓ Station Manager at Montclair TV34 since 2007
- ✓ founding member of Jersey Access Group in 2001
- ✓ a leader in Public Education Government (PEG) TV industry for almost 30 years
- ✓ first PEG TV station to be included in WorldRelay TV



*Sharon Colucci*  
TV34 Station Manager  
*CableTV@montclairnjusa.org*



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*Township of Montclair*

*205 Claremont Avenue • Montclair, NJ 07042*

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# Why Stream?

- **Open government, public engagement**
- **Better intra-department(s) communication**
- **Video is one of the most effective means of communicating**
- **Easier, cheaper, and more automated**



[www.telvue.com](http://www.telvue.com)

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TelVue Corporation  
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POWERING IP BROADCAST™

- **LIVE and Video on Demand**
- **Internet TV (Over-the-Top)**
- **Outsource IT and tech support needs**
- **Distribute bandwidth requirements**
- **No additional Internet costs**
- **Viewership statistics**
- **Banner ad management (sponsorships)**



## Internet TV platform for Montclair TV34

- WorldRelay channel 197334
- Easy access from Apple and Android devices
  - HD support
- Partnering on a rapid emergency TV access from mobiles
  - Additional micro-channels for out-of-the-box applications, such as non-profit events, tourism, college broadcasting, etc.



WorldRelay™

# WorldRelay TV

\$800 for an encoder box ( that attaches to one camera )  
we'll preconfigure and test for them.

\$150 per month for their own SD channel - unlimited  
streaming.

<https://www.worldrelay.tv/contact>



**WorldRelay**™



# matthew hersh (@MatthewBHersh)

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- ✓ Director for Jaffe Communications
- ✓ serves as Chair of the Highland Park Public Information Committee which aides governing body in getting news and important updates out to residents



# new sustainable jersey actions

## *communications*

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### 1. Municipal Communications Strategy

- ✓ 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)

### 2. Emergency Communications Planning

- ✓ Develop a standard operating procedure outlining the steps a town will take to disseminate important information during emergencies
- ✓ Utilize varied communications channels (traditional & digital media, text and email, sign boards, community posting boards & community networks)
- ✓ Create a process for citizens to register for alerts