

Tools for Effective Communications & Engagement

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What's Gov Got to Do With It?

Effective Governance + Engaged Democracy
= Sustainable Communities

- ✓ see common future together
- ✓ need tools & info to fix problems

Our system of governance needs an evolution



Public Information & Engagement Actions

Attempts to assist towns in enhancing the following areas:

- ✓ Communications
- ✓ Citizen Engagement
- ✓ Access to Public Information



Support to Get 'er Done

- ✓ Webinars & training
- ✓ Small grants
- ✓ Annual Government *Connex*t Forum?
- ✓ Development of new tools & platforms?



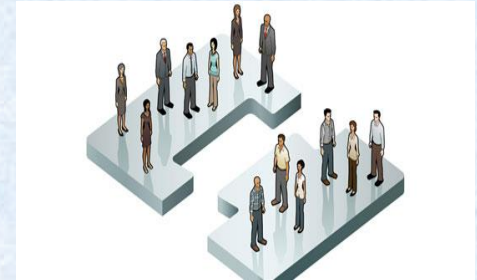


Access Princeton

Princeton's Answer to Improving
Communications and Citizen Engagement

Why a new Department?

- Consolidation
- Transparency
- Promote citizen engagement
- Save time
- Tracking features and real-time statistics
- Cut down on non-emergency, non-police calls to the Police Department
- Provides a point of information for citizens when they don't know who to call
- Cuts down on the transfer calls



participatory activities
engagement
joining together and
common goal or ob
ing / en



Challenges

- CHANGE!!!
- Will it take away my job
- Negative public comments
- Buy in from everyone
- Getting the word out
- Technology isn't for everyone
- 3rd party limits control
- Being the middle person
- Using the reports for more accountability
- Always evolving
- Out of jurisdiction issues (State/County/Utility)



What is Access Princeton?

A centralized non
emergency contact center



So exactly what does Access Princeton do?



- A source of information
- Walk in center for information, notary and passport services
- Administrator for SeeClickFix (constantly monitored and changed when needed)
- Keeping the mobile app up to date
- Available during times of Emergency
- Provide Administration, Mayor and Council and Departments with stats monthly and Quarterly
- Moderator of the town's social media accounts

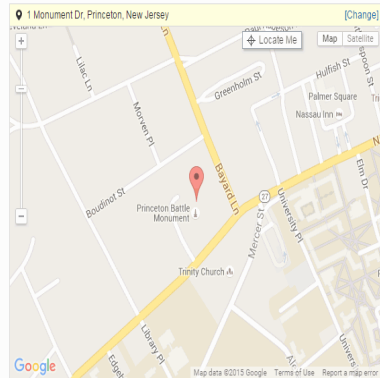
How do we get more engagement?

- Obtain email addresses of callers
- They will receive updates as status changes on their reported issue
- They can review it online from the email
- Hopefully they will enter the next one on their own!

REPORT AN ISSUE [Help](#)

1 Monument Dr, Princeton, New Jersey [\[Change\]](#)

[+ Locate Me](#) [Map](#) [Satellite](#)



Category *
-- Select Category --

Issue Title *

Description

Upload an Image
[Choose File](#) No file chosen

Display Name *

Your Email * [Read our Email Policy.](#)

[Report as Logged in User](#)

Sensitive issue?
☐ Keep it anonymous

Don't show my name on this issue, or show it on my profile page. But email me when someone comments on it, and give me civic points for it. (I can claim it later, if I want to.) [Learn more.](#)

Step 2 of 2 [Go Back](#) [Report your Issue](#)

Social Media

- Facebook & Twitter

- Share reported issues
- Post meeting agendas
- Feedback for town's planning such as the Bike Master Plan
- Feel good stories
- Road closings or delays
- Post upcoming events for other departments
- Get the word out about Access Princeton and what it is



- Periscope

- Live broadcasts
- Awareness and tips from staff or representatives from outside agencies
- Events such as Community Night Out
- Very interactive and engaging



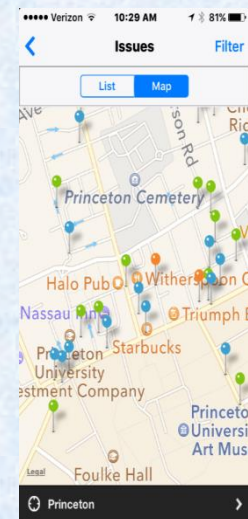
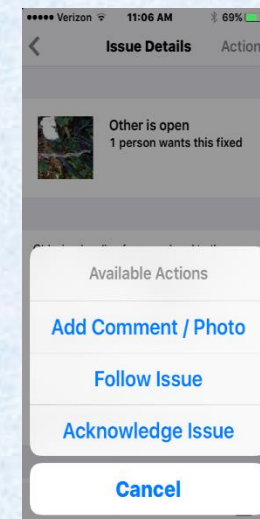
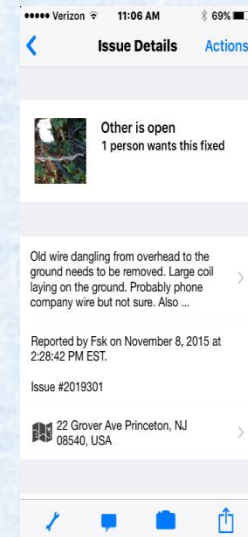
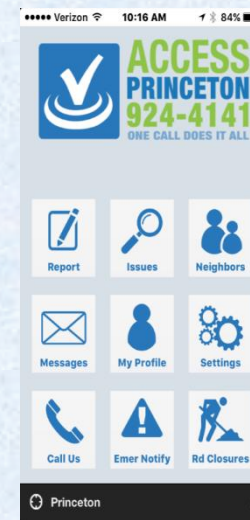
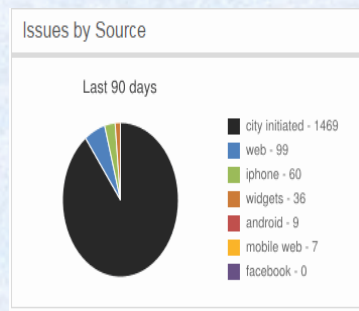
- YouTube

- Saved broadcasts available for future viewing
- Post to Facebook



Mobile App

- Convenient
- Include pictures with report
- Live updates
- Customizable buttons
- Change status from phone
- Improving engagement





How are we doing?



- Over 600 issues reported using the web
- Over 300 issues reported using the mobile app
- Over 200 issues reported using the widgets and mobile web
- Average over 600 phone calls a month
- Average 18 notary services a month
- Over 7,000 questions or issues have been reported in SeeClickFix
- Knowledge Base (FAQ) averages over 350 hits per month
- Close to 500 registered SeeClickFix users



Questions?

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ACCESS
PRINCETON
924-4141

ONE CALL DOES IT ALL
AccessPrincetonNJ.gov

Borough of Franklin Lakes Performance Dashboard



SUSTAINABLE JERSEY

TOOLS FOR EFFECTIVE COMMUNICATIONS & ENGAGEMENT

THURSDAY, NOVEMBER 19, 2015

Comprehensive Communications Program



- **Communications “Toolbox”**
 - Comprehensive resource – Website
 - Regular (and emergency) communications – E-blast
 - ✦ Nearly 3,300 subscribers
 - ✦ Survey response
 - Social media - Facebook, Twitter, Instagram
 - Paper - Borough calendar, Recycling Newsletter, Resident Handbook
 - Emergencies – Reverse 911, Sandwich board signs
 - Cable TV channels

Website – Online Services & Public Engagement



- **Online services**
 - Online recreation registration
 - Making it simpler to pay taxes – credit or debit cards, ACH payments, automatic withdrawal
 - Fill in forms
- **Public engagement**
 - Online service requests
 - Borough-wide survey
 - Performance Dashboard

Performance Management



- Borough now has 15 departments recording data in its performance management system
- Each department has performance measures – monthly, quarterly or annual data that measures departmental performance
- Reports which visually show performance through graphs are prepared by department heads on a monthly or quarterly basis and provided to the governing body
- Reports are used to plan and manage the department
 - Learning through asking “Why?”
- Selected reports are posted on the Performance Dashboard on the Borough website for the public to learn about the department and its performance
 - 8 departments are currently posting reports on Performance Dashboard

Public Performance Dashboard



BOROUGH OF
FRANKLIN LAKES
New Jersey

Franklin Lakes

- Borough Clerk
- Communications
- Construction Department
- Garbage and Recycling
- Municipal Court
- Police Department
- Tax Assessor
- Tax Collection

Welcome to Franklin Lakes Performance Dashboard

The Franklin Lakes Performance Dashboard is designed to help Departments assess departmental performance and provide managers with information to assist in making more informed, data driven decisions.

Performance data enables managers to make decisions based on facts - not business as usual. Data creates a culture of accountability and continuous improvement. When you spot trends you can identify and solve problems fast, before they become costly to fix.

Monitoring today's performance compared to past performance helps managers to understand "why?", and then the Department can target resources to solve that exact problem.



"Tracking departmental performance is essential to effective management. From the data that we are now tracking within our performance management system, we are able to develop efficiencies which bring us closer to our performance goals."

*Mayor Frank Bivona
Borough of Franklin Lakes*

Educating the Public – Mission Statements



- Franklin Lakes
- [Borough Clerk](#)
 - [Communications](#)
 - [Construction Department](#)
 - [Garbage and Recycling](#)
 - [Municipal Court](#)
 - [Police Department](#)
 - [Tax Assessor](#)
 - [Tax Collection](#)

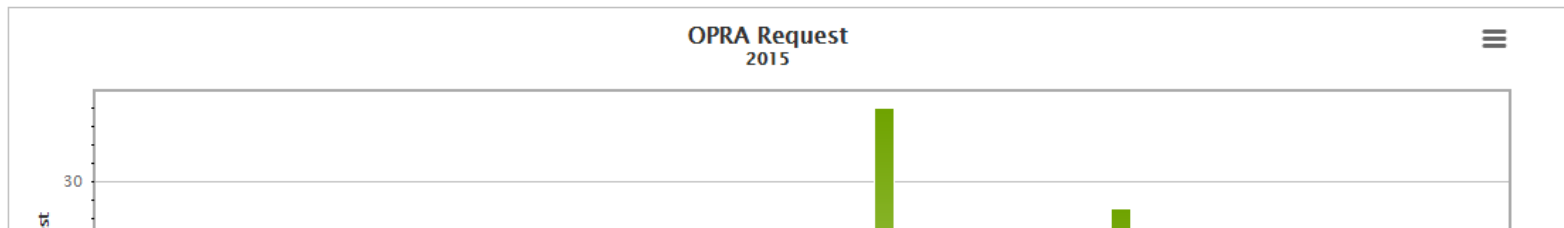
Borough Clerk

Mission Statement

The Borough Clerk's Office continues to strive for excellence by maintaining the integrity of the legislative process; disseminating accurate information concerning all Borough Council proceedings, decisions, and policy issues; providing administrative and technical support to the Borough Council; protecting and preserving all official and historical municipal documents; keeping the Borough Seal and using it to authenticate official documents of the Borough; effectively communicate with, and acting as a liaison between residents of the Borough, the Governing Body and Borough staff; acting as the custodian of municipal records and providing open access to them; and overseeing and administering a fair and impartial process for all elections in the Borough.

Quarterly Data

Below are graphs showing comparative performance data for the Borough Clerk's Department through the most recent quarter.



Quarterly Reports – Garbage & Recycling



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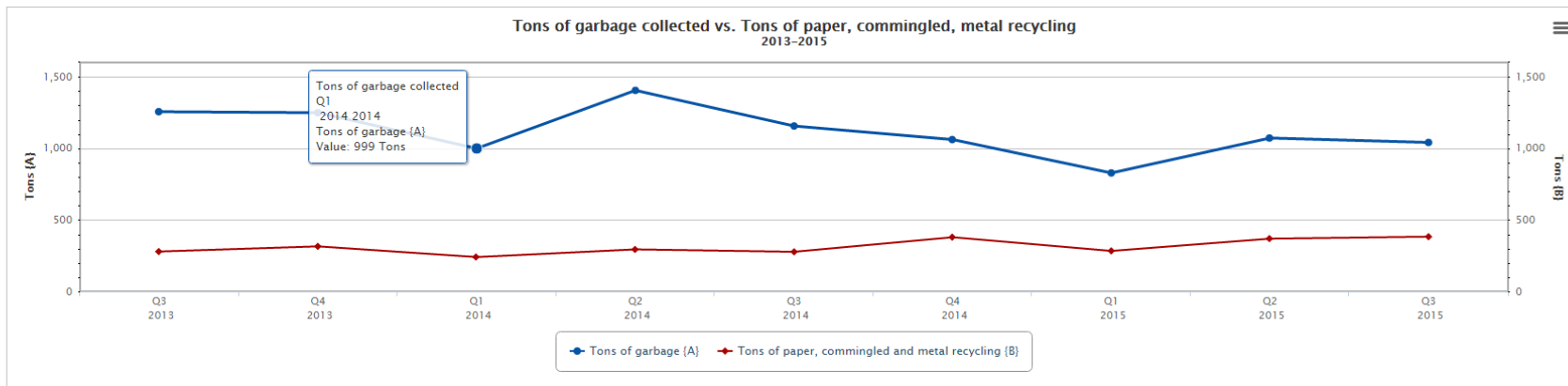
Mission Statement

To motivate residents to increase the amount of material they recycle to maximize recycling tonnage and revenue through education and oversight, and to encourage residents to decrease the levels of garbage they create to minimize solid waste tonnage and hence fees.

The information presented on the dashboard shows data about curbside collection from residents homes which includes all types of paper, cardboard, plastic bottles and other containers, glass bottles, metal and aluminum cans.

Quarterly Data

Below are graphs showing comparative performance data for garbage and recycling through the most recent quarter.



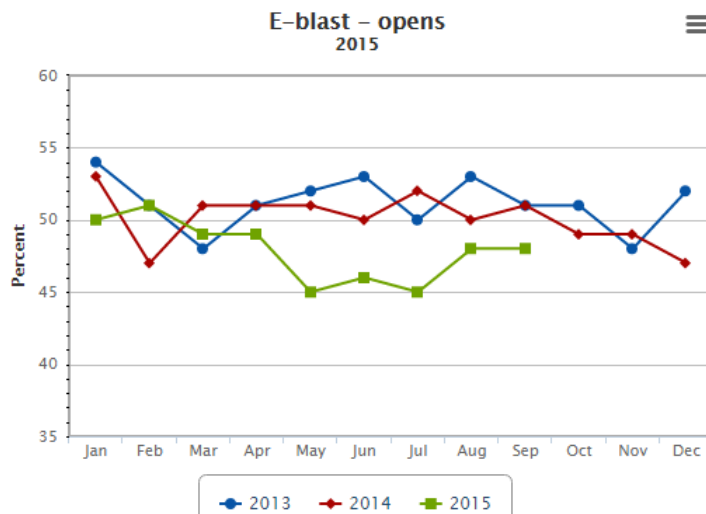
The tonnage of recycling and garbage are shown on the above graph. The ideal shape of this graph is a continued downward decline in tons of garbage collected complemented by an upward swing in the tons of recycling. There is some progress towards the former in this graph, but the recycling line needs to swing upwards. Ultimately it would be hoped that the two lines meet.

Quarterly Reports - Communications

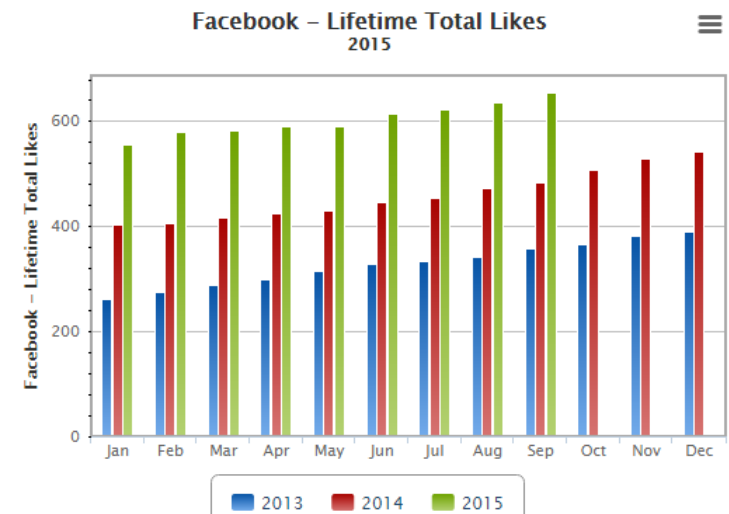


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E-blast - opens - The percentage of e-mails the recipients opened and viewed.



Facebook - Lifetime Total Likes - The total number of people who have liked the Borough of Franklin Lakes Facebook page. (Unique Users)

Annual Reports - Construction

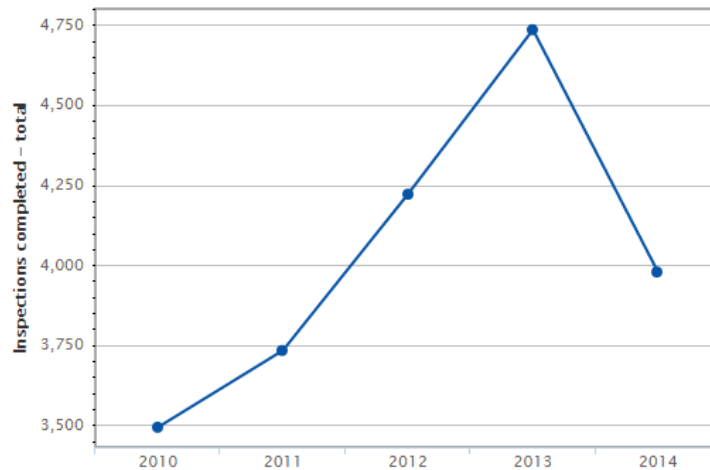


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Franklin Lakes

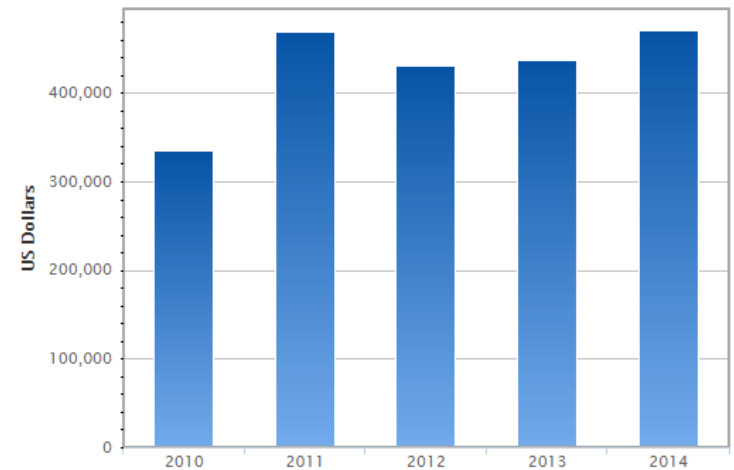
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Inspections completed - total
2010-2014



Inspections completed - building, electric, fire and plumbing inspections conducted.

Total permit fees
2010-2014



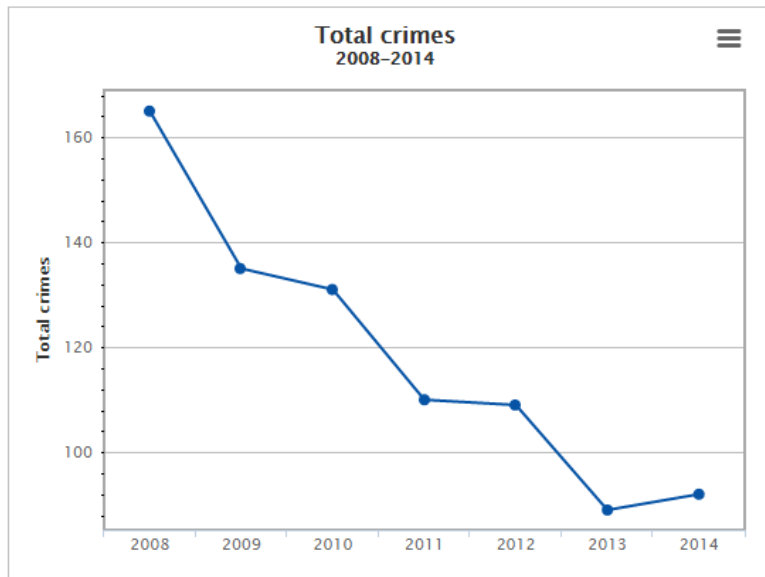
Total Permit Fees - Fees collected for permits issued.

Annual Reports - Police



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Total crimes – Criminal activity in New Jersey has generally taken a downward trend over recent years, and Franklin Lakes is no exception; however, this decrease is also attributable to the Department's aggressive patrols and traffic enforcement (producing a high public visibility of police presence), and the Borough's encouragement of the residents to be watchful neighbors.

Public Information & Engagement



- As managers, we must measure performance
 - Use data to more effectively management
- As public managers, we must share that performance data with the public
- Educate and inform the public
 - Good governance and they like it
- Picture tells the story (don't it?)
- Don't be afraid
 - Constructive tool to help department heads and governing body's manage
- Embrace the “Why” questions

Thank You



- Gregory C. Hart, CPM, QPA
 - Borough Administrator, Borough of Franklin Lakes
 - GHart@franklinlakes.org
 - (201)891-0048, ext. 1201
- Special Thanks to
 - Our Borough “Webteam” that makes our Communications Program possible
 - ✦ Administrative Assistant Lynette Sidoti and our continuous stream of college Communications Interns
 - Revelstone – www.revelstonelabs.com