

MUNICIPAL COMMUNICATIONS STRATEGY SUBMISSION CHECKLIST



| Action Requirement | Completed (Y/N) | Additional Details (Please write directly in the boxes below) |
|---|-----------------|---|
| <p>Step 1: Inventoried all public communication channels available to the municipality and being used by residents, and developed a communications plan.</p> | | |
| <p>Completed an inventory of the communication channels used by the municipality to share information with the public within the past year</p> | <p>Y</p> | <p>(Please share details on how a recent inventory was completed (within the past year), who was involved, when it took place, etc. This inventory should look broadly across a diverse set of communications channels, and should include but not be limited to the municipal website & social media.)</p> <p>The City of Summit communications office conducted an inventory of city communication channels alongside the city website overhaul and Master Plan Re-examination, which were conducted throughout the spring and summer of 2016. While looking at how the city could use the new website to communicate more effectively with citizens about the Master Plan Re-examination, the effectiveness of other city communication channels was considered as well. The Master Plan Re-examination process created a plan that outlines development regulations and general direction of the municipality for the next ten years. As part of this, the communications office reviewed its current communication channels to improve transparency with the public.</p> |
| <p>OPTIONAL: Did you complete any type of analysis or research into what communication channels are being used by your residents?</p> | | <p>(If so, please share details.)</p> |
| <p>Our inventory of public municipal communication channels included the following (provide evidence of use by the municipality within the past 6 months): (Please mark off all that apply & provide the necessary details where applicable)</p> | | |
| <p>The municipal website</p> | <p>Y</p> | <p>(Include a link to the website.)</p> <p>Weekly analytical reports are sent to communications office employees with information on which website pages have the most traffic, what searches are being made, and how many</p> <p>https://www.cityofsummit.org/</p> |

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| Municipal social media channels | Y | (Include links to all social media pages, or Twitter handle/Facebook web address and what type of information is shared on each.) Facebook and Twitter: information about city services, projects, meetings, and community events. https://www.facebook.com/City-of-Summit-167658826632366/ https://twitter.com/CityofSummitNJ YouTube: Mayor’s weekly video update, Common Council Historical Minute video, Summit Police Department videos. https://www.youtube.com/channel/UCQM0aiqWmAIMUTU35kswMdQ |
| Municipally controlled mailing and email lists | Y | (No further information needed.) https://www.cityofsummit.org/list.aspx |
| Push text notifications to cell phones | Y | (Provide details on what platform is used, i.e. Nixle) Nixle www.nixle.com SwiftReach http://portalv4.swiftreach.com/Portal.aspx?c=201591&l=993606 City website notification system https://www.cityofsummit.org/list.aspx |
| Municipally controlled blogs | N | (Include links to the blog(s).) |
| Municipally controlled mobile applications | Y | (Provide details on which mobile apps the town is currently using to get information out to the public, and what type of information is shared through this mobile app.) <ul style="list-style-type: none"> • The City of Summit posts information on NextDoor to reach specific neighborhoods of Summit residents. Many residents are using NextDoor to communicate with their neighbors about a variety of topics, both non-emergency and emergency related. • SeeClickFix is used by citizens to report non-emergency issues, such as potholes, to the City of Summit. Through the app, citizens who report issues are given updates on the department that is working on their issue, as well as when their issue has been completed and closed. |

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| The municipal public access channel | Y | (Include the channel number.) Channels 33 (FiOS) and 36 (Comcast) |
| Local radio station | N | (Include the radio station number.) |
| Online & traditional community posting boards | Y | (Include details on which posting boards the town uses and what type of information is shared on each.) <ul style="list-style-type: none"> The City of Summit posts information on NextDoor to reach specific neighborhoods of Summit residents. Many residents are using NextDoor to communicate with their neighbors about a variety of topics, both non-emergency and emergency related. https://nextdoor.com/city/feed/ The Recycling Advisory Committee, Summit Conservancy, and Environmental Commission share relevant information on their Facebook pages with residents. |
| Municipal advisory boards or agencies that service the socially vulnerable populations within the community | | (Include details on which municipal boards and how the town uses them to share public information.) |
| Community based networks, including but not limited to faith based organizations, civic associations, education based groups such as the PTO/A, local businesses, etc. | | (Include details on which networks are used and how the town shares public information through each of them.) |

Step 2: Regularly maintain the municipal website, keeping content updated while providing a way for users to find important

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| updates and news. | | |
| Determined a process to keep the municipal website updated | Y | <p>(Please share details as to how this will take place in an ongoing manner, including the position of the staffer responsible for keeping content updated.)</p> <ul style="list-style-type: none"> The Communications Office maintains the municipal website, and updates it on a daily basis. |
| Our municipal website is a responsive design (mobile compatible) *SUGGESTED, NOT REQUIRED | Y | (No further information needed) |
| Our municipal website includes the following information in easy-to-find locations, found within 3 clicks: | | |
| Email addresses and phone numbers for all municipal departments | Y | <p>(Include the link to the webpage where this can be found.)</p> <p>https://www.cityofsummit.org/directory.aspx</p> |
| Contact information for emergency services such as police, fire, EMS | Y | <p>(Include the link to the webpage where this can be found.)</p> <p>https://www.cityofsummit.org/231/Police-Department</p> <p>https://www.cityofsummit.org/234/Fire-Department</p> <p>https://www.cityofsummit.org/215/Emergency-Management</p> |
| A place to find updates and current news related to the municipality | Y | <p>(Include the link to the webpage where this can be found.)</p> <p>https://www.cityofsummit.org/CivicAlerts.aspx?CID=15,18,16,10,23,17,19,14,1,21,20,8,11,6,9,22,13</p> |
| An events calendar | Y | <p>(Include the link to the webpage where this can be found.)</p> <p>https://www.cityofsummit.org/calendar.aspx?CID=22,29,24,28,23,33,36,34,37,25,27,32,30,31,</p> |

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| Links to social media accounts | Y | (Include the link to the webpage where this can be found.) https://www.cityofsummit.org/232/Public-Information |
| Email sign ups | Y | (Include the link to the webpage where this can be found.) https://www.cityofsummit.org/list.aspx |
| A search box | Y | (Include the link to the webpage where this can be found.) https://www.cityofsummit.org/ |
| A suggestion box | Y | (Include the link to the webpage where this can be found.) https://www.cityofsummit.org/511/Contact https://www.cityofsummit.org/139/Report-a-Concern |