

Council Communications Committee Meeting 2/2/18

I. The “Issue”

January 2018 Mayors Annual Address - “This year we will examine our public information systems to help improve borough communications and provide better, faster and more current, up-to-date public information in a more efficient, rapid manner and increase user friendliness on our borough website.”

“...Committee will be established ... to help us better inform our residents using multiple medias [sic], more current technologies, and help increase user friendliness.”

TAPinto.net article - Marianne Ivers, January 5, 2018 at 12:58 AM– “Morgan also noted that the borough will be improving its communications and information systems in 2018.”

II. Current Media Usage

Website

- 66,000 users
- 326,000 page views
- 54% Male, 46% Female

Newsletters and Calendar (each issue)

- Mailed to all households. Newsletters mailed March, June, and September. Calendar is mailed in December.
- 4,500 households
- 12,171 residents

Bulletin Board

- 34,174 vehicles see the board every day (Annual Average Daily Traffic)
Source = NJDOT Interactive Traffic Count Reports 2017
- Springfield Av. = 10,020
- Passaic St. = 10,590
- South St. = 13,564
- Pedestrians view the board, too

Facebook (Newprovnj)

- 683 Fans from New Providence (1,104 for total US)
- There are 80+ other New Providence Facebook Groups
- 68% Female, 32% Male

Code Red

- Ability to send “All Call” messages (12,265 calls, 2006 emails, 2219 texts) or targeted messages

III. **Improvements/Suggestions**

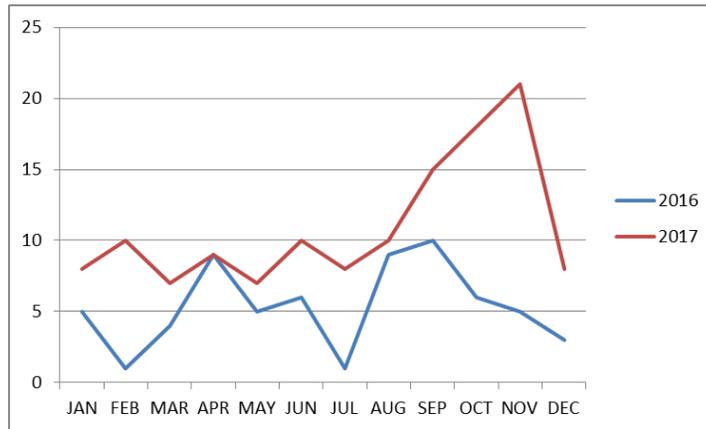
1. Website Activity – from Jan. 1, 2018 – Jan. 30, 2018:
 - 14 new posts added (News, Special Notices, etc.)
 - 2 new pages added
 - 4 pages edited
 - 7 new calendar events added
 - 140 new files uploaded
 - 2 navigational tabs removed
 - a. Suggestions for improvements?

2. Newsletters – Contain articles about leaf collection, borough events, library news and events, public health information, police information, Municipal Alliance information, where to go for borough information, Recreation, stormwater pollution, borough ordinance information, senior center activities and information, online payment information, etc.
 - a. Recommendation - Spring 2018 issue to feature an article about official news sources in the borough
 - b. Run reminder on front page of every issue that the newsletters, website and Newprovnj FB pages are the only official sources of information in the borough
 - c. Periodically update newsletter design
 - d. Additional suggestions for improvements?

3. Calendar – Contains information about borough meetings, recycling, bulk collection, grass and brush collection, leaf collection, emergency preparedness, Board of Health, parking, Police, Recreation, Planning and Development, Fire Department, garbage collection, Union County special collections, tree removal, street lights, traffic lights, potholes, Business Community, Library, stormwater pollution, contact lists, Shop New Providence, holidays, daylight savings, and events.
 - a. Suggestions for improvements?

Note: The new borough logo will be incorporated into all of the media above when it is available.

4. Electronic Bulletin Board - 11 new messages posted since January 1, 2018; number of posts increased 100% in 2017 vs. prior year



- a. Suggestions for improvements?

Note: When a bulletin Board request is approved, the event is also added to the borough calendar.

5. Facebook - All new website posts and events are published on Facebook. I also share Police page posts.

Recommendations:

- a. Add note to Newprovnj regarding other New Providence FB pages (Not official but nice way to meet neighbors - see Mountainside, NJ post attached)
 - b. Incorporate committee and departmental FB pages into Newprovnj to enhance visual and editorial consistency
 - c. Approve/adopt revised social media policy
 - d. Additional suggestions for improvements?
6. Code Red – 15 Code Red messages sent in 2017 - Used very judiciously. Messages coordinated among Police, DPW, and Borough Administration. Code Red administrators continually receive training regarding the latest features and updates available through the Code Red system.
- a. Suggestions for improvements?

Mountainside Facebook Message

Please note that the Mountainside Borough Facebook page is the only official Face book page for the Borough. Other Facebook pages exist as a way to request recommendations for businesses in the area or to chat with other residents; they are a fantastic way to meet your fellow neighbors!

Suggested revised Newprovni Message:

PLEASE READ - IMPORTANT INFORMATION REGARDING THE USE OF THIS PAGE

This Facebook page is the only official Facebook page for the Borough of New Providence. Other Facebook pages and groups exist as a way to request recommendations for businesses in the area or to chat with other residents; they are a fantastic way to meet your fellow neighbors!

HOWEVER, IF YOU HAVE A SPECIFIC QUESTION OR CONCERN:

The Borough of New Providence has a website, www.newprov.org, which is both interactive and informative. Please Contact Us through the website using this link:

<https://www.newprov.org/citizen-action-line/>

OR

call the main borough number, 908-665-1400, during normal business hours (M - F, 8:30 AM - 4:30 PM) so that we can better address your needs.

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