

Advisory Council on Communications Presentation
to the
Village Board of Trustees

Review of Annual Work Plan 2019-20

September 5th, 2019 | 7pm

Immediate Goals

The ACC will work to assist Village staff in creating the following policy-related documents for approval by the Village Board of Trustees:

- Develop and implement a Village Communications Policy;
- Evaluate the need for a Public Information Officer function;
- Make recommendations for the creation of a social media policy (*to be done in collaboration with Village Attorney's office*).

Goals

In addition to the above policy-related items, the ACC will work with Village staff to enhance communication procedures by doing the following:

- Develop a targeted and sustained communications plan for “special projects” (ex. Freightway, Pango app) and for “hot button” issues (ex. increase in water rates, Butler Field lights);
- Develop communications protocol for routine Village communications and a calendar of proactive annual communications (ex: leaf blower restrictions, parking permit applications, etc.) and specific event-driven incidents (ex. road closures, water main breaks, downed trees, etc.);

Goals (continued)

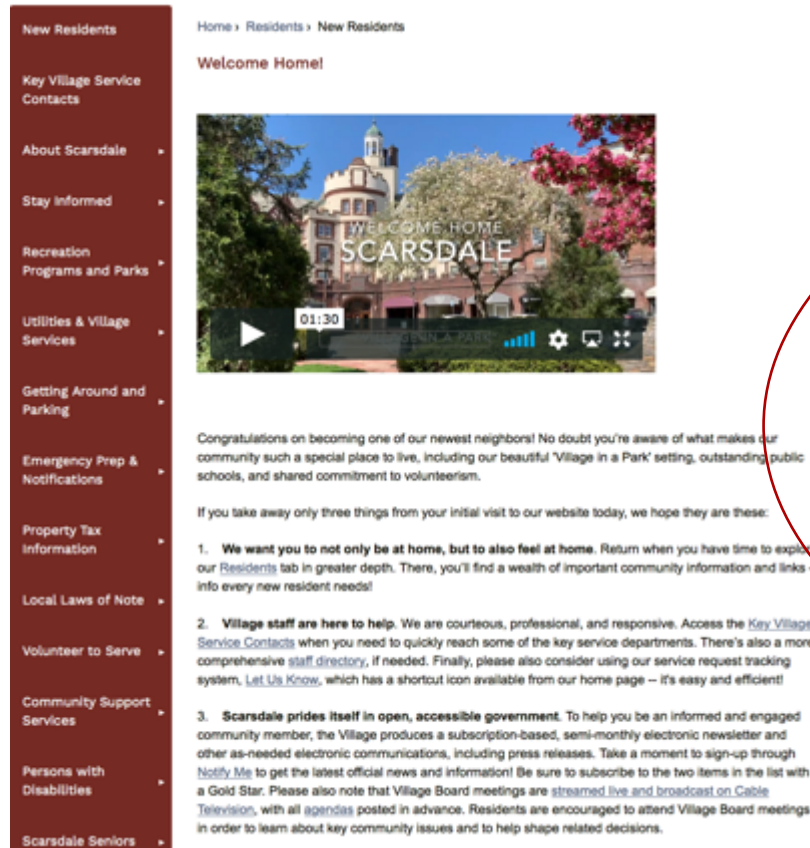
In addition to the above policy-related items, the ACC will work with Village staff to enhance communication procedures by doing the following:

- Develop new residents materials: create New Resident Postcard – *completed summer 2019*



Goals (continued)

- Develop new residents materials: refine scarsdale.com experience for new residents – *completed spring/summer 2019*



Home > Residents > New Residents

Welcome Home!

Congratulations on becoming one of our newest neighbors! No doubt you're aware of what makes our community such a special place to live, including our beautiful 'Village in a Park' setting, outstanding public schools, and shared commitment to volunteerism.

If you take away only three things from your initial visit to our website today, we hope they are these:

1. **We want you to not only be at home, but to also feel at home.** Return when you have time to explore our [Residents](#) tab in greater depth. There, you'll find a wealth of important community information and links – info every new resident needs!
2. **Village staff are here to help.** We are courteous, professional, and responsive. Access the [Key Village Service Contacts](#) when you need to quickly reach some of the key service departments. There's also a more comprehensive [staff directory](#), if needed. Finally, please also consider using our service request tracking system, [Let Us Know](#), which has a shortcut icon available from our home page – it's easy and efficient!
3. **Scarsdale prides itself in open, accessible government.** To help you be an informed and engaged community member, the Village produces a subscription-based, semi-monthly electronic newsletter and other as-needed electronic communications, including press releases. Take a moment to sign-up through [Notify Me](#) to get the latest official news and information! Be sure to subscribe to the two items in the list with a Gold Star. Please also note that Village Board meetings are [streamed live and broadcast on Cable Television](#), with all [agendas](#) posted in advance. Residents are encouraged to attend Village Board meetings in order to learn about key community issues and to help shape related decisions.

3 Takeaways for New Residents

1. We want you to not only be at home, but to also feel at home.
There is tons of information in our 'Residents' Tab!
2. Village staff are here to help.
Here are some links to key village contacts, staff, etc!
3. Scarsdale prides itself in open, accessible government.
Sign up for *NotifyMe*; check out *SPTV* and much more!

Goals (continued)

- Develop new residents materials: create “Village Manager Welcome”
– *completed spring/summer 2019*

★ Starring ★
Manager Steve Pappalardo!

🎬
Written and produced
by ACC Members!



Goals (continued)

- Populate and develop “Residents Tab” - *completed spring/summer 2019*

Everything residents need to know in one place!

The image displays three overlapping screenshots of the Scarsdale Village website. The leftmost screenshot shows the 'Key Village Service Contacts' page, which includes a sidebar menu with categories like 'New Residents', 'Key Village Service Contacts', 'About Scarsdale', 'Stay Informed', 'Recreation Programs and Parks', 'Utilities & Village Services', and 'Getting Around and Parking'. The middle screenshot shows the 'Residents' tab, which is a grid of service categories including 'New Residents', 'Key Village Service Contacts', 'About Scarsdale', 'Stay Informed', 'Recreation Programs and Parks', 'Utilities & Village Services', 'Getting Around and Parking', 'Emergency Prep & Notifications', 'Property Tax Information', 'Local Laws of Note', 'Volunteer to Serve', 'Ad-Hoc Committees', 'Decision-Making Boards & Councils', 'Scarsdale Seniors', 'Scarsdale School District', 'County, State, and Federal Offices', and 'Getting Around and Parking'. The rightmost screenshot shows the 'Volunteer to Serve' page, which includes a 'Volunteer to Serve' section and a 'Guidelines Membership Guidelines for Appointed Boards, Councils, and Committees' section. A red arrow points from the 'Volunteer to Serve' page to the 'Residents' tab. A large red circle with a white border contains the text 'Everything residents need to know in one place!'.

Goals (continued)

- Form ACC sub-committee to review CivicPlus Website redesign (eligible in April 2020) and begin assessing needs;
- Create video content: record evergreen content for annual use and develop short informational videos (ex: public safety, sanitation, parking, etc.);
- Create an outline for Boards & Councils onboarding process for staff and Board & Council Chairs to execute;
- Update and refine Village visual identity and branding, including Village logo and all Village forms (online and hardcopies).

Our Gratitude.....

A huge thank you to our Trustee Liaison, Justin Arest,
and to Village Staff for their assistance in making all of
this possible so far, especially Steve Pappalardo,
Rob Cole & Chris O'Brien!



THANK YOU!

