



# Village of Scarsdale



VILLAGE HALL / 1001 POST ROAD / SCARSDALE, NY 10583  
914.722.1110 / WWW.SCARSDALE.COM

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## PRESS RELEASE

For Immediate Release  
Contact: Village Manager's Office  
(914) 722-1110

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### Scarsdale Announces New Website Launch

The Village of Scarsdale has launched a new version of its website, [scarsdale.com](http://scarsdale.com), to provide the public with improved functionality when conducting business online.

To introduce residents to the site's new features and site navigation, Scarsdale's recently formed Ad Hoc Committee on Communications coordinated with the Village's Cable TV Office to release a [website introduction video](http://tinyurl.com/Scarsdale-Website) ([tinyurl.com/Scarsdale-Website](http://tinyurl.com/Scarsdale-Website)). The video will be featured at a number of upcoming public events, including the Scarsdale Board of Trustees meeting on January 24<sup>th</sup> (8:00 p.m., Village Hall) and the Scarsdale Forum's "State of the County" session on January 26<sup>th</sup> (7:30 p.m., Scarsdale Public Library).

Village Officials seek resident feedback on the revamped site, which is a first step in Scarsdale's initiative to improve Village communications and build a better dialogue with the public. Residents are invited and encouraged to review the redesigned [scarsdale.com](http://scarsdale.com) and provide feedback through the [online survey](http://tinyurl.com/Scarsdale-Comments) ([tinyurl.com/Scarsdale-Comments](http://tinyurl.com/Scarsdale-Comments)).

According to Mayor Jon Mark, "The redesign of [scarsdale.com](http://scarsdale.com) represents the desire of the Village Board and staff to embrace technology in serving the public. The Ad Hoc Committee on Communications is assisting us in gaining insight into how residents want to interact with government. The Board and Staff look forward to hearing residents' recommendations during the coming year."

The Scarsdale Ad Hoc Communications Committee, formed in October 2016, is comprised of Scarsdale residents with expertise in a variety of areas, ranging from legal and IT to communications and marketing. Led by Village Trustee Jane Veron, the Committee was charged with supporting the functionality of the new [scarsdale.com](http://scarsdale.com), and developing a plan to introduce it to residents and encourage participation. Over the next year, it will continue work on website promotion and engagement, and develop a formal communications plan to assist Village management in future messaging efforts.

"We are delighted to have resident volunteers with extraordinary talent and experience collaborating with the Board of Trustees and Village staff," said Trustee Veron. "Our combined efforts on the website redesign, in particular, present an important opportunity to engage our residents as we chart the future course of communications within Scarsdale."

Questions, comments, and suggestions can also be directed to [communications@scarsdale.com](mailto:communications@scarsdale.com).

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