

Advisory Council on Communications: Work Plan 2019-20

The following workplan is submitted to the Scarsdale Village Board of Trustees on July 18, 2019 as required by the Advisory Council on Communications' constitution.

Immediate Goals:

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

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

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

1. 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);
2. 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.);
3. Develop new residents materials: create postcard, refine scarsdale.com experience, and create "Village Manager Welcome" video;
4. Populate and develop "Residents Tab";
5. Form ACC sub-committee to review CivicPlus Website redesign (eligible in April 2020) and begin assessing needs;

6. Create video content: record evergreen content for annual use and develop short informational videos (ex: public safety, sanitation, parking, etc.);
7. Create an outline for Boards & Councils onboarding process for staff and Board and Council Chairs to execute;
8. Update and refine Village visual identity and branding, including Village logo and all Village forms (online and hardcopies).

Respectfully submitted by:

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