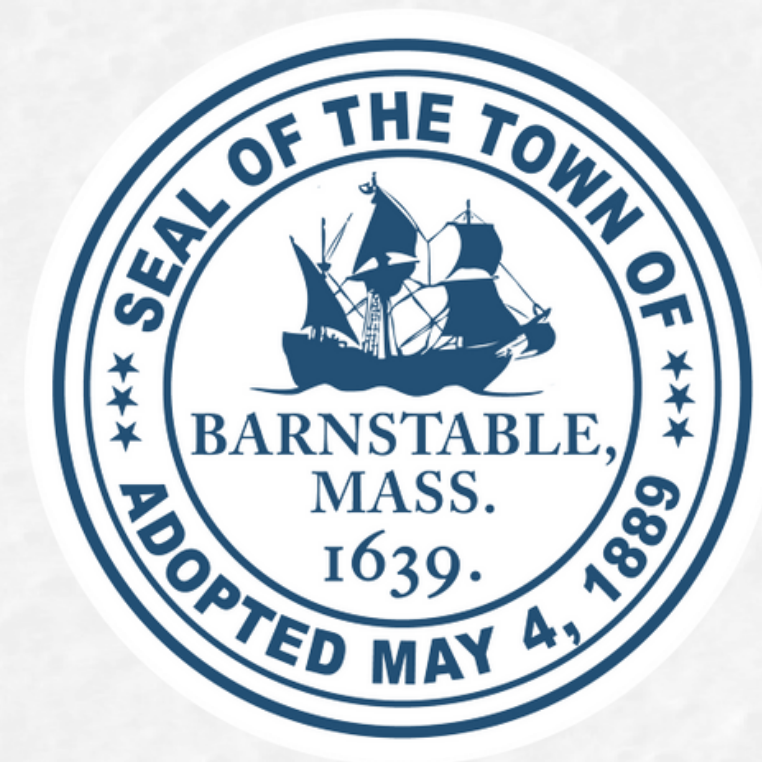


TOWN OF BARNSTABLE

COMMUNICATIONS

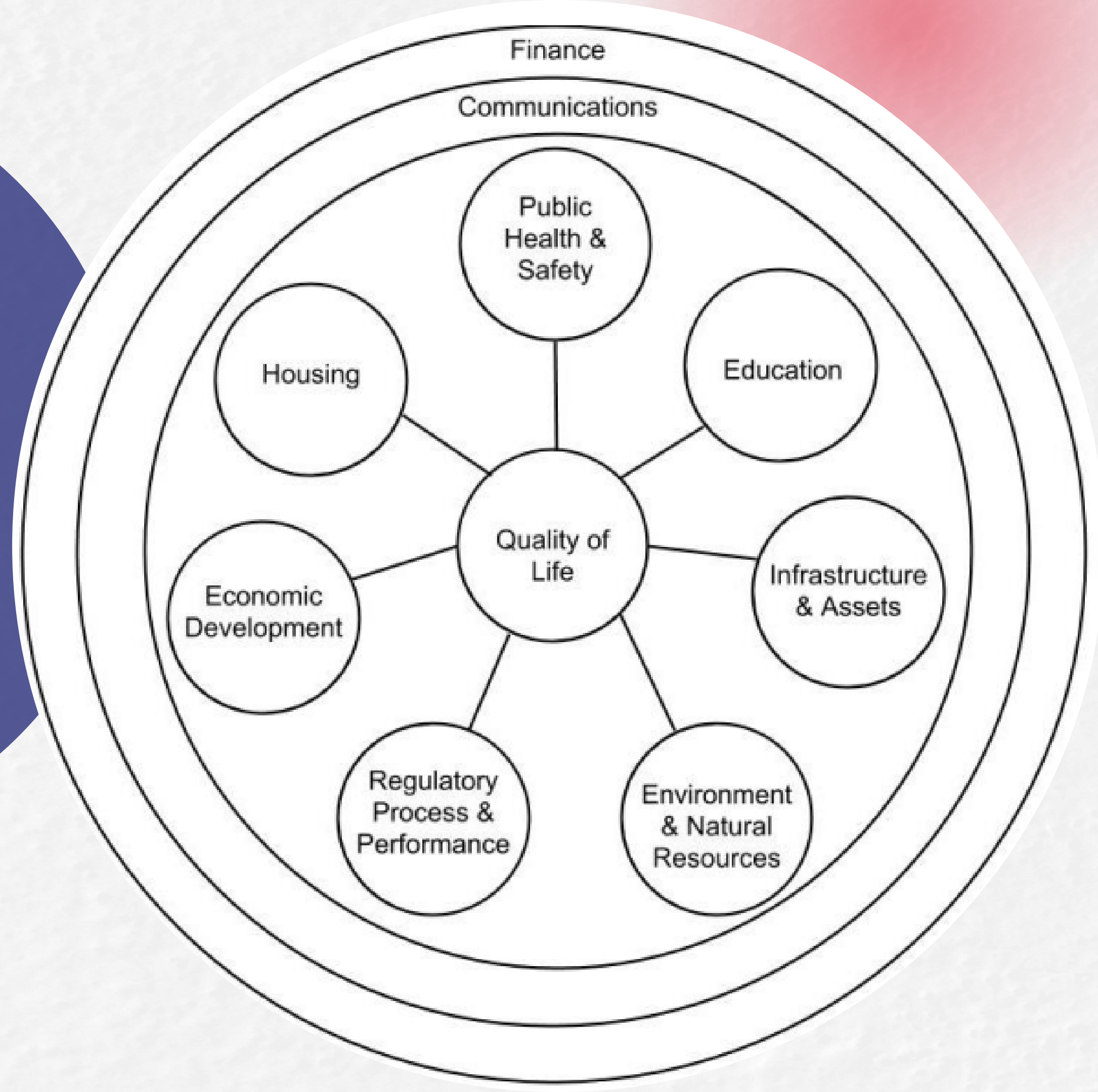
Communication leads to community, that is,
to understanding, intimacy and mutual valuing.

~Rollo May



**Presented by:
Lynne Poyant, Director of Communications**

Town Council Strategic Plan





STATEMENT OF WORK

- ▶ Be the trusted source of information about Barnstable town government by creating and distributing effective messaging and compelling stories that foster positive community engagement and connection with our stakeholders.
- ▶ To foster the timely delivery of accurate and informative content that helps our residents connect with the unique quality of life Barnstable has to offer.



The Communications Office provides a wide and diverse array of programs designed to meet the needs of the community that includes public, education and government access television, websites, weekly newsletters, press releases, social media and other communication channels.

Services are developed and provided through staff cooperative efforts with community groups and agencies.

It also serves as a resource to other departments concerning media issues.

TOWN OF BARNSTABLE

COMMUNICATIONS:

WHO WE ARE



Sarah Beal-Fletcher
Channel 18
Station Manager



Kevin DeCollibus
Webmaster



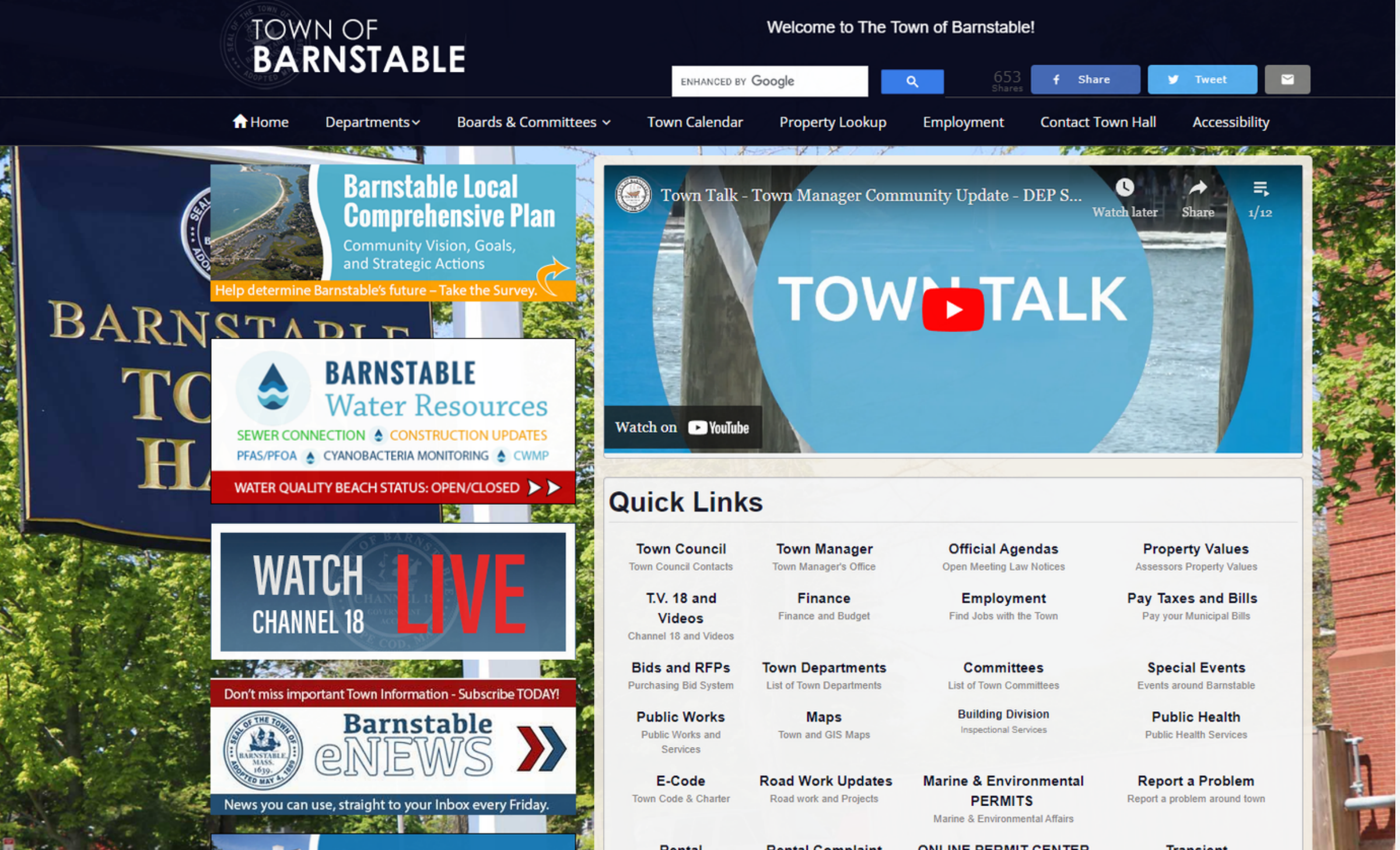
Paula Hersey
Digital Content Manager



Stone Dow
Video Specialist



David Hevenor
Video Specialist



TOWN WEBSITE

- **Property Lookup**
- **Boards, Committee and Commissions**
- **Official Agendas**
- **Town Calendar**
- **Quick Links**
- **In the News**
- **Citizens Resources**
- **Fire Departments**
- **Libraries**

WWW.TOWNOFBARNSTABLE.US

New website went live January 1, 2019
304 Viewable Pages
357,000 Files
2,800,000 Views in 2022

SUB-WEBSITES

WaterResources@town.barnstable.ma.us | NEWS & UPDATES | LIBRARY | CONTACT

BARNSTABLE Water Resources

WASTEWATER PLAN | PLAN FINANCING | PHASE I PROJECTS | CONSTRUCTION UPDATES | SEWER SERVICE CONNECTION CENTER | FAQ's | LEARN MORE

BarnstableWaterResources.com

Traffic Advisory: Week of 3/13/23
Sewer installation advances along Phinney's Lane and Vineyard Wind duct bank construction impacts West Main Street. [View road closures and detours.](#)

LATEST NEWS

Update on **SEWER EXPANSION** in Centerville Village

[LEARN MORE](#)

SEWER EXPANSION CONSTRUCTION NOTICES

Updated Weekly
BarnstableWaterResources.com

The Comprehensive Wastewater Management Plan (CWMP) is a townwide, state approved, science based plan to protect Barnstable's coastal waters, ponds and drinking water by managing nutrient pollution from wastewater. To accomplish this, the plan calls for an expansion of the Town's wastewater infrastructure (sewers) as well as other innovative and nature-based approaches such as inlet dredging, cranberry bog conversions and use of nitrogen removing septic systems.

[Click here for a user-friendly overview of the sewer expansion plan designed to protect Barnstable's water resources. \(Soon to be available in](#)

Update on Sewer Expansion in Centerville Village
by Kelly Collopy | Mar 15, 2023 | CWMP Updates, News & Updates
On Tuesday, March 14, 2023, Town Engineer, Griffin Beaudoin, P.E., provided an overview of the Comprehensive Wastewater Management Plan (CWMP) before sharing a brief status update for each of the active projects currently

Board of Health (508) 862-4644 | health@town.barnstable.ma.us | English

Home | Board Of Health Updates | Town Services | Community Resources | FAQ's

BarnstableHealth.com

COVID-19 UPDATES

Need a COVID-19 Vaccine?
If you are eligible, here are the steps to find a convenient location for getting a second COVID-19 Booster:

- Visit the Vaxfinder tool at vaxfinder.mass.gov for a full list of hundreds of locations to receive a booster and to book an appointment.
- For individuals who are unable to use Vaxfinder, or have difficulty accessing the internet, the COVID-19 Vaccine Resource Line (Monday through Friday, 8:30 a.m. to 6:00 p.m., Saturday and Sunday 9 a.m. to 2 p.m.) is available for assistance by calling 2-1-1 and following the prompts. This service is available in English and Spanish and has translators available in approximately 100 additional languages.
- Individuals with questions about the booster or their eligibility should contact their healthcare provider.

14 Day Average Daily Incidence Rate/ Town of Barnstable

Need a COVID-19 Test?
Updated November 29, 2022
Testing Opportunities through Cape Cod Health Care
Cape Cod Healthcare COVID-19 Testing

March 13, 2023 COVID-19 Updates | Community Level Low
by Town of Barnstable | Mar 13, 2023 | Board Of Health Updates
Community Level Designation The U.S. Centers for Disease Control and Prevention (CDC) classifies Barnstable County as being at a low, COVID-19 community level. Community levels can be low, medium, or high and are determined by looking at hospital admissions and the...

[Older Entries](#)

[COVID-19 County Check](#)

Long COVID or Post-COVID Conditions Post-COVID Conditions
Some people who have been infected with the virus that causes COVID-19 can experience long-term effects from their infection, known as post-COVID conditions (PCC) or long COVID. Learn [More here](#)

COVID-19 SMART Health Card
Request, view and print your vaccination records and your COVID-19 SMART Health Card from the

508-862-4678 | barnstablelcp@town.barnstable.ma.us | Barnstable Local Comprehensive Plan | COMMUNITY SURVEY | CALENDAR | DOCUMENTS

BarnstableLCP.com

Community Vision, Goals, and Strategic Actions

MEETINGS & WORKSHOPS

[VIEW CALENDAR](#)

Welcome to the Barnstable Local Comprehensive Plan Project Page
Your voice matters – this is our community's plan and we are seeking input from residents, business owners, and workforce members alike in order to envision what Barnstable should be over the next 10 to 20 years. What kind of place do you want Barnstable to be in the future? How do you want to see Barnstable evolve? What do you want to see preserved? We encourage you to be a voice for the issues that you care about.

This webpage is the online hub for the Town's Local Comprehensive Plan with up to date information and notice of upcoming events and meetings.

Public Comment

Name *
First Last

Email *
Select your Village *
Barnstable

What is your vision for the future of Barnstable for the next 10 years? *
Describe your vision for Barnstable here

TRENDING: Town of Barnstable Launches Official Podcast Discover B...

Barnstable eNEWS

BarnstableEnews.com

BARNSTABLE YOUTH COMMISSION PRESENTS 7TH ANNUAL YO...
Posted by admin | Feb 17, 2023 | Community, Events, Featured Stories, Recreation | 0

SEARCH ...

GOOGLE TRANSLATION SERVICE
Select Language

Weekly Town eNews
[SUBSCRIBE TODAY](#)

ROADWORK NOTICES | PRESS RELEASES | PUBLIC SAFETY | HEALTH | AIRPORT

discover Barnstab



Barnstable eNEWS



Quick Links

[TOWN CALENDAR](#)

[OFFICIAL AGENDAS](#)

[LEGAL NOTICES](#)

[BARNSTABLE PUBLIC SCHOOLS](#)



Stay up to date with the Town!



Stay Connected

www.TownofBarnstable.us

www.BarnstableWaterResource.com

www.BarnstableHealth.com

www.BarnstableEnews.com

www.BarnstableLCP.com

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YOU CAN SIGN UP [HERE](#) TO RECEIVE "Barnstable eNews" directly to your email box.

ENEWS

Weekly Informative Comprehensive

Began October 10, 2008
Currently has 6,008 subscribers

SOCIAL MEDIA



[@TownOfBarnstable](#)

13,010 followers



[@TownOfBarnstable](#)

1,779 followers



[@BarnstableChannel18](#)

689 followers



[@BarnstableMA](#)

4,486 followers



[@Town of Barnstable](#)

9,144 followers

PUBLIC EDUCATION GOVERNMENT ACCESS



Comcast Channel 99



Comcast Channel 22



Comcast Channel 18

CHANNEL 18

Meeting Coverage

We provide comprehensive meeting coverage for a wide range of Town board, committee and commission meetings. In 2022 we covered 381 meetings for an average of 31.75 meetings per month.

Documentary Unit

Create episodic documentary series that explore the Town's history, its creative spirit and to share a behind the scenes look at its departments.

PSA Unit

Create short interstitial pieces, 30-90 seconds -serving as commercials during programming blocks. Similar to information displayed on slideshow.

Content That Matters

Studio Unit

Utilize studio facilities to record in-depth interviews, legislative updates, and upcoming departmental initiatives that lend themselves to longer form conversations.

Current Events Unit

Provide the public with access to events that they might not be able to attend. Either live (via Social Media) or pre-recorded.

Barnstable 101

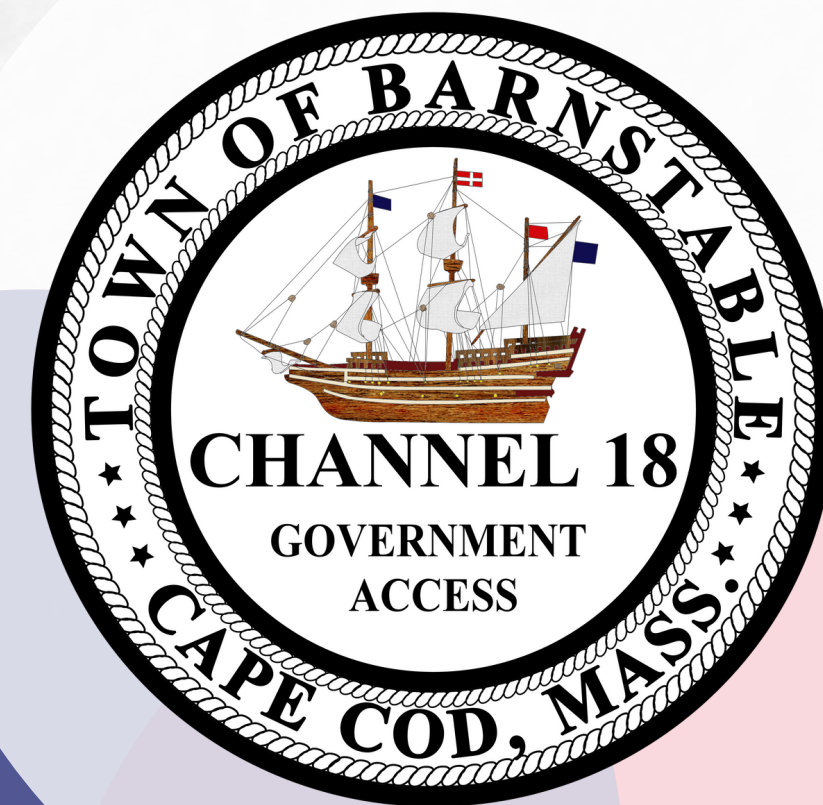
Learn how your municipal government works through these short form videos. A how to guide into how to do business with the Town.

CHANNEL 18

Content That Matters

Recent Technology Upgrades

- **Audio upgrades in Hearing Room**
- **Channel 18 relocated from 4th floor of Town Hall to 2nd floor**
- **Closed Captioning is available for all LIVE meetings on Channel 18, captions are also available on all our videos on YouTube**
- **High Definition channel April 2023**



CHANNEL 18

Content That Matters

Where can you watch Channel 18?

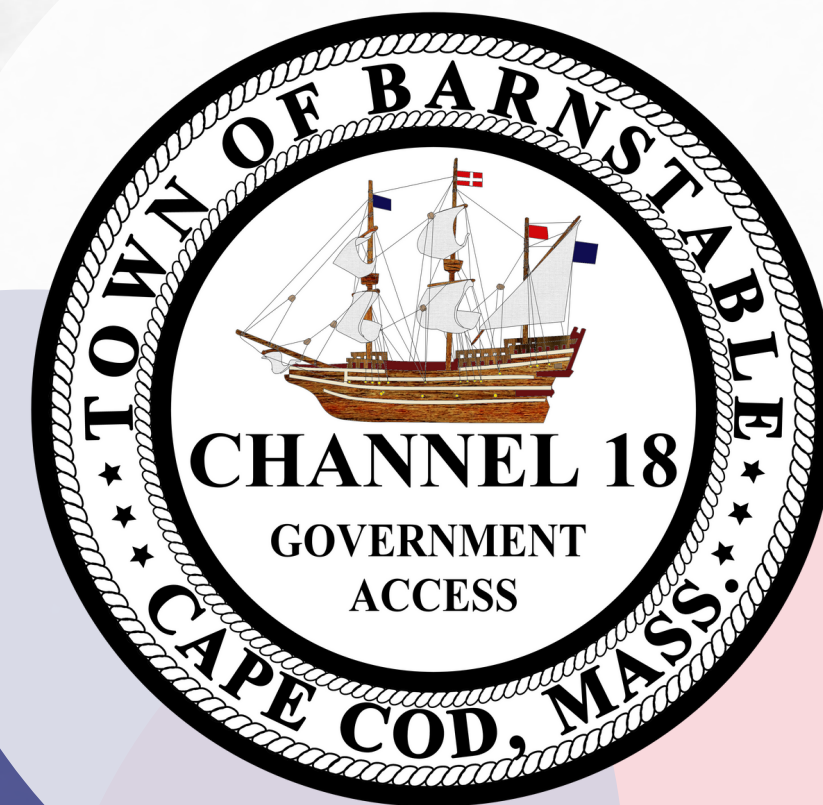
If you live in the Town of Barnstable and have Comcast you can find us on Channel 18 and soon in **HD on Channel 1072 beginning April 5th.**

Live Stream

You can access our Live Stream on the Town Website right from the homepage.

Video on Demand and YouTube

You can access Channel 18 videos 24/7 on the Town Website and on our Channel 18 YouTube page.



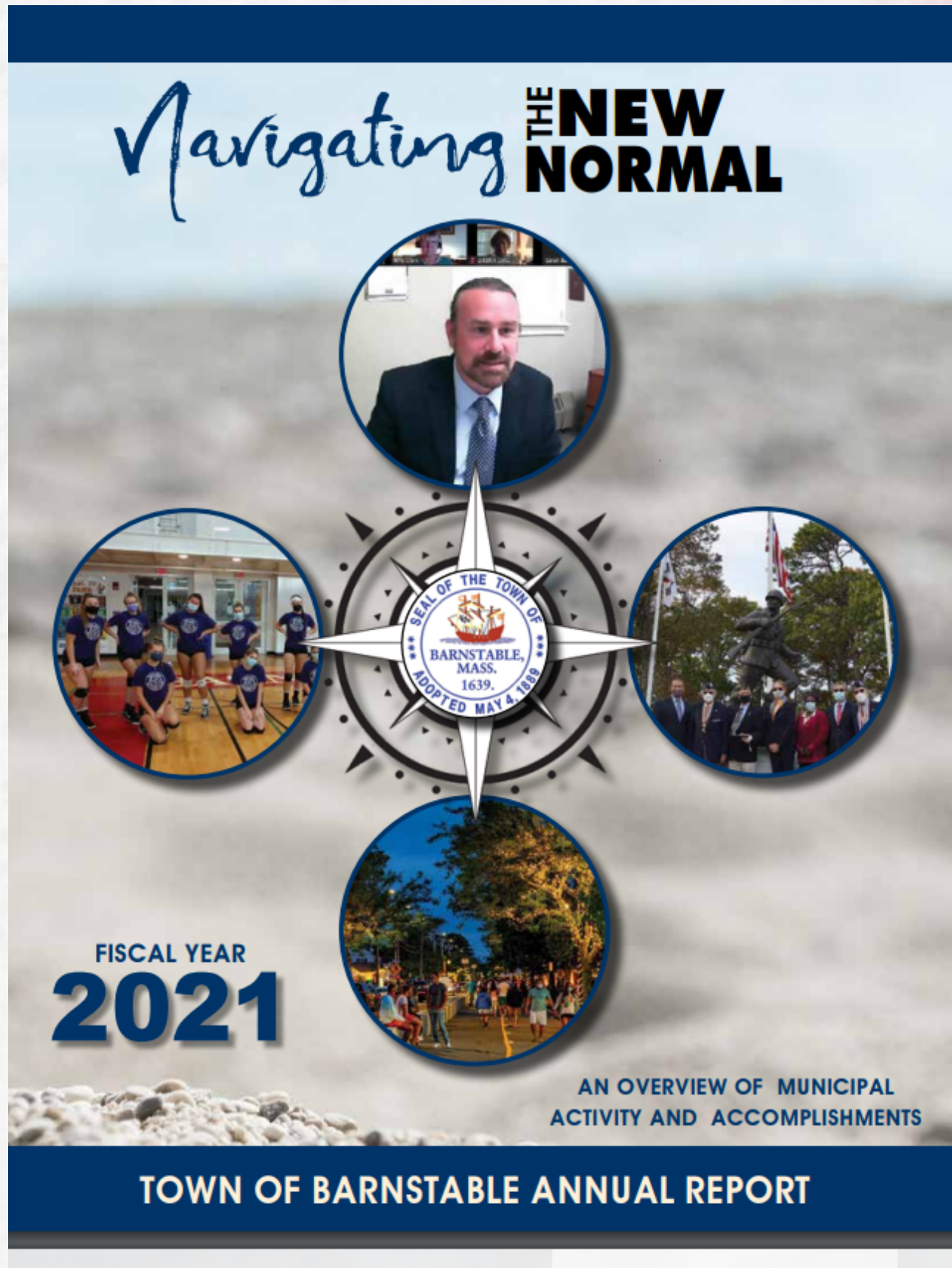
"Discover Barnstable" was started in February 2022 and we are on our 3rd season. Guests have included: Town Clerk Ann Quirk, Barnstable Police Chief Sonnabend, Superintendent Sara Ahern, DPW Director Dan Santos, Sandy Neck Beach Park Manager Nina Coleman, and so many more.

PODCAST DISCOVER BARNSTABLE



A screenshot of the Discover Barnstable podcast page on a digital platform. The page has a dark blue background. At the top left is the podcast logo. To its right, the text reads "PODCAST Discover Barnstable - the Official Podcast of the Town of Barnstable Town of Barnstable". Below this is a "FOLLOW" button and a menu icon. The "All Episodes" section lists two episodes: "Town Census" (Feb 2, 13 min 36 sec) and "Special Events" (Nov 2022, 19 min 39 sec). On the right, there is an "About" section with a welcome message and a "Government" tag. At the bottom right, there is a "Coming Soon - Discover Barnstable" trailer (31 sec).

ANNUAL REPORT



Annual Town Reports serve to communicate important information to town residents, and promote an understanding of and involvement in local government.

The Town of Barnstable was recognized with a 1st Place award for in Category 1 (population 15,000 plus) of the Massachusetts Municipal Association's Annual Town Report contest on Friday, January 20, 2023.

2023 COMMUNICATIONS SURVEY

Survey was available online as well as mailed with the Town Census

22,400 surveys mailed in January

1,019 undeliverable

6,567 surveys returned



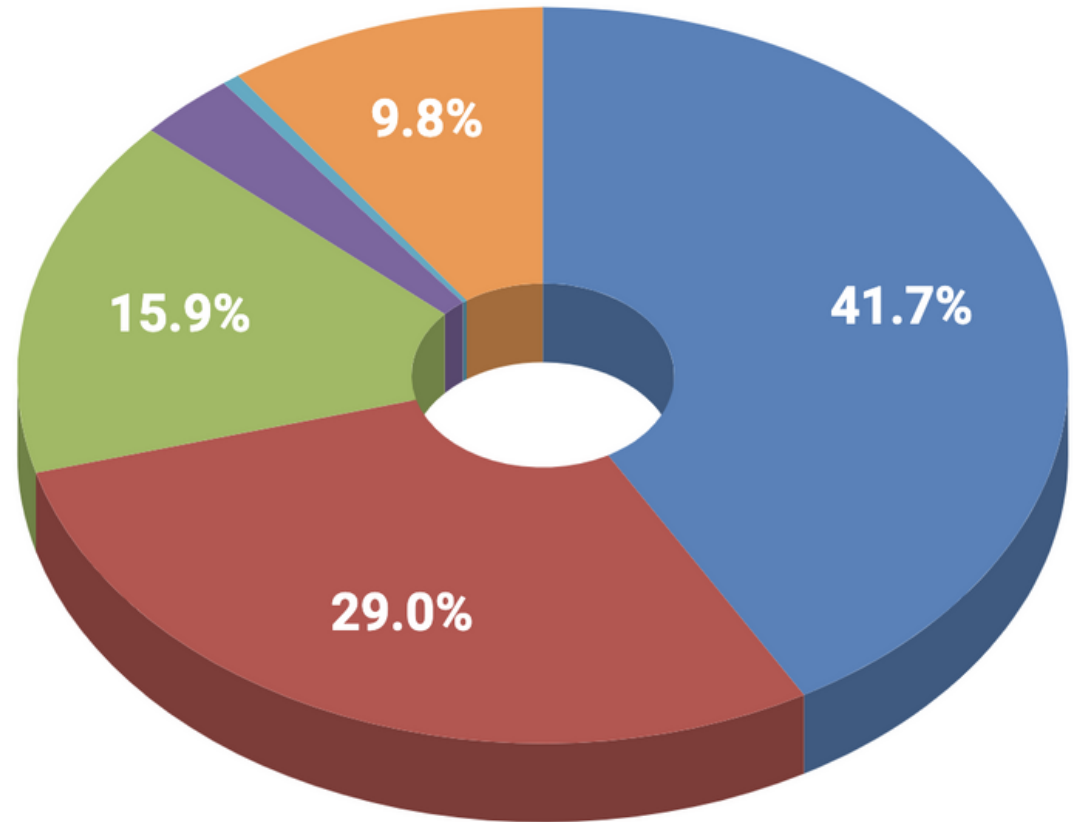
By including this survey with the Town census, the cost was \$2,727.20

*The data on the next slides is representative of the respondents who filled out the survey. Not every respondent answered every question.

2023 COMMUNICATIONS SURVEY

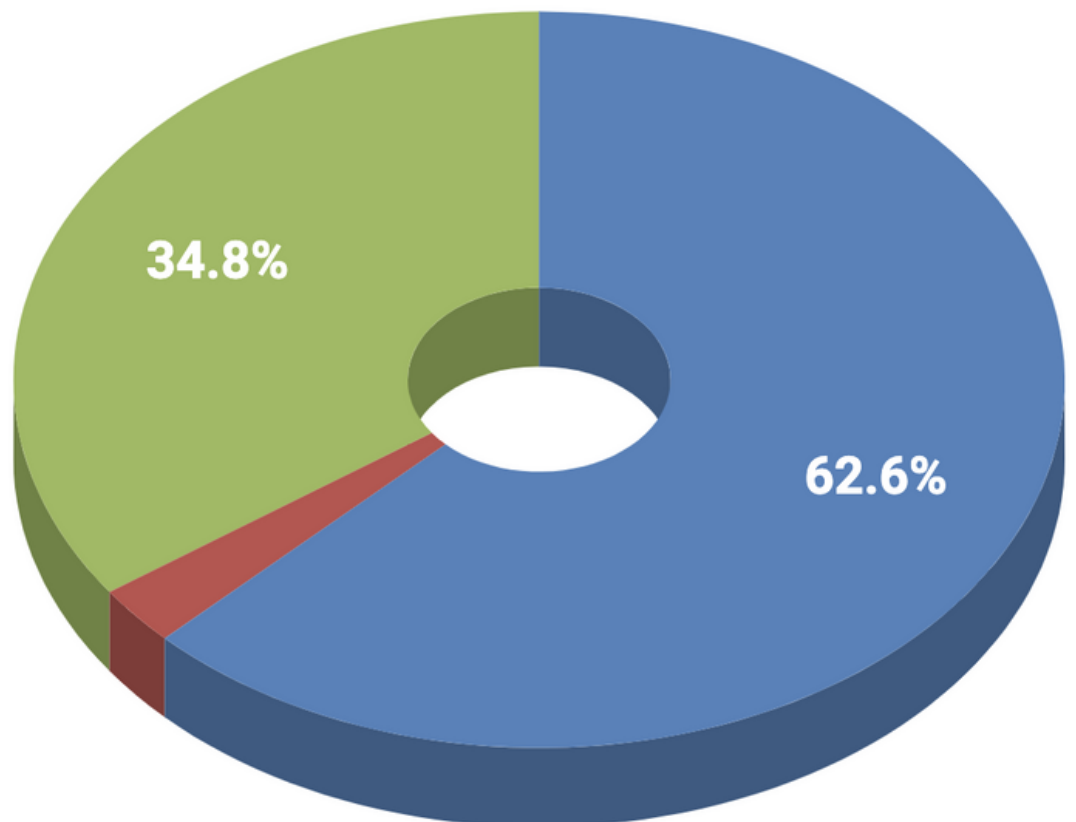
Demographics - Age and Gender

AGE of Respondents



- 61-75
- 75+
- 46-60
- Prefer not answer
- 18-25
- 26-45

GENDER of Respondents

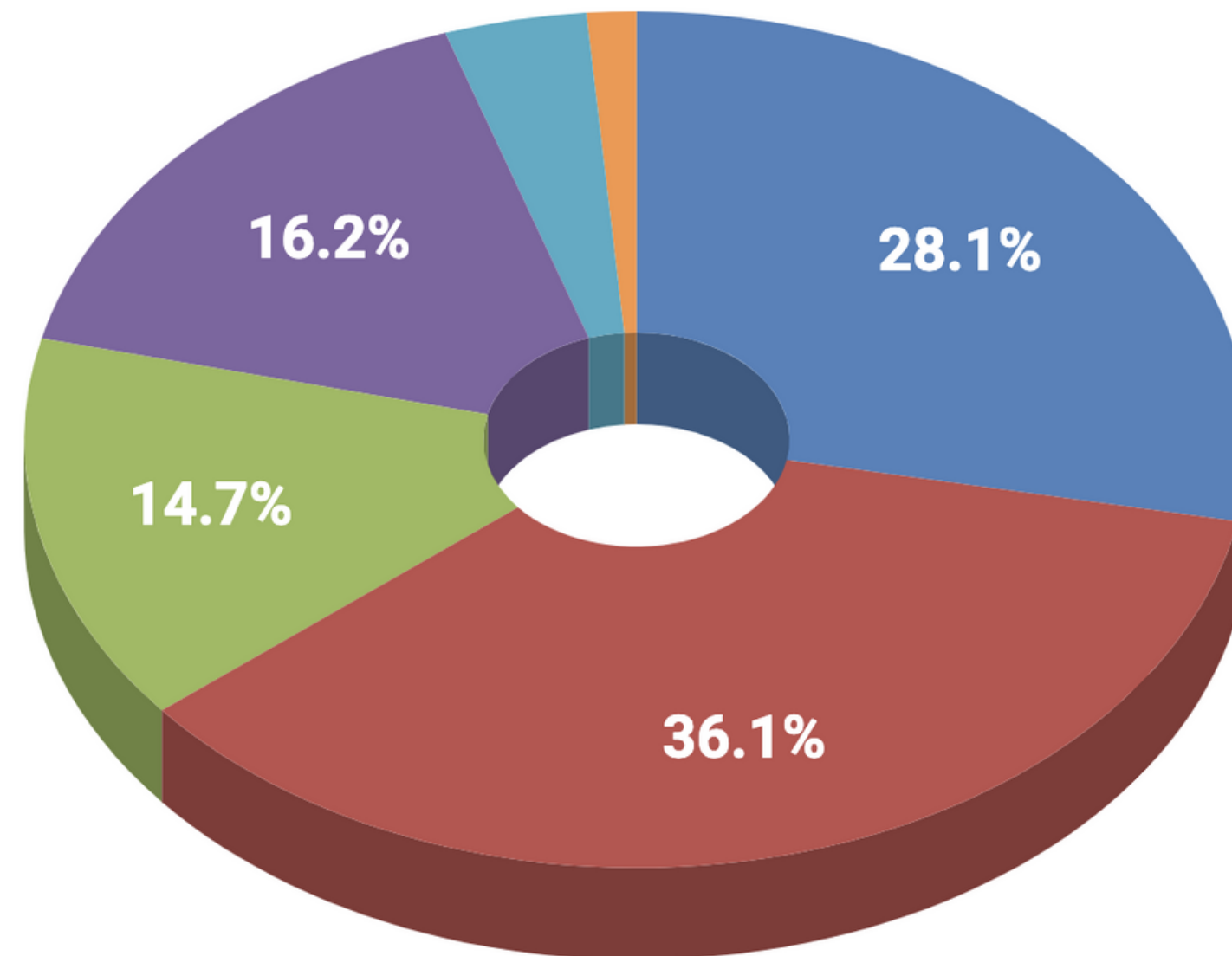


- Female
- Prefer not answer
- Male

2023 COMMUNICATIONS SURVEY

Where do you currently get news about Town operations, events, and activities?

Where do residents get Town News

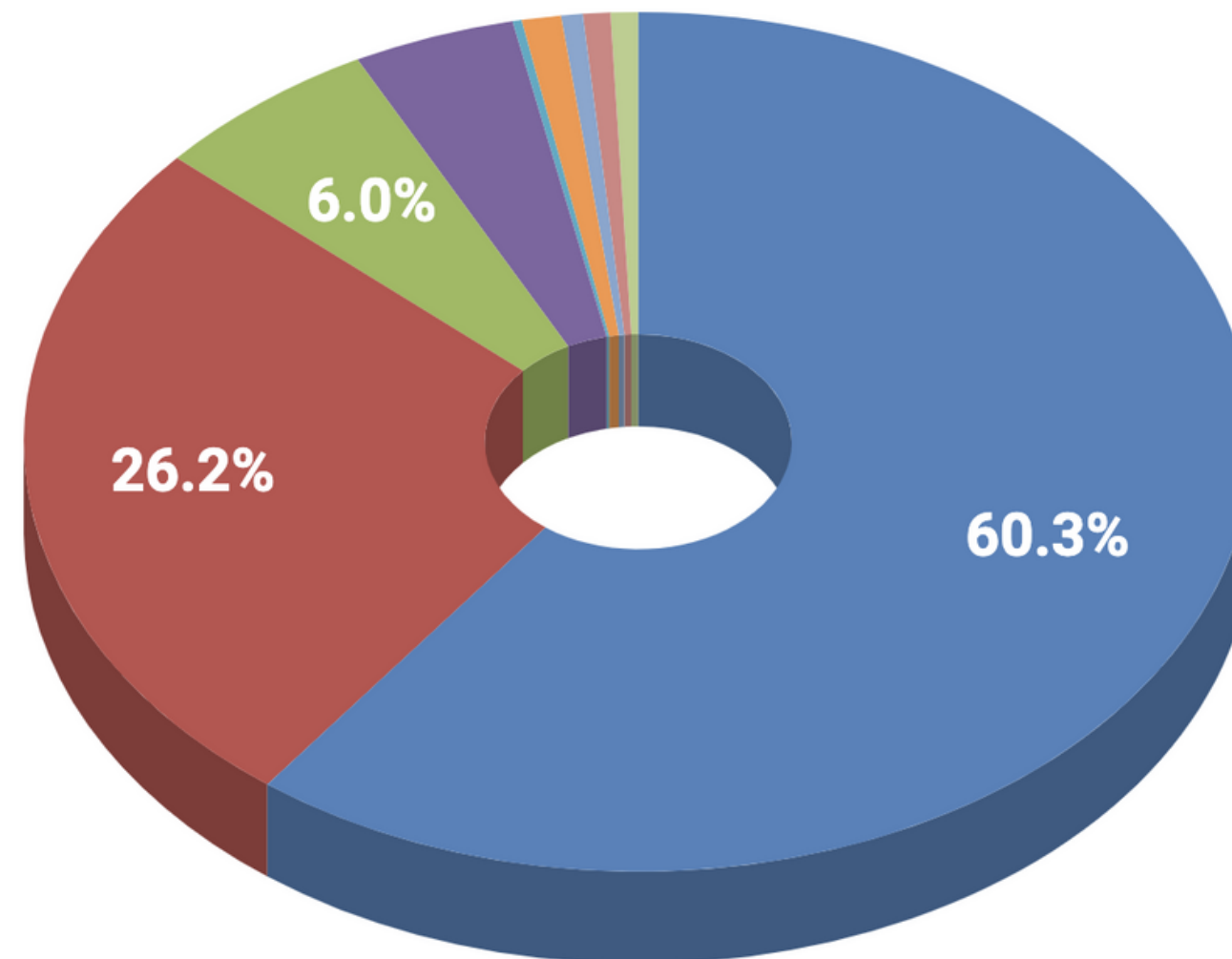


- Newspapers
- Social Media
- Town Website
- Online News Agencies
- Town Electronic Newsletter
- In-Person Events

2023 COMMUNICATIONS SURVEY

What subjects are you most interested in receiving information about?

What information are residents interested in

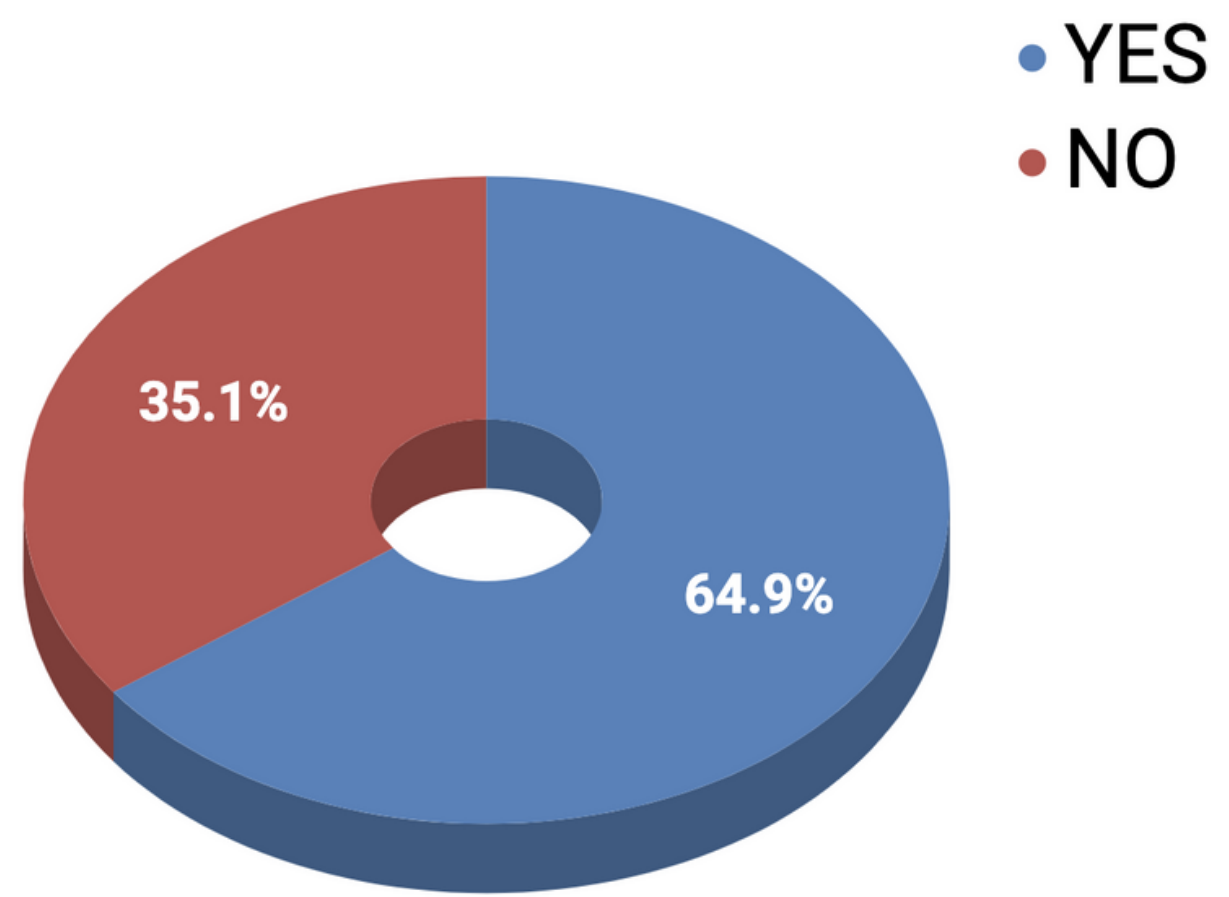


- **Community & Events**
- **Emergency/Community Alerts**
- **Land Use & Development**
- **Public Safety/Crime & Fire Prevention**
- **Messages from Town Manager**
- **Trash/Recycling**
- **Public Meetings**
- **Town Budgets**
- **Road Construction/Traffic**

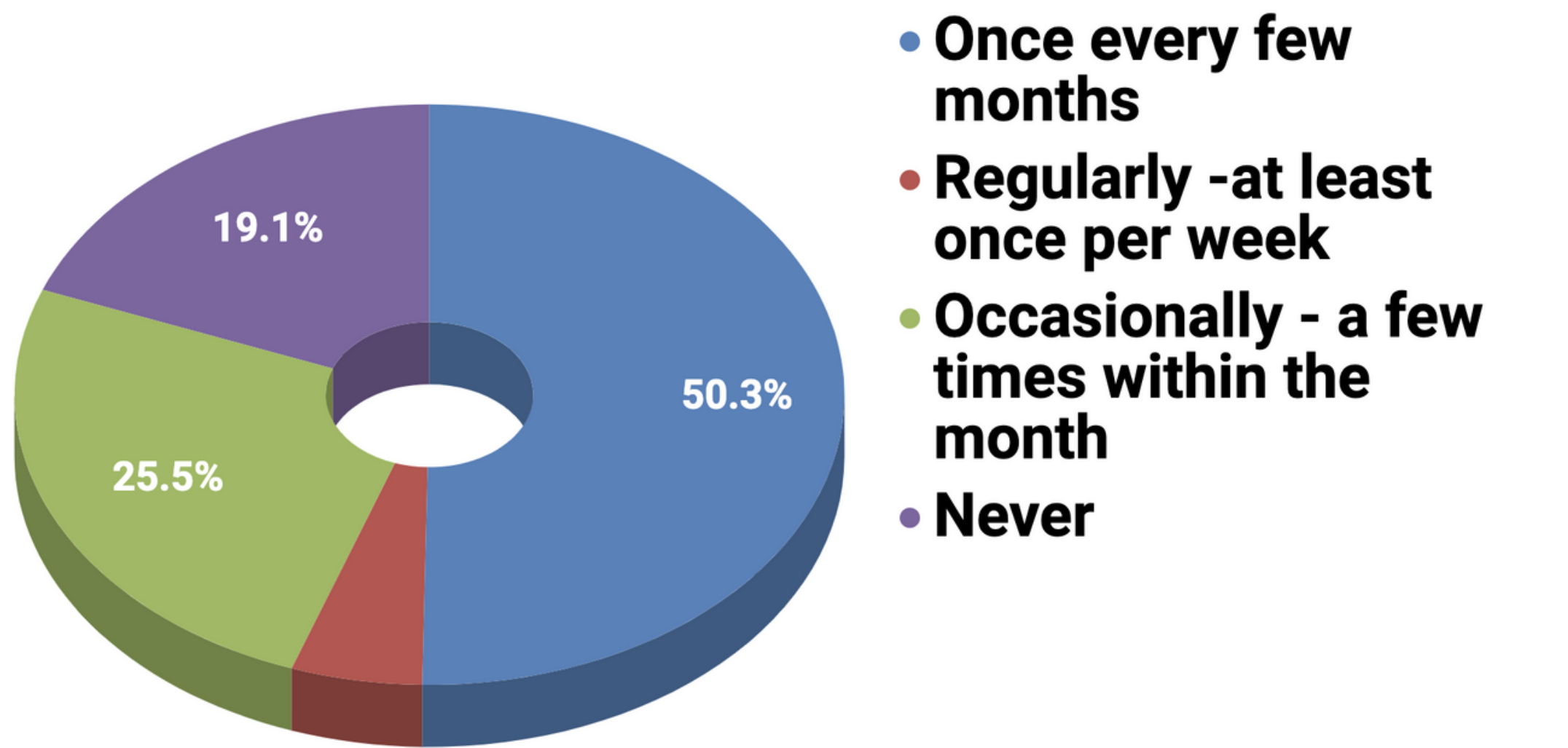
2023 COMMUNICATIONS SURVEY

Have you visited the Town's website in the past 3 months?
How often do you visit the Town's website?

Visited The Towns Website In The Past 3 Months



How often do residents visit the website

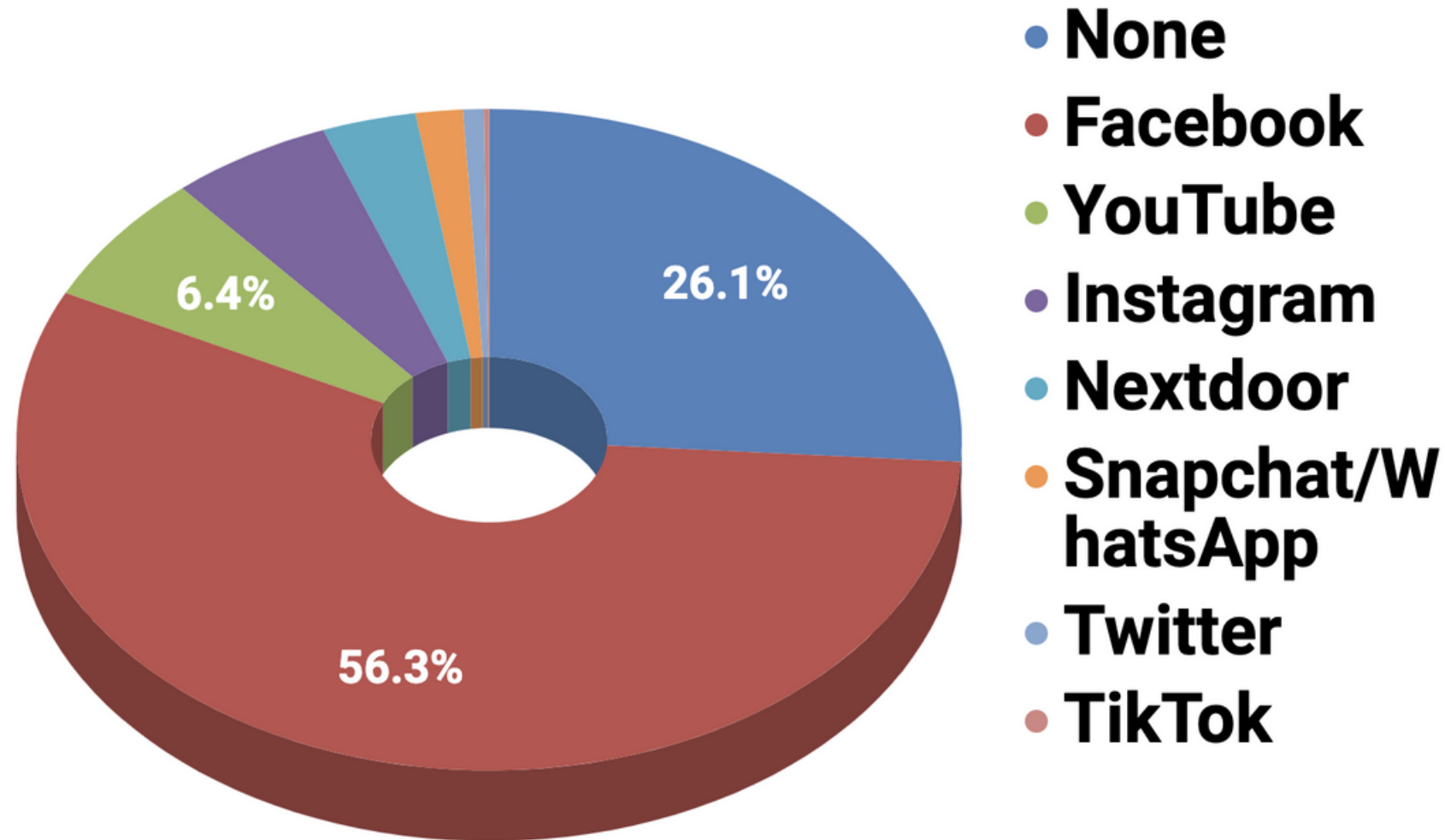


2023 COMMUNICATIONS SURVEY

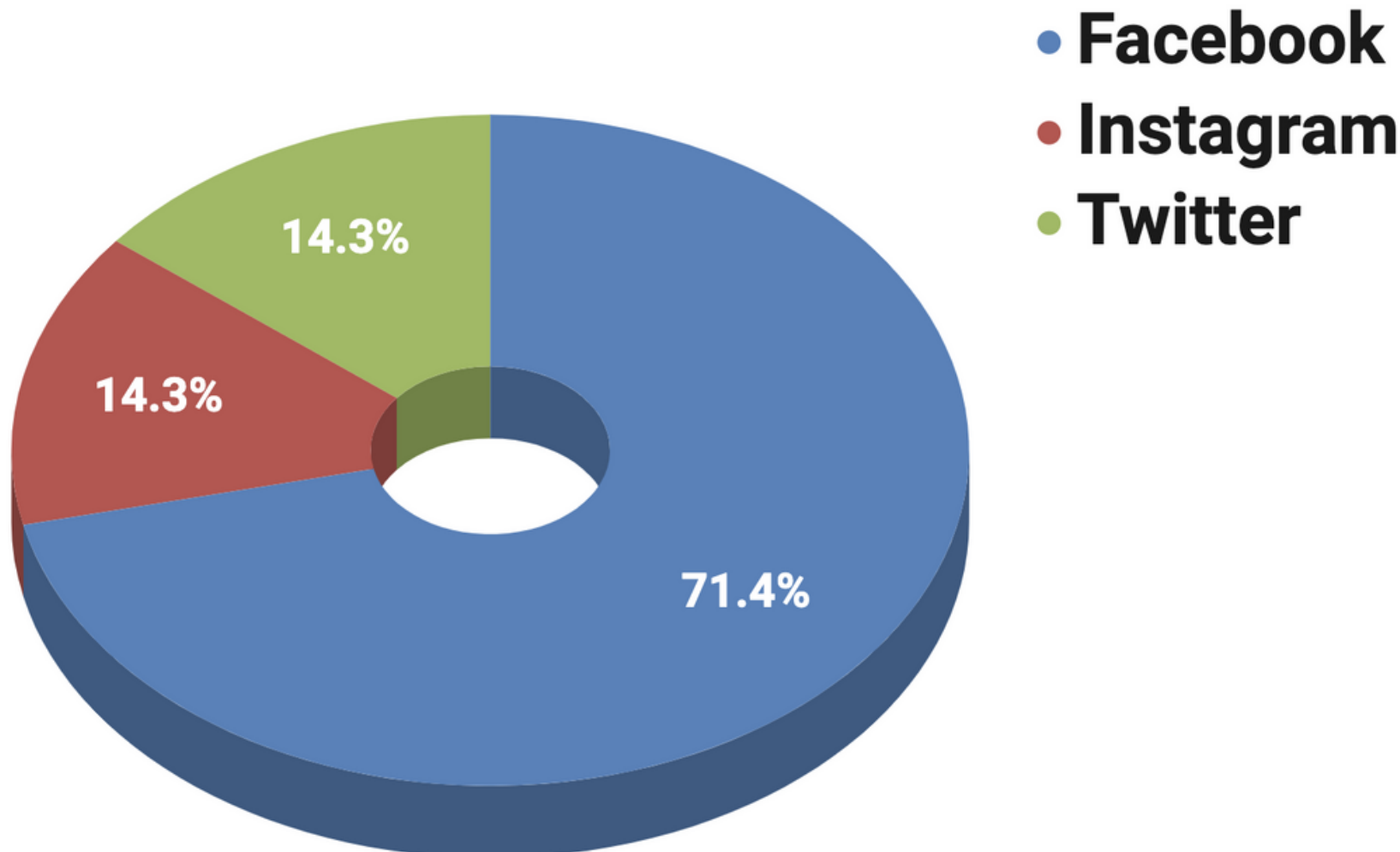
Which social media channels do you actively use?

Which Town social media pages do you follow/subscribe to?

What Social Platforms do residents use



Social Network Followers

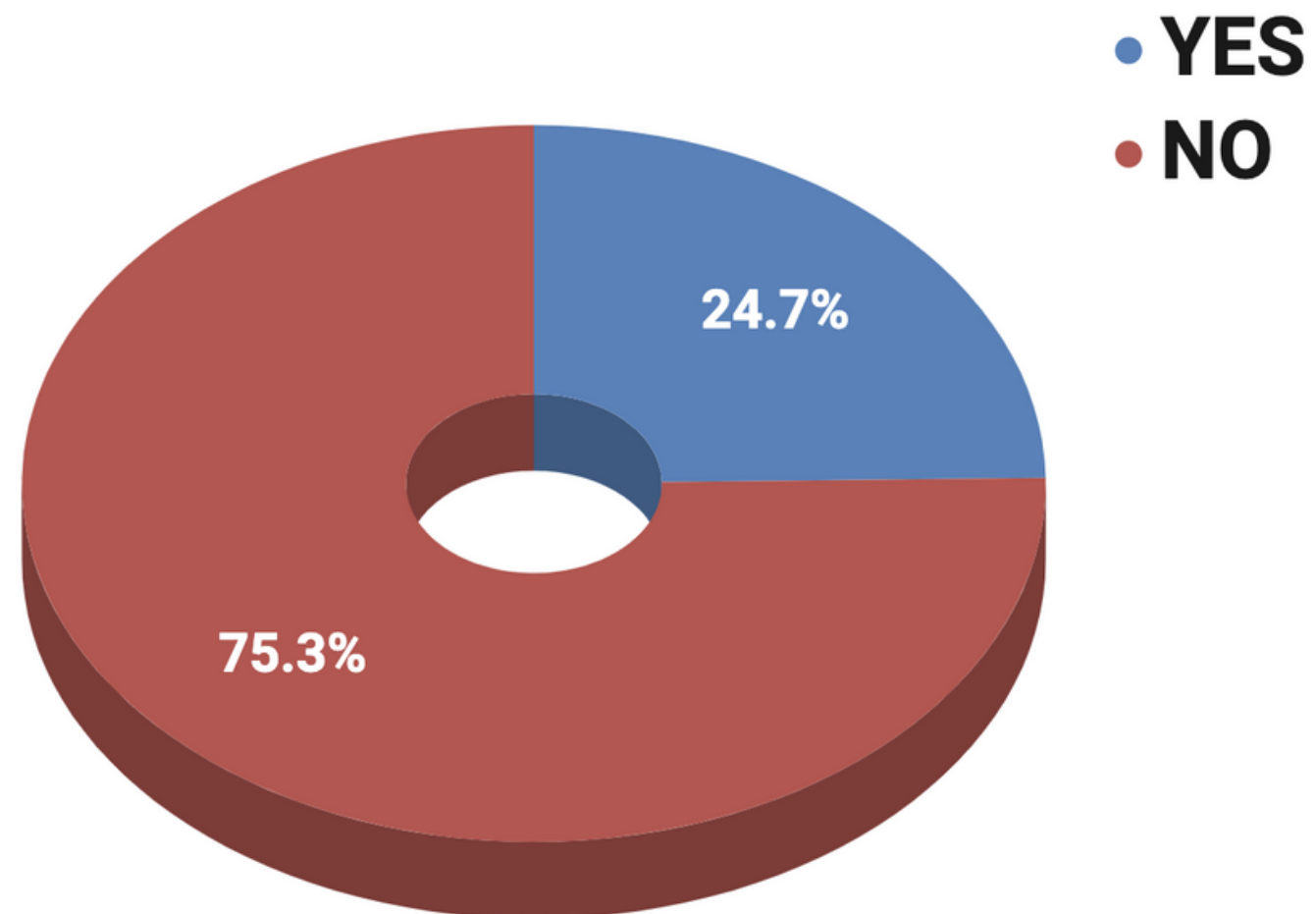


2023 COMMUNICATIONS SURVEY

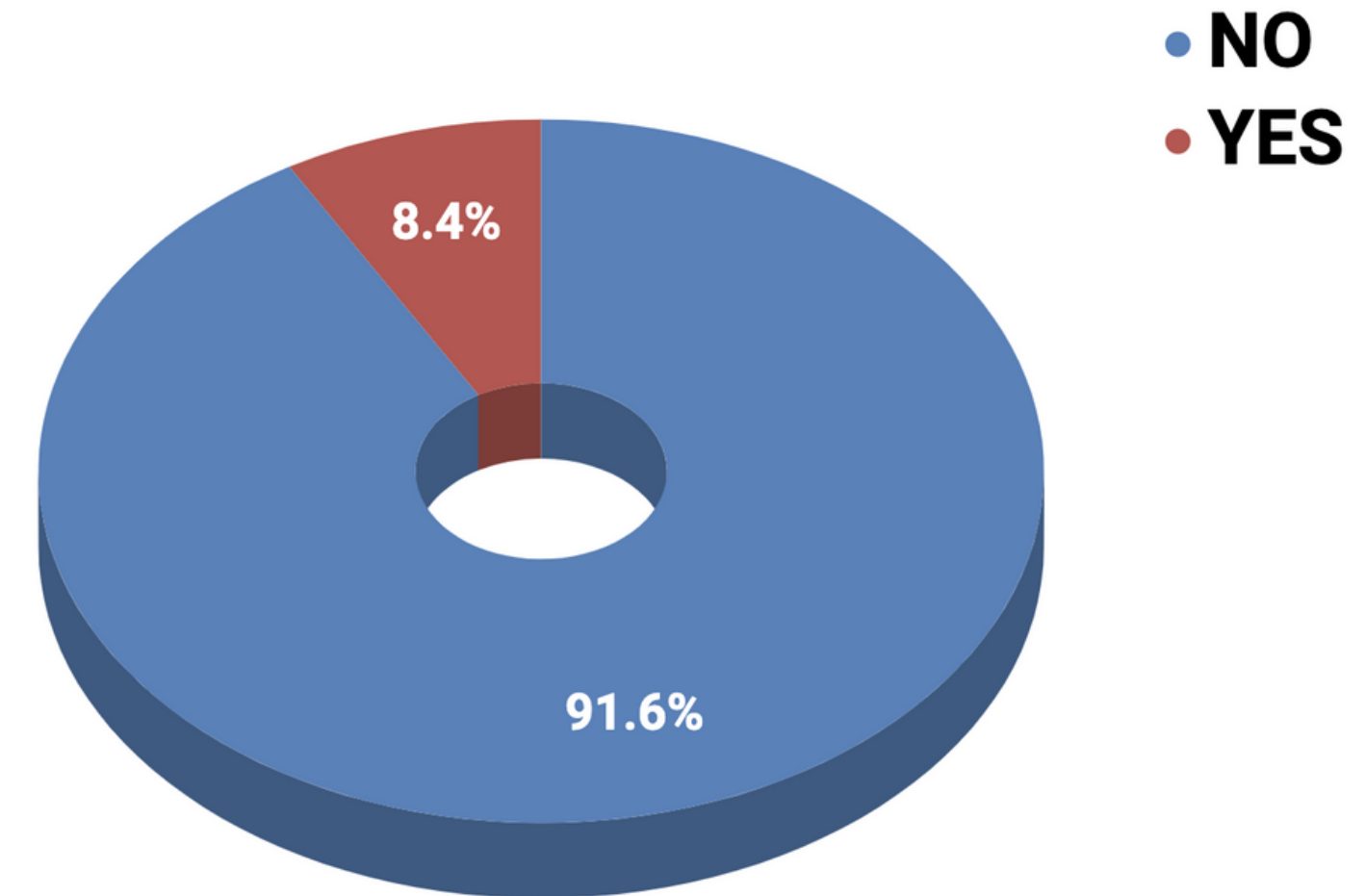
Have you attended or watched a Town Council, Board, Committee, or Commission meeting in the past 12 months?

Have you provided public comment at a Town Council, Board, Committee or Commission meeting in the past 24 months?

MEETINGS - Watch or Attend

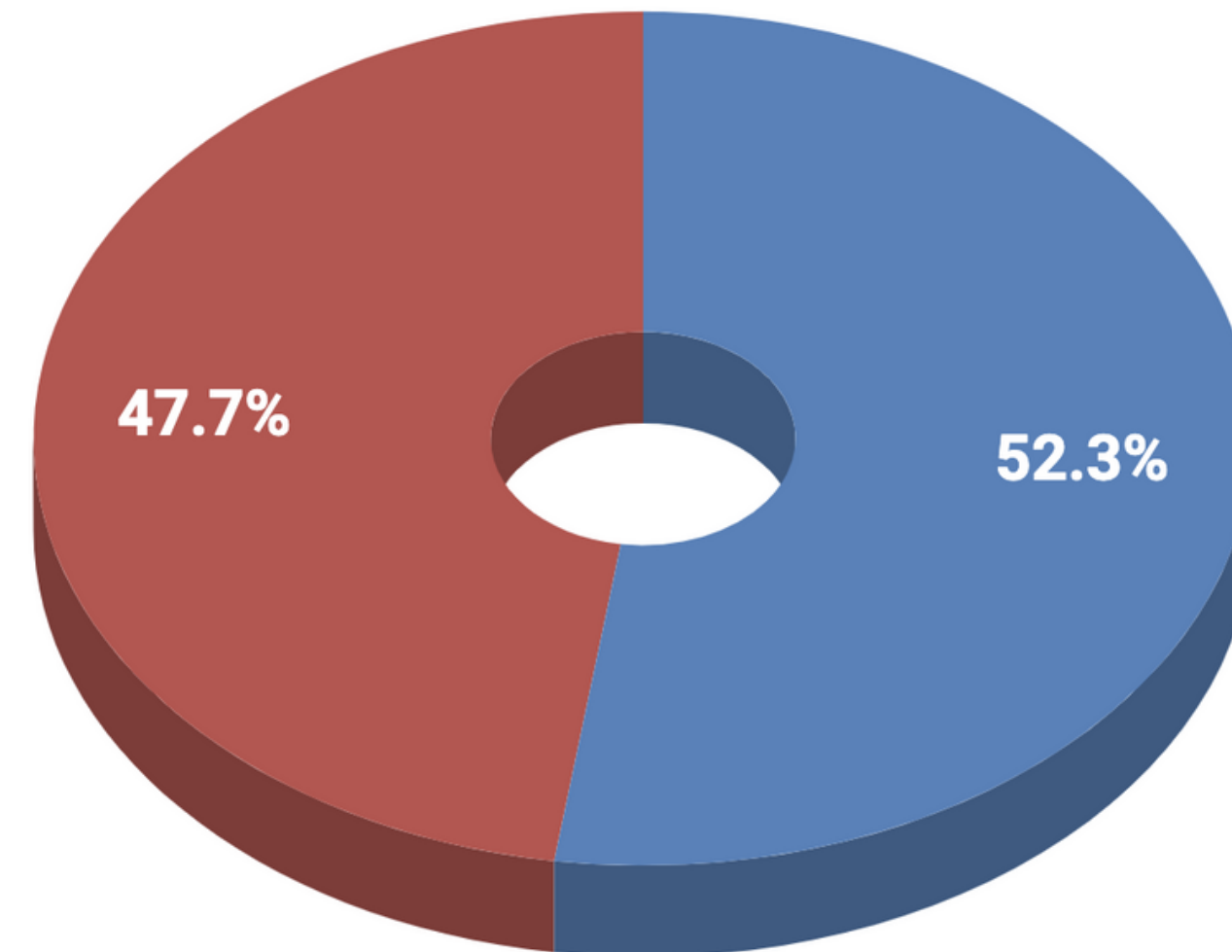


MEETINGS - provide Public Comment



2023 COMMUNICATIONS SURVEY

**Covid-19 safety concerns
aside, would you normally
prefer to attend and
informative event in person
or virtually?**



MEETINGS Preference

- Virtually
- In Person

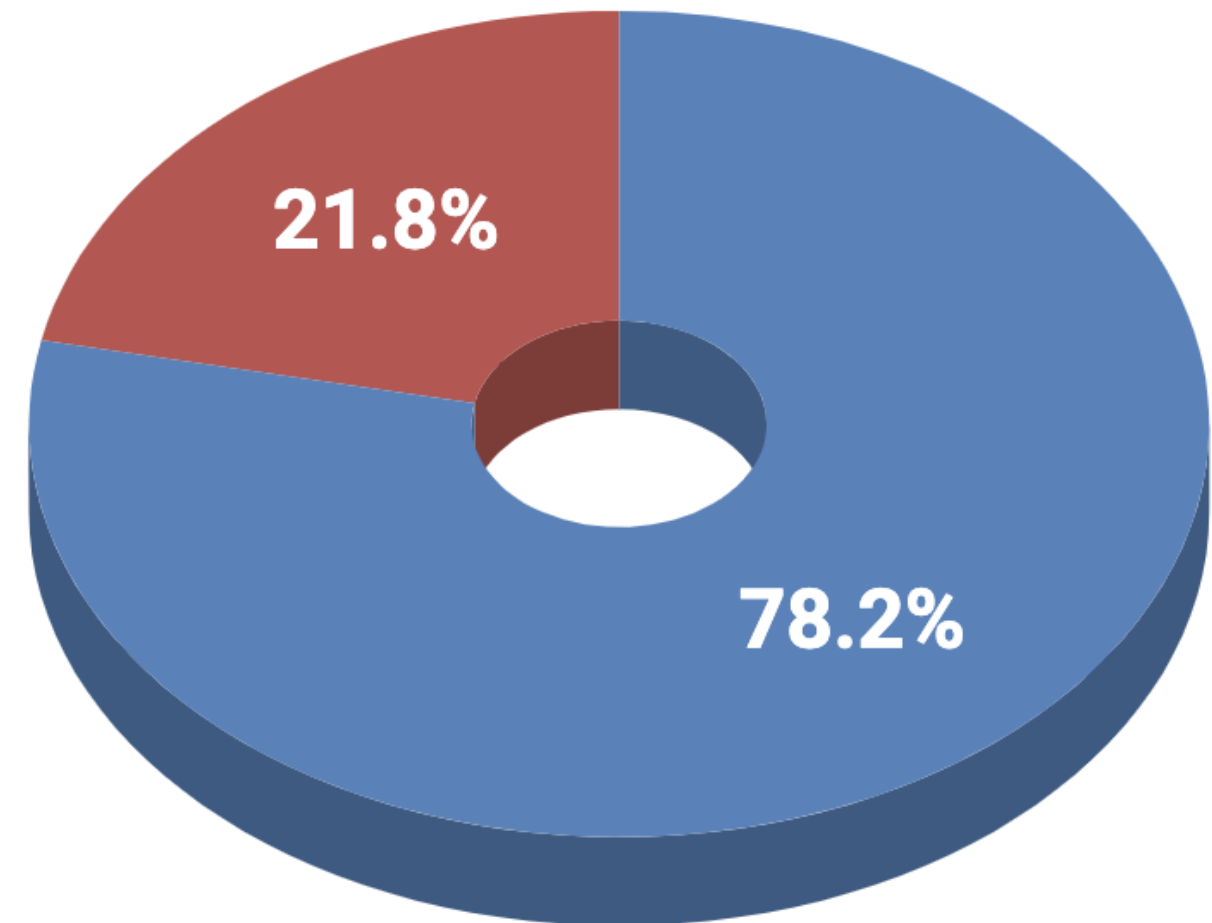
2023 COMMUNICATIONS SURVEY

Do you subscribe to our
weekly electronic
newsletter, Enews?

**2,095 new subscribers
were added from
survey responses**

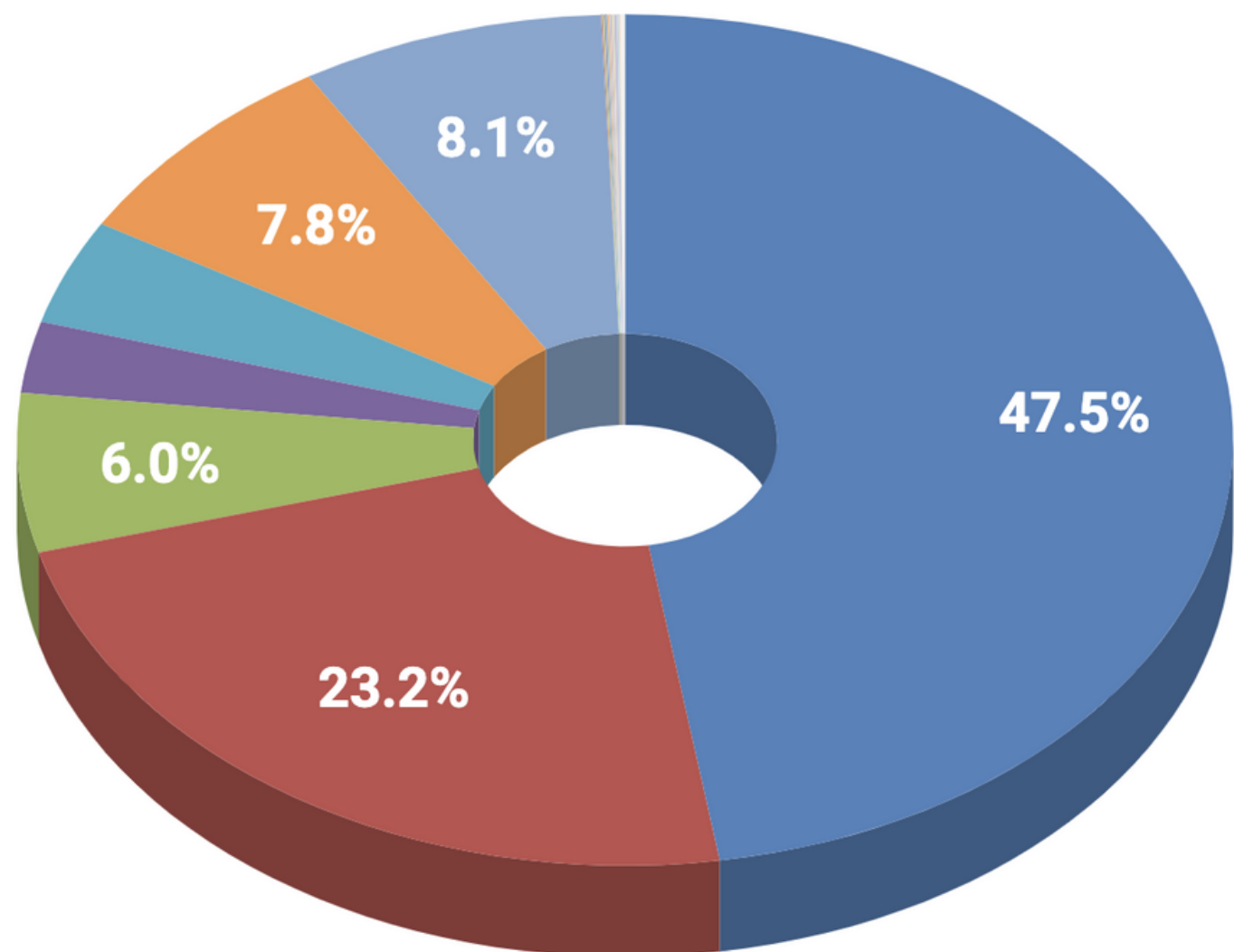
eNEWS subscribers

- NO
- YES



2023 COMMUNICATIONS SURVEY

What do you think the Town does well in regards to Communications?



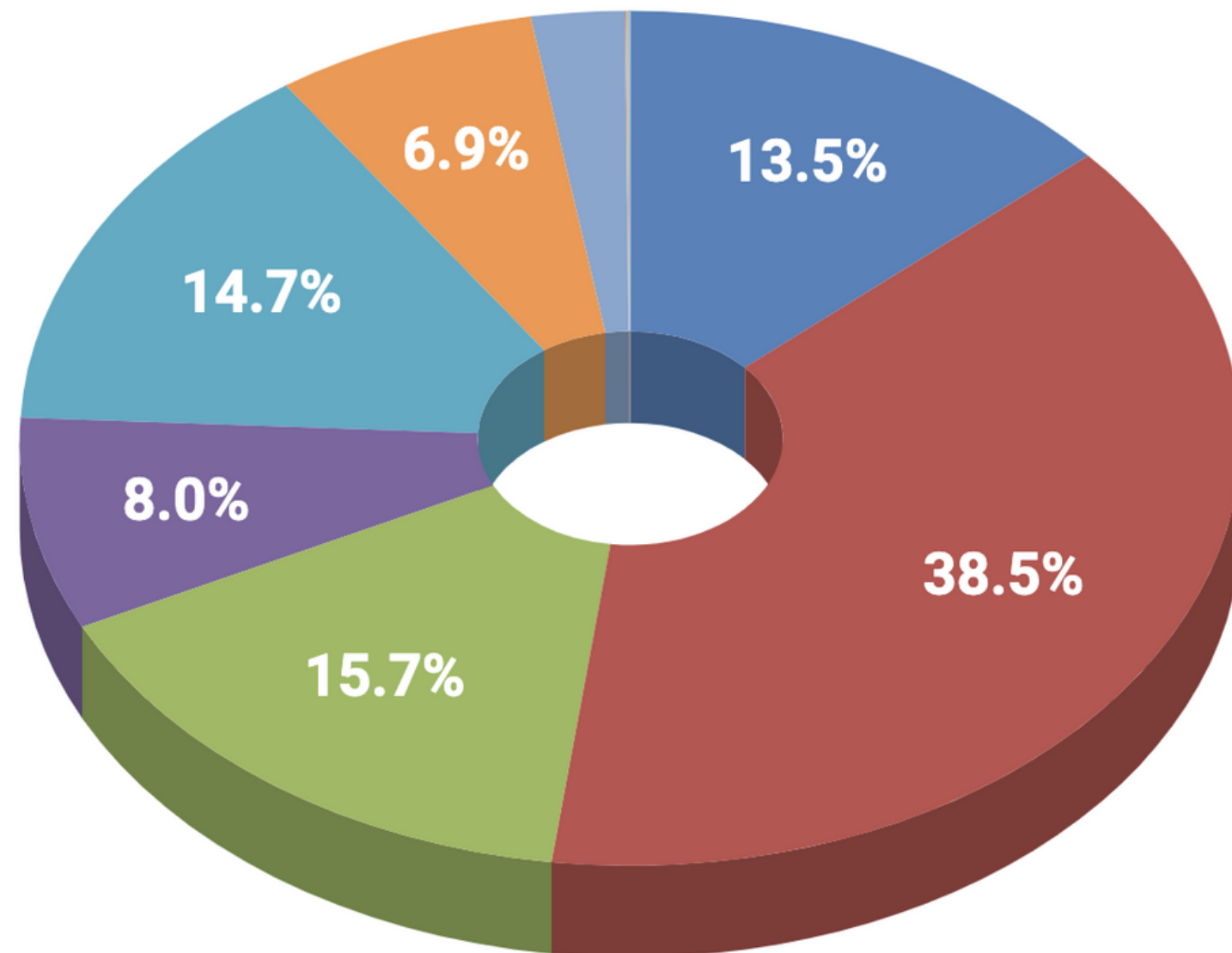
What does Communications do well

- Timely, accurate, and current information across all platforms of communication
- Good balance on types of information
- Good variety of mediums (videos, livestreams, face to face)
- Transparent
- Good social media presence
- Easy to access/find
- Good balance of publication platforms

2023 COMMUNICATIONS SURVEY

Specifically, in what ways do you believe the Town can improve Communications with the public?

What we need to improve

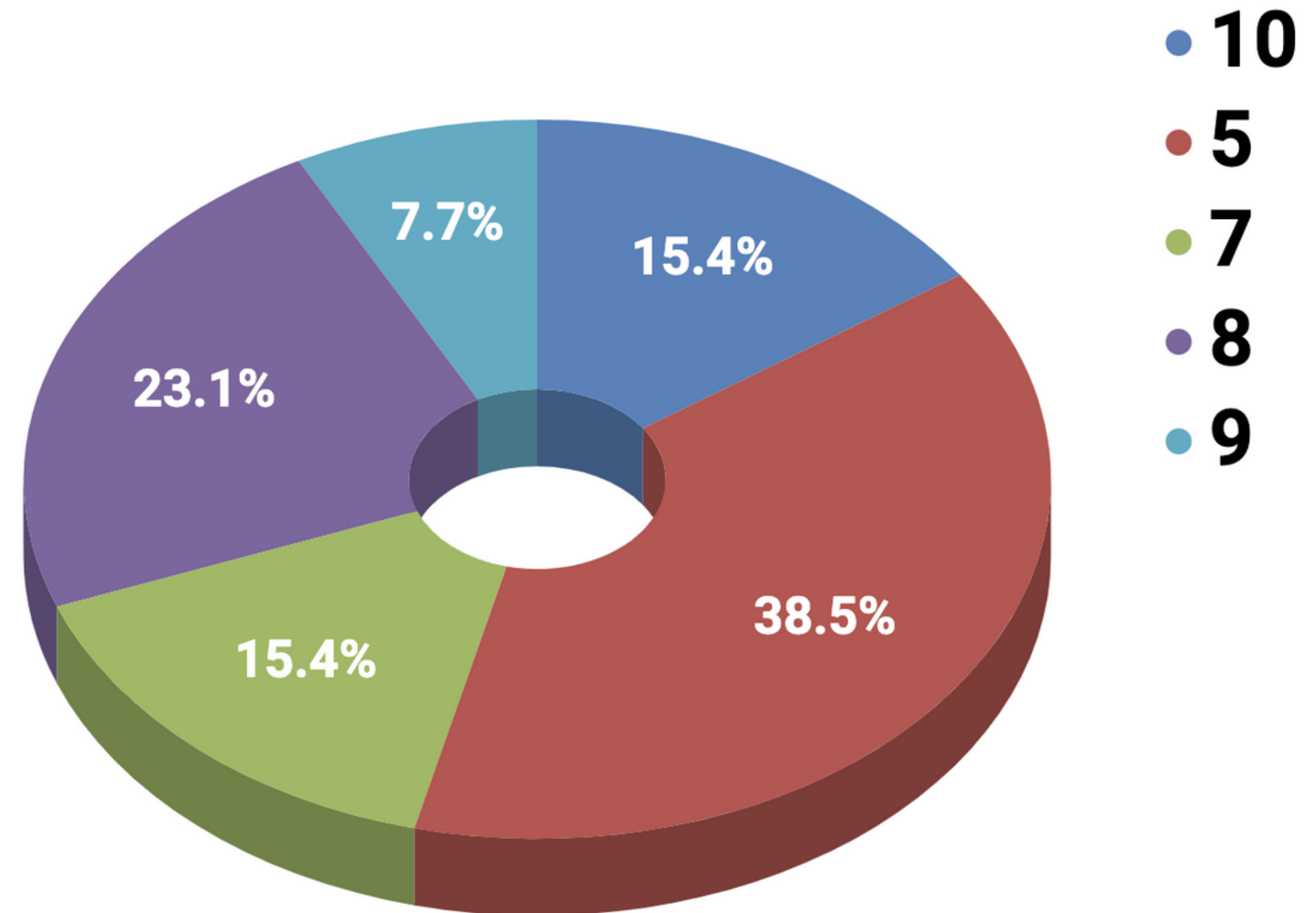


- More social media communication i.e. Instagram and Facebook
- Timelier, more accurate, and current information across all platforms of communication
- More transparency
- More public and face to face meetings
- Provide a Mobile App
- Improve website
- More variety of mediums (videos, livestreams, face to face)

2023 COMMUNICATIONS SURVEY

RATING Town Communications

How would you rate the Town Communications efforts?



61.6% rating of 7 or higher

2023 COMMUNICATIONS SURVEY

What have we learned?

- **Our community wants to hear from us regularly on a variety of subjects, on a variety of platforms**
- **Many of our new residents are not aware of town operations and communications**
- **Town website is fragmented and the homepage is too busy**
- **Online payments are in multiple places and should be centralized**
- **There is no one size fits all**

2023 COMMUNICATIONS SURVEY

Next steps

- Create a New Resident resource page to help new residents acclimate to town services and programs and welcome them to the Town of Barnstable!
- Schedule quarterly Communications Day at Barnstable Adult Community Center and Hyannis Youth & Community Center
- Work with Department and Divisions to plan communications outreach for town-wide initiatives including adding a communications budget for items such as direct mail
- Create a Payment Page with links to ALL payment portals
- Offer a workshop on Town communications to Civic/Business Associations

To effectively communicate,
we must realize that we are all different in the way
we perceive the world and use this understanding
as a guide to our communication with other.

~Tony Robbins

Th**a**N**k**

YO**U!**

Q

A