



***NOTE: This action is not focused on emergency communications, but rather the way that the town communicates during non-emergency times with its residents.**

Action Requirement	Completed (Y/N)	Additional Details (Please write directly in the boxes below)
<p>Step 1: Inventoried all public communication channels available to the municipality and being used by residents, and developed a communications plan.</p>		
<p>Completed an inventory of the communication channels used by the municipality to share information with the public within the past year</p>	<p>Yes</p>	<p>The Borough currently uses the website www.watchungnj.gov, Facebook, Instagram, Nixle, a local access channel, and email listing, and a newsletter that is published 2x a year in April and September.</p> <p>Police, Fire, and EMS also maintain websites and social media.</p> <p>The borough completed an RFP process for the redesign of the website and has contracted with Spatial Data Logic to complete this work. The borough has been working with the vendor to ensure all appropriate channels are utilized and are fully integrated for both information dissemination and two-way communication.</p> <p>Although Instagram was not initially identified as a necessary channel, it was raised during the restart of our farmers market. Many of the vendors stated that this was an important channel for them. The borough responded by quickly bringing up an Instagram feed and producing content. The borough has since created a dedicated Instagram feed for the farmers market, once again responding to requests from vendors and visitors alike.</p>
<p>OPTIONAL: Did you complete any type of analysis or research into what communication channels are being used by your residents?</p>	<p>No</p>	<p>(If so, please share details.)</p>

MUNICIPAL COMMUNICATIONS STRATEGY SUBMISSION CHECKLIST



Our inventory of public municipal communication channels included the following (provide evidence of use by the municipality within the past 6 months): (Please mark off all that apply & provide the necessary details where applicable)

<p>The municipal website</p>	<p>Yes</p>	<p>www.watchungnj.gov</p>
<p>Municipal social media channels</p>	<p>Yes</p>	<p>Twitter- @watchungPD</p> <p>Instagram- watchungems</p> <p>Facebook –</p> <p>Watchung fire Department - https://www.facebook.com/WatchungFD</p> <p>Watchung Police Department - https://www.facebook.com/Watchung-Police-Department-136989769786996</p> <p>Watchung Rescue Squad - https://www.facebook.com/WatchungEMS</p> <p>Watchung Borough - https://www.facebook.com/WatchungNJ</p>
<p>Municipally controlled mailing and email lists</p>	<p>Yes</p>	<p>(No further information needed.)</p>
<p>Push text notifications to cell phones (for non-emergency related updates)</p>	<p>Yes</p>	<p>Nixle is the communication used to communicate with residents and other interested stake-holders. It's managed by the Watchung PD.</p>
<p>Municipally controlled blogs</p>	<p>No</p>	<p>(Include links to the blog(s).)</p> <p>Blogs are no longer considered current technology. The functionality is provided by social media, email distribution of newsletters, and postings on the town website.</p>

MUNICIPAL COMMUNICATIONS STRATEGY SUBMISSION CHECKLIST



Municipally controlled mobile applications	No	(Provide details on which mobile apps the town is currently using to get information out to the public, and what type of information is shared through this mobile app.)
The municipal public access channel	Yes	(Include the channel number.)
Local radio station	Yes	WPNT 550 1610 AM
Online & traditional community posting boards	Yes	The Borough uses Facebook for online community posting. There are bulletin boards located in town hall, the library, the police department and the court house.
Municipal advisory boards or agencies that service the socially vulnerable within the community	Yes	The town use Register Ready to communicate with the socially vulnerable there is also information through Nixle and Facebook.
Community based networks, including but not limited to faith-based organizations, civic associations, education-based groups such as the PTO/A, local businesses, etc.	Yes	<p>PTOs from the local K-8 district and the regional high school district places an active role in providing two-way communication between the school communities and government.</p> <p>The Watchung Alliance which address the social and health needs of our community by empowering communities to combat substance abuse and its related problems at home, schools and work.</p>
<p>Step 2: Regularly maintain the municipal website, keeping content updated while providing a way for users to find important updates and news.</p>		
Determined a process to keep the municipal website updated	Yes	City Connection maintains our website. The site is managed by the town’s CFO as well as the borough clerk.

MUNICIPAL COMMUNICATIONS STRATEGY SUBMISSION CHECKLIST



<p>Our municipal website is a responsive design (mobile compatible)</p> <p>*SUGGESTED, NOT REQUIRED</p>	<p>No</p>	<p>The borough has approved a contract to redesign the website.</p> <p>Mobile compatibility will be included in the new site.</p>
<p>Our municipal website includes at least 5 of the following items in easy-to-find locations, found within 3 clicks:</p>		
<p>Email addresses and phone numbers for all municipal departments</p>	<p>Yes</p>	<p>www.watchungnj.gov</p> <p>The phone numbers can be found with 1 click from the homepage of the town website, under appropriate menu items.</p>
<p>Contact information for emergency services such as police, fire, EMS</p>	<p>Yes</p>	<p>www.watchungnj.gov</p> <p>The link can be found for police, fire and ems with 1 click on the home page of the town website, under appropriate menu items.</p>
<p>A place to find updates and current news related to the municipality</p>	<p>Yes</p>	<p>www.watchungnj.gov and the Facebook. With 1 click on the 1st page of the town website it can be found under News and Events</p>
<p>An events calendar</p>	<p>Yes</p>	<p>www.watchungnj.gov - it is located on the boroughs website with 1 click</p>
<p>Links to social media accounts on the homepage (or another location on the website)</p>	<p>Yes</p>	<p>www.watchungnj.gov Link to town social media are on the home page. Links to police/fire/EMS social media are found on the corresponding home pages, which are one click away from the town home page.</p>
<p>Email sign ups (for non-emergency related updates)</p>	<p>Yes</p>	<p>Contact tab can be found with 1 click on the borough’s website page</p>

MUNICIPAL COMMUNICATIONS STRATEGY SUBMISSION CHECKLIST



A search box	Yes	Is located on the home page
A suggestion box	Yes	Located on the town's website under "general inquires" with 1 click