

MUNICIPAL COMMUNICATIONS STRATEGY SUBMISSION CHECKLIST



Action Requirement	Completed (Y/N)	Additional Details (Please write directly in the boxes below)
Step 1: Inventoried all public communication channels available to the municipality and being used by residents, and developed a communications plan.		
Completed an inventory of the communication channels used by the municipality to share information with the public within the past year	Y	A full inventory was just completed by our Public Information Officer and IS Department. This inventory is currently being used as a tool for the Township's new and updated municipal website.
OPTIONAL: Did you complete any type of analysis or research into what communication channels are being used by your residents?		(If so, please share details.)
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)		
The municipal website	Y	http://www.twp.woodbridge.nj.us/
Municipal social media channels	Y	FB: https://www.facebook.com/MayorJohnMcCormac ; Twitter: https://twitter.com/WoodbridgeNJ ; Instagram: https://www.instagram.com/mayorjohnemccormac/
Municipally controlled mailing and email lists	Y	Woodbridge E-News blasts, quarterly Woodbridge News publications
Push text notifications to cell phones	Y	CodeRed
Municipally controlled blogs		(Include links to the blog(s).)
Municipally controlled mobile applications	Y	Woodbridge Now app shares news and updates among other things
The municipal public access channel	Y	TV35

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Local radio station		(Include the radio station number.)
Online & traditional community posting boards		(Include details on which posting boards the town uses and what type of information is shared on each.)
Municipal advisory boards or agencies that service the socially vulnerable populations within the community		(Include details on which municipal boards and how the town uses them to share public information.)
Community based networks, including but not limited to faith based organizations, civic associations, education based groups such as the PTO/A, local businesses, etc.		(Include details on which networks are used and how the town shares public information through each of them.)
Step 2: Regularly maintain the municipal website, keeping content updated while providing a way for users to find important updates and news.		
Determined a process to keep the municipal website updated	Y	The maintenance is performed by the Township's Information Systems Department. The IS Department is responsible for all municipal and school information technology including computer programming, telecommunications and computer network operations.
Our municipal website is a responsive design (mobile compatible) *SUGGESTED, NOT REQUIRED		(No further information needed)
Our municipal website includes the following information in easy-to-find locations, found within 3 clicks:		
Email addresses and phone numbers for all municipal departments	Y	http://www.twp.woodbridge.nj.us/148/Departments
Contact information for emergency services such as police, fire, EMS	Y	http://www.twp.woodbridge.nj.us/353/Emergency-Services

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A place to find updates and current news related to the municipality	Y	Homepage: http://www.twp.woodbridge.nj.us/
An events calendar	Y	http://www.twp.woodbridge.nj.us/calendar.aspx?CID=23,31,26,14,29,28,32,
Links to social media accounts	Y	Homepage: http://www.twp.woodbridge.nj.us/
Email sign ups	Y	http://www.twp.woodbridge.nj.us/list.aspx
A search box	Y	Homepage: http://www.twp.woodbridge.nj.us/
A suggestion box		(Include the link to the webpage where this can be found.)